

Adam Presslee, PhD CPA

School of Accounting and Finance
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WORK EXPERIENCE

Associate Professor, <i>University of Waterloo</i>	July 2021 – current
*Approved Doctoral Dissertation Supervisor	
Visiting, <i>Michigan State University</i>	September 2021 – December 2021
Assistant Professor, <i>University of Waterloo</i>	January 2018 – June 2021
Assistant Professor, <i>University of Pittsburgh</i>	July 2013 – December 2017
Auditor, <i>Deloitte and Touche (Calgary, Alberta)</i>	January 2005 – April 2009

EDUCATION

PhD (Accounting), <i>University of Waterloo</i>	2014
Chartered Professional Accountant (CPA, CA), <i>Alberta, Canada</i>	2008
Bachelor of Commerce, <i>University of Alberta</i>	2004

RESEARCH ACTIVITY

Peer-Reviewed Publications

Libby, T., and A. Presslee. 2025. Advancing target setting research in management accounting: Insights and emerging directions from the JMAR forum. *Journal of Management Accounting Research* 37(3): 29-37.

Chen, Y., A. Presslee, and S. Yang. 2025. The effect of functional diversity on team creativity: Behavioral and fNIRS Evidence. *Management Science*. 71(9): 8007-8026.

Bauer, T., A. Deore, A Presslee, and J. Shaw. 2025. Reward taxation, reward type, and employee effort. *The Accounting Review*, 100(5): 55-80.

Evans, J.H., A. Presslee, and A. Vandenberg. 2025. Peer-to-peer recognition leaderboards and employee proactive helping behavior. *The Accounting Review*, 100(5): 157-181.

Kelly, K., W. Liu, and A. Presslee. 2023. The interactive effect of organizational identification and reward type on employees' reward valuation. *Contemporary Accounting Research*, 40(3): 1733-1759.

Presslee, A., G. Richins, S. Saiy, and A. Webb. 2023. Small sample field study: The effect of team-based recognition on employee engagement and effort. *Management Accounting Research*, 59: 1-12.

Choi, W., and A. Presslee. 2023. When and why tangible rewards can motivate greater effort than cash rewards: An analysis of four attribute differences. *Accounting, Organizations & Society*, 104: 1-15.

Berger, L., L. Guo, and A. Presslee. 2023. Motivating employees with goal-based prosocial rewards. *Contemporary Accounting Research*, 40(1): 231-256.

Brown, C., J.H. Evans, D. Moser, and A. Presslee. 2022. The strength of performance incentives, pay dispersion, and lower-paid employee effort. *Journal of Management Accounting Research*, 34(3): 59-76.

Mitchell, T., A. Presslee, A. Schulz, and A. Webb. 2022. Needs versus wants: Which motivates more effort? *Journal of Management Accounting Research*, 34(1): 187-207.

Birnberg, J., W. Choi, and A. Presslee. 2021. Giving customers decision rights: A field study of pay-what-you-want pricing at a performing arts theatre. *Accounting Perspectives*, 20(2): 201-225.

Burt, I., T. Libby, and A. Presslee. 2020. The impact of superior-subordinate identity and possible ex post adjustment on subordinate expectancy and performance. *Journal of Management Accounting Research*, 32(1): 31-49.

Kelly, K., A. Presslee, and A. Webb. 2017. The effects of tangible rewards versus cash rewards in repeated sales tournaments: A field experiment. *The Accounting Review*, 92(6): 165-185.

Kelly, K., and A. Presslee. 2017. The interactive effect of winner proportion and tournament group identity on tournament performance. *Accounting, Organizations & Society*, 56: 21-34.

Presslee, A., T. Vance, and A. Webb. 2013. The effects of reward type on the difficulty of self-set goals, goal commitment, and performance. *The Accounting Review*, 88(5): 1805-1831.

Boritz, J., F. Borthwick, and A. Presslee. 2012. The effect of business process representation type on assessment of business and control risks: Diagrams versus narratives. *Issues in Accounting Education*, 27(4): 895-915.

