

Tisha King, PhD, FCCA, CPA, CGA

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RESEARCH PROFILE

Accounting researcher specializing in ethical decision-making, tax compliance, and social justice research. Uses experimental methods to investigate how penalties, perceptions of fairness, and technological interventions influence taxpayer behaviour, alongside qualitative approaches to examine how accounting professionals navigate dynamic environments.

KEY IMPACT & ACHIEVEMENTS

- Secured \$265K+ in competitive research funding (SSHRC IG & IDG, CPA Canada)
- Published multiple peer-reviewed articles in top-tier international ethics/accounting journals
- Advanced understanding of behavioral drivers of tax compliance
- Contributed to national research on Canada's early Black accounting professionals
- Research featured in media including *The Conversation* and national outlets
- Active contributor to conversations on equity and representation in accounting
- Delivered impactful instruction across undergraduate, graduate, and professional programs, inspiring 1,000+ future accounting professionals
- Awarded Laurier's Outstanding Academic Achievement Award and Graduate Scholarship

ACADEMIC & TEACHING EXPERIENCE

2022 – Present	Assistant Professor, University of Waterloo
2021 – 2022	Assistant Professor, Dalhousie University
2020	Instructor, Wilfrid Laurier University
2016 – 2021	Professor, Seneca College
2016 – 2017	Professor, Centennial College
2016	Professor, Durham College
2016 – 2020	Facilitator, CPA Ontario
2014 – 2017	Lecturer, MBA Program, Cave Hill School of Business
2013 – 2014	Lecturer, ACCA, Prestige Accounting Bookshop & Accountancy College
2007 – 2014	Lecturer, University of the West Indies, Cave Hill Campus

INDUSTRY EXPERIENCE

2014 – 2015	Finance Manager, PricewaterhouseCoopers
2013 – 2014	Cost Controller and Reporting Analyst, Duty Free Caribbean Holdings
2008 – 2012	Accountant, Sagicor Life Inc.
2007 – 2008	Account Officer, National Bank
Summer 2006	Audit Intern, Ernst & Young

EDUCATION & PROFESSIONAL DESIGNATIONS

2021	Ph.D. Management (Accounting) Lazaridis School of Business & Economics, Wilfrid Laurier University
2015	MSc Finance University of Leicester
2009	ACCA, CPA, CGA Fellow Member of the Association of Chartered Certified Accountants (FCCA) Chartered Professional Accountant, Ontario (CPA, CGA)
2007	BSc Accounting University of the West Indies

RESEARCH PRODUCTIVITY

Refereed Publications

⁶King, T. 2025. First things first: Using anchoring bias to examine the effect of penalty severity and social norms on tax compliance. *Journal of Business Ethics*, 197, 785-809. [[link](#)]

⁵Hahn, T., King, T., & Landry, S. 2024. Differently Trained Practitioners' Approaches to Tax Work: Divergence, Convergence, and Further Insights for the Profession. *Canadian Tax Journal, Canadian Tax Foundation*, 72(4), 767-822. [[link](#)]

⁴Farrar, J. & King, T. 2024. Policy Forum: Using retributive justice to ensure public trust in Canada's tax system. *Canadian Tax Journal, Canadian Tax Foundation*, 72(1), 83-93. [[link](#)]

³Farrar, J. & King, T. 2023. To Punish or Not to Punish? The Impact of Tax Fraud Punishment on Observers' Tax Compliance. *Journal of Business Ethics*, 183, 289-311. [[link](#)]

²Hahn, T. & King, T. 2021. When I grow up...Understanding the motivations that individuals have for pursuing a career in tax. *Issues in Accounting Education*, 36(3): 1-21. [[link](#)].

¹Berger, L., Guo, L., & King, T. 2020. Selfish Sharing? The Impact of the Sharing Economy on Tax Reporting Honesty. *Journal of Business Ethics*, 167(2), 181-207. [[link](#)].

Other Scholarly Work

Paying fairly: Insights from new study on tax fraud prevention. (2024, August 14). University of Waterloo. [[link](#)]

Tisha King, SAF Researcher, helps discover Canada's trailblazing Black accountants. (2024, February 7). University of Waterloo. [[link](#)]

CPA Pivot Magazine (2024, February 4). Identifying the pioneering Black professional accountants in Canada. [[link](#) & [link](#)]

The Conversation (2021, October 31). The Pandora Papers: How punishing tax cheats can serve as a deterrent. [[link](#)]

770CHQR and 630CHED with Shaye Ganam, commenting on “The Pandora Papers: How punishing tax cheats can serve as a deterrent”, November 2, 2021.

980 CKNW the Weekend Morning Show with Stirling Faux, commenting on “The Pandora Papers: How punishing tax cheats can serve as a deterrent”, November 6, 2021.

