

# Vic V. Anand

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[http://goizueta.emory.edu/faculty/academic\\_areas/accounting/anand\\_vic.html](http://goizueta.emory.edu/faculty/academic_areas/accounting/anand_vic.html)

## PROFESSIONAL EMPLOYMENT

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Emory University – Goizueta Business School <i>Assistant Professor of Accounting</i>	2012-Present
Science Applications International Corporation <i>Senior Analyst</i>	2001-2003
Deloitte Consulting <i>Senior Consultant</i>	2000-2001
Ford Motor Company <i>Financial Analyst</i> <i>Manufacturing Engineer</i>	1997-1998 1995-1997

## EDUCATION

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Ph.D.	Accounting, Cornell University Dissertation: “ <i>Essays on the Motivating Effects of Goals in Accounting</i> ”	2014
M.S.	Accounting, Cornell University	2013
M.B.A.	Carnegie Mellon University, Graduate School of Industrial Administration	2000
S.B.	Mechanical Engineering, Massachusetts Institute of Technology	1995

## RESEARCH

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**Interests:** Performance standards and goal setting, compensation, cost system dynamics and design, behavioral economics, market microstructure

### Publications

“Obtaining Informationally-consistent Decisions When Computing Costs with Limited Information,” with Ramji Balakrishnan and Eva Labro. *Production and Operations Management* 26(2): 211 – 230.

### **Under Review**

“A Framework for Conducting Numerical Experiments on Cost Systems,” with Ramji Balakrishnan (University of Iowa) and Eva Labro (University of North Carolina at Chapel Hill).

### **Working Papers**

“Performance Standard Horizons, Uncertainty, and Effort Provision”.

“Mitigating the Potentially Demotivating Effects of Frequent Feedback about Goal Progress,” with Alan Webb (University of Waterloo) and Chris Wong (University of Waterloo).

“Updating Cost systems,” with Ramji Balakrishnan (University of Iowa) and Eva Labro (University of North Carolina at Chapel Hill).

### **Work in Progress**

“Using Volume-Weighted Bid-Ask Spreads as a Proxy for Information Asymmetry,” with Matt Lyle (Northwestern University).

“How Cost Systems Affect Profits: An Experimental Investigation of Pricing and Capacity Choices,” with Kristy Towry (Emory University) and Lisa LaViers (Emory University).

“Insiders' and Outsiders' Melioration Decisions,” with Kristy Towry (Emory University) and Jake Zureich (Emory University).

### **Other Publications**

Valero-Cuevas, F.J., Anand, V.V., Saxena, A., and Lipson, H. (2007). Beyond Parameter Estimation: Extending Biomechanical Modeling by the Explicit Exploration of Model Topology. *IEEE Transactions on Biomedical Engineering* 54 (11): 1951 – 1964.

Anand, V., Lipson, H., and Valero-Cuevas, F., Blind Inference of Nonlinear Cable Network Topology from Sparse Data. *Proceedings of the 2005 Genetic and Evolutionary Computation Conference*, June 2005, Washington, DC, USA. Late-breaking paper.

Valero-Cuevas, F.J., Lipson, H., Santos, V.J., and Anand, V. Shifting to Population-Based Models and Inferring Model Structure from Data are Two Directions That Will Enhance the Clinical Usefulness of Modeling. *Proceedings of the ISB XXth Congress and ASB 29th Annual Meeting*, August 2005, Cleveland, OH, USA.

Spears, W.M. and Anand, V. A Study of Crossover Operators in Genetic Programming. *Sixth International Symposium of Methodologies for Intelligent Systems*, 1991.