Other Articles and Videos

Presslee, A. 2025. Understanding how functional diversity affects team creativity.
<https://www.youtube.com/watch?v=d37Ip2Z3lbw>

Incentive Research Foundation. 2025. Building a culture of recognition. Incentive Research Foundation https://theirf.org/research_post/building-a-culture-of-recognition-2/

Presslee, A. 2024. Motivational effects of non-cash, tangible rewards.
<https://www.youtube.com/watch?v=1sorX5VjuWw>

Incentive Research Foundation. 2024. Generational expectations of incentives. https://theirf.org/research_post/generational-expectations-of-incentives-effective-rewards-for-a-rapidly-changing-workforce/

Presslee, A. 2023. Needs vs wants: the mental accounting and effort effects of tangible rewards. <https://www.youtube.com/watch?v=wvnVSrBjDzY>

Incentive Research Foundation. 2022. Sustainability in the meeting, incentive, conference, and event industry. https://theirf.org/research_post/social-responsibility-sustainability/

Incentive Research Foundation. 2021. The psychology of points reward programs. <https://theirf.org/research/the-psychology-of-points/3216/>

Berger, L., and A. Presslee. 2020. Engaging your newly remote workforce. University of Waterloo.

Kelly, K., A. Presslee, & A. Webb. Motivating sales employees with gift cards. *Strategic Finance*, 18–20.

Working Papers

Berger, L., D. Lane, and A. Presslee. The effort effects of employee recognition source in highly interdependent group tasks. Under review at *Accounting, Organizations & Society*.

Choi, W., J. Clark, and A. Presslee. Designing real-effort tasks to study motivation: Conceptual guidance and practical application. Under review at *Journal of Management Accounting Research*.

Hecht, G., A. Presslee, K. Rotaru, A. Schulz, and A. Webb. Mere goals, piece-rate pay, and the effort intensity substitution effect: A pupillometry experiment. Working paper.

Kelly, K., K. Matthews, and A. Presslee. A quasi-field experiment on the effect of (non) compensatory team compensation on team performance of a conjunctive task. Working paper.

Kshatriya, A., A. Mokhtar, and A. Presslee. The effects of hiring control on time-to-hire, employee quality, and firm earnings: An experimental investigation. Under review at *Accounting, Organizations & Society*.

Presslee, A., H. Tang, and S. Yang. The effects of self-regarding and others-regarding rewards on creativity: Behavioral and neurological evidence. Under review at *The Accounting Review*.

TEXTBOOK

Lanen, W. N., S.W. Anderson, and A. Presslee. 2025. *Fundamentals of Cost Accounting* (8th Edition). McGraw-Hill.

INVITED & CONFERENCE PRESENTATIONS

2026: University of Texas at Austin (scheduled for April); Utah State University (scheduled for May); New Directions Conference (scheduled for December; keynote)

2025: University of Pittsburgh; Incentive Research Foundation Invitational (panelist); Incentive Research Foundation (webinar); Indiana University Seminar Series.

2024: Anpcont Brazil Congress (keynote speaker); Australian Experimental Workshop (keynote speaker); Contemporary Accounting Research Conference (discussant); Contemporary Accounting Research Conference (PhD consortium topic: Field Experiments in Accounting); University of Bern Seminar Series; Monash University Distinguished Professor Visiting Program; University of Wisconsin-Madison PhD mini-course (topic: field-experiments) lecturer; Xiamen University Seminar Series.

2023: CPA Ontario Wellington Chapter Meeting; Canadian Academic Accounting Association (CAAA) Writers Craft Consortium; Egyptian Online Seminars in Business, Accounting and Economics; University of Melbourne Seminar Series; University of New South Wales Seminar Series; University of Saskatchewan (online) Seminar Series.

2022: KU Leuven Seminar Series; Society of Human Resource Management Webinar Series; Harvard Seminar Series; Chapman University (online) Seminar Series; Accounting, Behavior, and Organizations (ABO) Section Meeting; CAAA Annual Meeting.

2021: Michigan State University Seminar Series; Nanyang Technological University (online) Seminar Series; Incentive Research Foundation Insights Forum; Tulane University Seminar (online) Seminar Series; Management Accounting Section (MAS) PhD Student Consortium Panel Presentation; Global Management Accounting Research Symposium.

2020: *Journal of Management Accounting Research* (online) Seminar Series; University of Nebraska (online) Seminar Series; CAAA Writers Craft Consortium; Wilfrid Laurier Seminar Series; American Accounting Association (AAA) Annual Meeting; CAAA Annual Meeting; MAS Mid-Year Meeting.