Working papers

⁷**King, T.**, Cho, C., & Hageman, A. Investor Bias and Corporate Racial Responsibility: An Experimental Investigation into How C-suite Diversity Shapes Investment Decisions. *Under Review*.

⁸Bhattacharjee S., **King, T.**, & Walker, K. Harnessing Diversity: How Surface-Level Differences and Partner Humility Shape Fraud Brainstorming Outcomes. *Under Review*.

⁹**King, T.** & Salterio, S. The Eagerness to Know: The impact of Incentive Schemes and Curiosity on Creative Problem-Solving. *Under Review*.

¹⁰Annisette, M., **King, T.**, & Salterio, S. Pioneering Black Professional Accountants in Canada. *Working paper*.

¹¹Brink, B., Farrar, J., & **King, T.** A behavioral investigation of the “broken windows” effect in a tax setting. *Working paper*.

Works in process

¹²Bauer, T., **King, T.**, & and Lai Kin, C. The Effects of Time Pressure and Generative AI on Tax Practitioners’ Professional Judgment.

¹³Andrejkow, J., Douthit, J., Fiolleau, K., **King, T.** The effect of formal and informal control systems on employees’ honesty.

¹⁴ **King, T.** Balancing Roles in Elite Tax Advisory: Insights from Big Four Tax Professionals Serving Family Offices.

¹⁵ Devonish, D., **King, T.**, & Weekes-Marshall, D. Empowering Better Choices through Financial Literacy Education.

Refereed Conference Presentations

<i>Scheduled 2026</i>	Global Management Accounting Research Symposium (GMARS) ⁹ European Network for Experimental Accounting Research (ENEAR) ⁹ CAAA Annual Conference ⁹
2026	AAA Audit Midyear ⁸
2025	International Symposium of Audit Research (ISAR) ⁸ ; AAA ABO Conference ⁸ ; AAA Annual Conference ^{7, 8} ; CAAA Conference ^{7, 8}
2023	EAA Annual Congress, AAA ABO Conference ⁶ ; Behavioral Tax Symposium (BTS)
2022	CAAA Annual Conference ³ ; BTS ⁵

2021	BTS; East Coast Behavioral Accounting Workshop ³
2020	Tax Administration Research Centre conference; AAA ABO Conference; CAAA Annual Conference ³ ; CAAA Craft of Accounting Research Workshop, BTS
2019	Southern Ontario Behavioural Decision Research (SOBDR) poster presentation; Lazaridis School of Business Ph.D. Research Day Poster Presentation (awarded 1 st place) ¹ ; Using Wiley Resources to help Students Succeed: Wiley Teaching and Learning Summit

Invited Presentations

2026	Black Brilliance Speaker
2025	Auburn University; University of Louisville; Queen's University; Saint Mary's University ⁸ ; Sankofa Pathways to University program: Budgeting and Financial Readiness for University.
2024	CAAA Webinar Speaker - Diversity, Equity, Inclusion and Belonging in Accounting; CAAA Annual Conference - Ethics Workshop Leader: Bridging Ethics and Practice in Accounting
2023	Texas Tech University ³
2020	Ted Rogers School of Management; Guelph University; Queen's University

Other Conference Attendance/ Participation

2024, 2026	American Taxation Association Midyear Meeting
2022 ^Δ , 2024*	Waterloo/ Austin Biennial Global Taxation Symposium
2022 ^Δ , 2024, 2026 ^x	Ethics Symposium: Centre for Accounting Ethics & CPA Canada
2025 ^Δ	UWCISA Biennial Symposium
2020	Contemporary Accounting Research, Doctoral Consortium
2018	Lazaridis School of Business Behavioural Research Symposium
2019	Qualitative Accounting Research Symposium

*served as discussant Δ served as moderator x supporting conference organization/ Conference reviewing

Research Funding

External Funding \$266,023

2026	SSHRC Insight Grant, awarded \$77,611 (Principal Investigator) CPA Canada–CAAA Grant, awarded \$15,419 (Principal Investigator with T. Bauer & C. Lai Kin) Faculty Mobility for Partnership Building Program, awarded \$6,800 (Principal Investigator with D. Devonish & D. Weekes-Marshall)
2024	SSHRC Insight Grant, awarded \$93,526 (with J. Andrejkow, J. Douthit, & K. Fiolleau) CPA Ontario Centre for Capital Markets and Behavioural Decision Making, awarded \$5,100 (with Jonathan Farrar)
2022	SSHRC Insight Development Grant, awarded \$52,097 (Principal Investigator with C. Cho, A. Hageman, & A. Hill)
2021	CPA Canada – CAAA Management Accounting, Performance Management, Finance, Governance & Strategy Research Grant, awarded \$7,570 (Principal Investigator)