## INVITED PRESENTATIONS

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- 2016 University of Pittsburgh, Michigan State University, University of Illinois at Urbana-Champaign
- 2014 Michigan State University
- 2012 Georgia Institute of Technology, Emory University, Indiana University, The University of Iowa, University of Alberta

## CONFERENCE PARTICIPATION

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- 2017 AAA Management Accounting Section Research and Case Conference
- 2016 AAA Management Accounting Section Research and Case Conference  
Global Management Accounting Research Symposium  
AAA Accounting Is Big Data Conference  
Contemporary Accounting Research Conference
- 2015 AAA Management Accounting Section Research and Case Conference
- 2014 AAA Annual Meeting  
AAA New Faculty Consortium  
AAA Management Accounting Section Research and Case Conference
- 2013 AAA Management Accounting Section Research and Case Conference  
Global Management Accounting Research Symposium  
University of Alberta – Accounting Research Conference (by invitation)
- 2012 AAA Accounting, Behavior, and Organizations Conference  
University of Alberta – Accounting Research Conference (by invitation)  
AAA Annual Meeting  
AAA Management Accounting Section Research and Case Conference
- 2011 AAA Management Accounting Section Research and Case Conference
- 2010 AAA Management Accounting Section Research and Case Conference

## TEACHING EXPERIENCE

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### Emory University – Goizueta Business School

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| Managerial Accounting (Evening MBA)  | Fall 2016   |
| - Instructor ratings: 4.9 / 5.0 (Fall 2016), 3.4 / 5.0 (Summer 2016)       | Summer 2016 |
| Managerial Accounting (BBA)  | Fall 2014   |
| - Instructor ratings: 4.5 / 5.0 (2012); 4.5 / 5.0 (2013), 4.5 / 5.0 (2014) | Fall 2013   |
|  | Fall 2012   |

<b>Cornell University – Johnson Graduate School of Management</b> Financial Accounting (for students outside the Johnson School) - Instructor rating: 4.7 / 5.0	Spring 2008
<i>Teaching Assistant</i> (Professor Robert Bloomfield), Managerial Accounting (MBA and EMBA)	2008 – 2011
<i>Teaching Assistant</i> (Professor Ron Hilton), Managerial Accounting (EMBA)	Summer 2010
<i>Teaching Assistant</i> (Professor Michael Waldman), Microeconomics (MBA)	Fall 2010

## RESEARCH FUNDING

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Ad hoc research funding, Goizueta Business School, Emory University for *Mitigating the Potentially Demotivating Effects of Frequent Feedback about Goal Progress* co-authored with Alan Webb and Chris Wong (University of Waterloo).

Ad hoc research funding, Goizueta Business School, Emory University for *Performance Standard Horizons, Uncertainty, and Effort Provision*.

Ad hoc research funding, Goizueta Business School, Emory University for *The Dark Side of Feedback: How frequent feedback about goal progress can reduce motivation in the presence of uncertainty*.

Awarded Institute of Management Accountants (IMA, US, Foundation for Applied Research) funding for Robust Cost Systems, co-authored with Ramji Balakrishnan (University of Iowa) and Eva Labro (University of North Carolina Chapel Hill) (2011-2012).

## PROFESSIONAL SERVICE

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- Lecturer in LEADership, Education, and Development program at Goizueta Business School, 2015, 2016, 2017.
- Best paper award committee for AAA Managerial Accounting Section Midyear Meeting 2015
- Ad hoc reviewer for:
  - *Accounting, Organizations, and Society* 2016
  - *Production and Operations Management* 2016
  - *Journal of Management Accounting Research* 2012, 2013, 2015
  - *The Accounting Review* 2015
- Discussant at AAA Managerial Accounting Section Midyear Meeting 2012, 2013, 2015, 2017
- Discussant for AAA annual meeting 2012, 2014
- Dissertation committee of Robert Moadlo (Emory University)

## **ACADEMIC HONORS, AWARDS, AND ACTIVITIES**

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Cornell University Graduate Fellowship, 2004 – 2010

Graduated with University Honors, Carnegie Mellon University

Member, Beta Gamma Sigma

Vera Heinz Merit Scholarship, Carnegie Mellon University, 1998 – 2000

National Security Agency, Undergraduate Training Program, full tuition and stipend for undergraduate education, 1990 – 1993

## **COMPUTER SKILLS**

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*Statistical packages:* Stata, SAS, R

*Other packages:* Mathematica, MATLAB

*Languages in which I am proficient:* C#, C, Visual Basic for Applications (VBA)

*Languages with which I have familiarity:* Python, F#, SML/NJ

## **PERSONAL INTERESTS**

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Motorcycle racing, mountain biking, trials bicycles, computer programming, running