2019: University of Wisconsin Seminar Series, CPA Alberta's Athabasca University Accounting Conference (keynote speaker), University of California - Davis Accounting Conference, University of Central Florida Seminar Series, American Accounting Association (AAA) Annual Meeting, CAAA Annual Meeting, European Network for Experimental Accounting Research, Experimental Research in Management Accounting, MAS Mid-Year Meeting.

2018: CPA Ontario's Behavioural Accounting Research Symposium; Center for Performance Management Research and Education (CPMRE) Conference; University of Illinois Emerging Accounting Scholars Conference; Ivey Business School Seminar Series; CAAA Annual Meeting; Southern Ontario Behavioural Decision Research (SOBDR) Conference.

2017: Contemporary Accounting Research (CAR) PhD Student Consortium; West Virginia University Seminar Series; CAAA Annual Meeting; European Accounting Association Annual Congress; MAS Mid-Year Meeting.

2016: University of Miami-Ohio Seminar Series; Iowa State University Seminar Series; CAAA Annual Meeting; MAS Mid-Year Meeting.

2015: Emory University Seminar Series; AAA Annual Meeting; ABO Section Meeting; MAS Mid-Year Meeting.

TEACHING EXPERIENCE

Teaching Interest

Performance management; management accounting.

Courses Taught

Behavioural Research in Accounting Seminar (graduate)
Employees and Strategy Execution (graduate)
Introduction to Management Accounting (undergraduate)
Introduction to Research Seminar (graduate)
Management Accounting Research Seminar (graduate)
Performance Management and Organizational Control (undergraduate)
Strategic Cost Management (undergraduate)

SUPERVISION & SERVICE

PhD Student Supervision

Pei Wang (Placed: University of Guelph)	2026
Ala Mokhtar (co-supervised with Tim Bauer; Placed: McMaster University)	2023
Dorian Lane (co-supervised with Alan Webb; Placed: Wilfrid Laurier University)	2021

PhD Student Dissertation Committees

Kenzie Feinberg (external, University of Texas at Austin)	current
Oleksandr Kondrachuk (external, University of Central Florida)	current
Jessica Ross (internal-external, University of Waterloo)	2025
Claudia Sehl (internal-external, University of Waterloo)	2025
Amy Minnikin (internal-external, University of Waterloo)	2024
Aaron McCullough (external, University of Central Florida)	2024
Alex Vandenberg (external, University of Pittsburgh)	2024
Erik Jansen (internal-external, University of Waterloo)	2023
Elien Voermans (external, KU Leuven)	2022
Sara Wick (external, Wilfrid Laurier University)	2020
Navio Kwok (internal-external, University of Waterloo)	2020
Farah Arshad (external, Tilburg University)	2020
Andrea Stapleton (internal, University of Waterloo)	2020
Greg Richins (internal, University of Waterloo)	2018
Eric Chan (internal, University of Pittsburgh)	2015

Journal Editorial Board Member

Accounting Horizons (Editorial Board)	2021 – 2024
Accounting Perspectives (Associate Editor)	2020 – 2023
Accounting Perspectives (Editor-in-Chief)	2023 – 2026
Contemporary Accounting Research (Editorial Board)	2020 – current
Contemporary Accounting Research (Ad-hoc Associate Editor)	2024 – current
Journal of Management Accounting Research (Editorial Board)	2018 – 2024
Journal of Management Accounting Research (Special Issue Editor)	2025
The Accounting Review (Editorial Board)	2023 – current

Journal Reviewer

Accounting Horizons
Accounting, Organizations & Society
Accounting Perspectives
Behavioral Research in Accounting
Contemporary Accounting Research
European Accounting Review
Journal of Accounting Research
Journal of Business Ethics
Journal of Management Accounting Research
Management Accounting Research
Management Science
The Accounting Review

Conference Reviewer

ABO Section Meeting	various
AAA Annual Meeting	various
CAAA Meeting	various
MAS Mid-Year Meeting	various

Conference Discussant

ABO Section Meetings	various
AAA Annual Meetings	various
CAAA Meetings	various
European Accounting Association Annual Meeting	2017
European Network for Experimental Accounting Research	2019
Experimental Research in Management Accounting	2019
MAS Mid-Year Meetings	various

Other Committees and Roles

CIMA Research and Development Panel	2025 - current
2026 MAS Best Paper Award Committee (Chair)	2025
AAA Notable Contribution to Literature Award Committee (Chair)	2025
SAF Research Strategy Redesign Team	2025
Co-organizer of the 2024 & 2025 MAS Midyear Meeting	2023 - 2025
SAF Performance Evaluation Redesign Team	2023 - 2024
SAF Strategic Management Area Lead	2022 - current