- 2020 CPA Canada – CAAA Research Grant Program, awarded \$3,000 (with Jonathan Farrar)
- 2018 CPA Canada - CAAA Financial Accounting, Assurance & Tax Research Grant, awarded \$10,000 (with Lan Guo & Leslie Berger)

Internal Funding \$33,675

- 2026 SAF Research Grant, awarded \$4,575 (with D. Devonish & D. Weekes-Marshall)
- 2023 Small Research Grant Application, awarded \$5,000 (with J. Farrar)
- 2021 Equity, Diversity & Inclusion Research Grant, awarded \$10,000
- 2020 CPA Centre for Capital Markets and Behavioural Research, awarded \$3,000
- 2019 CPA Centre for Capital Markets and Behavioural Research, awarded \$6,000
- 2018 CPA Centre for Capital Markets and Behavioural Research, awarded \$5,100

TEACHING

- 2026 (*Scheduled*) Personal Financial Planning and Taxation, *University of Waterloo*
- 2022 – 2025 Connections to Ethical Context (4.2/5), *University of Waterloo*
- 2022 Managerial Accounting, *Dalhousie University*
- 2020 – 2025 Managerial Accounting (6.3/7), *Wilfrid Laurier University*
- 2016 – 2020 Introduction to Business (3.7/4); Introduction to Financial Accounting (N/R*); Intermediate Financial Accounting I (4.5/5); Intermediate Financial Accounting II (N/R*); Business Cases I (4.5/5); Critical Thinking, Analysis and Decision (N/R*), *Seneca College*
- 2016 – 2017 Financial Accounting (3.7/4), *Durham College*
- 2016 – 2020 Tax Elective (4/5); Core 1 (4.5/5); Finance Elective (5/5), *CPA Ontario*
- 2017 Designed and developed the Management Accounting Honours Program, *Seneca College*
- 2014 – 2017 Production & Operations Management; Management Accounting & Financial Analysis, *MBA Program, Cave Hill School of Business*
- 2013 – 2014 Management Accounting; Financial Management; Business Analysis (*ACCA*), *Prestige Accounting Bookshop & Accountancy College*
- 2007 – 2014 Sustainable Financial Management; International Financial Management; Introduction to Financial Accounting; Financial Management; Introduction to Cost and Managerial Accounting, *University of the West Indies*

**N/R=no rating; No ratings provided during COVID-19 pandemic/ summer teaching.*

SERVICE

International and National Scholarly Review Activities

Journal Editorial Board Member: *Accounting Perspectives* (2021– present); *Accounting Forum* 2021– present; *Accounting Open* (2025 – Present)

Journal reviewer (ad hoc): *Contemporary Accounting Research; The Accounting Review; Behavioral Research in Accounting; Accounting Perspectives, Journal of Business Ethics; Accounting Forum; Accounting Horizons; Business & Society, Financial Innovations*

Conference Organization. Provided key support in the planning and delivery of: *CAAA Ethics Workshop (2026); Ethics Symposium (2024, 2026); Ethics Symposium – PhD Research Session (2026)*

Conference Reviewer: *AAA Annual Meeting; ABO Research Conference; Behavioral Tax Symposium; CAAA Annual Conference; Ethics Symposium; Waterloo/ Austin Biennial Global Taxation Symposium; Managerial Accounting Section Meeting (multiple years)*

Research Grant Reviewer: *CPA-CAAA Research Grant (multiple years)*

University of Waterloo, School of Accounting & Finance

2026	PhD policy committee
2022 – Present	Organizer/ Leader Brown bag series
2022 – Present	Ethics Centre Committee member
2025	Co-Advisor, MAcc Research Paper (Cynthia Lai Kin)
2025	Mentor: CFA Ethics case competition team; Young Tax Professionals (Yirou Zhou)

External Organizations

2025 – Present	Board member, <i>CPA Ontario Foundation</i>
2022 – 2025	Board member, <i>Foundation for Black Communities</i>
2021	Member, Support Inclusion and Reconciliation Committee, <i>Dalhousie University</i>
2018 – 2019	Member, Academic Appeals Committee, <i>Seneca College</i>
2017 – 2020	Financial Literacy Volunteer, <i>CPA Ontario</i>
2017 – 2019	Day in the Life Volunteer, <i>Seneca College</i>

ACADEMIC & PROFESSIONAL AFFILIATIONS

American Accounting Association; Canadian Academic Accounting Association; European Accounting Association; Association of Chartered Certified Accountants (Fellow); Chartered Professional Accountants of Ontario; Chartered Professional Accountants of Canada