SAF Tenure and Promotions Committee	2023 - 2025
Co-Director of CPA Ontario's Centre for Sustainability Reporting and Performance Management [CSPM]	2022 - current
MAS Best Early Career Research Award Committee (Chair)	2022
Incentive Research Foundation Research Committee Member	2021 - current
Hawaii Accounting Research Conference Track Chair	2021 - 2023
CPA Canada Competency Map Academic Advisory Group	2020, 2021
SAF Communication Committee	2020 - 2022
SAF PhD Policy Committee	2020 - 2022
MAS Liaison to Management Accounting Practice Committee (Chair)	2019 - 2021
CAAA Annual Conference Scientific Committee Member	2019 - 2024
CSPM Associate Director	2018 - 2022
MAS Doctoral Student Mentorship Program	2020 - 2025
SOBDR Conference Committee (Chair)	2019
MAS Best Dissertation Award Committee Member	2019
MAS Literature Award Committee Member	2018

AWARDS & GRANTS

Awards

Wadsworth Junior Chair in Accounting and Finance	2023 - 2026
University of Waterloo's Arts Faculty Award for Excellence in Research	2024
MAS Notable Contributions to Literature Award (“When and why tangible rewards can motivate greater effort than cash rewards: An analysis of four attribute differences” with W. Choi)	2024
Best <i>Journal of Management Accounting Research</i> Paper (“Needs versus wants: Which motivates more effort?” with T. Mitchell, A. Schulz, and A. Webb)	2023
<i>Contemporary Accounting Research</i> Outstanding Reviewer Award	2021
Chartered Professional Accountant (Alberta) Distinguished Service Award	2020
<i>Journal of Management Accounting Research</i> Outstanding Reviewer Award	2020
MAS Conference Outstanding Reviewer Award	2020, 2021, 2022
AAA Conference Outstanding Reviewer Award	2019, 2020
MAS Best Early Career Researcher Award	2019
Katz Graduate School of Business (University of Pittsburgh) Teacher of the Year	2017
Katz Graduate School of Business (University of Pittsburgh) Excellence in Teaching Award	2014, 2015, 2016, 2017
AAA Outstanding Management Accounting Paper (“The effects of reward type on the difficulty of self-set goals, goal commitment, and performance” with T. Vance & A. Webb)	2011

Grants

SSHRC Grant for “Tipping and service employee motivation” with W. Hu (Principal Investigator), K. Matthews, and T. Thomas (\$55,444)	2025
SAF Small Grant for “Time-to-Hire” with Anil Kshatriya and Ala Mokhtar (\$7,500)	2024
SSHRC Grant for “Group recognition systems” with L. Berger and D. Lane (Principal Investigator). (\$72,400)	2023
SAF Small Grant for “The effect of peer-to-peer leaderboards on employee	

“helping behaviour” with Harry Evans and Alex Vandenberg (\$5,000).	2022
CPA Ontario Centre for Capital Markets and Behavioural Decision-Making Research for “An examination of the joint effects of group and peer-to-peer recognition on group performance” with Dorian Lane and Leslie Berger (\$4,800).	2022
Center for Performance Management Research and Education for “Tangible rewards and taxation” with Tim Bauer (\$7,000).	2020
Center for Performance Management Research and Education for “Reward frequency” with Khim Kelly and Dorian Lane (\$4,000).	2019
Center for Performance Management Research and Education for “The performance effects of tangible versus cash rewards: The mediating role of categorization” with Willie Choi (\$5,000).	2018
Incentive Research Foundation Grant for “Reward type and organizational identity” with Khim Kelly and Weiming Liu (\$7,000).	2017
The University of Pittsburgh’s Central Development Research Fund for “The performance effects of tangible rewards” with Willie Choi (\$10,000)	2015
SSHRC Grant for “The effects of non-cash rewards on motivation and performance. With K. Kelly and A. Webb (Principal Investigator). (\$126,663)	2015
The University of Pittsburgh’s Central Development Research Fund for “Social identity and competitive incentives” with Khim Kelly (\$10,000)	2014
The University of Pittsburgh’s Central Development Research Fund for “Tangible rewards and employee effort” with Khim Kelly (\$10,000)	2014