

**Adam Vitalis, Ph.D., MBA, CPA (MN)**

University of Waterloo

School of Accounting and Finance

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**Education**

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The University of Wisconsin – Madison, Madison, WI

*Doctor of Philosophy in Accounting, 2012*

New York University, Leonard N. Stern School of Business, New York, NY

*Master of Business Administration, 2005*

University of San Diego, San Diego, CA

*Bachelor of Accountancy, 1994*

St. Claire College, Oxford, England

*Spring Semester Abroad, 1993*

**Academic Experience**

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University of Waterloo, School of Accounting and Finance, Waterloo, ON

*Assistant Professor, 2017 – current*

Georgia Institute of Technology, Scheller College of Business, Atlanta, GA

*Assistant Professor, 2012 – 2017*

University of Wisconsin – Madison, Madison, WI

*Instructor, 2007 – 2012*

*Course Coordinator, 2007 – 2012*

*Research Assistant, 2007 – 2012*

## **Professional Experience**

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U.S. Bancorp, Minneapolis, MN

*Director of Enterprise Risk Management, 2006 – 2007*

Deloitte & Touche, LLP, New York, NY and Minneapolis, MN

*Senior Manager, Audit and Enterprise Risk Services, 2003 – 2006*

Various studios and locations

*Production Accountant / Auditor, Film and Television, 1996 – 2002*

Deloitte & Touche, LLP, Minneapolis, MN

*Staff Auditor, 1994 – 1995*

## **Research**

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### **Research Interests**

My research utilizes experimental methods to explore the limitations of information processing in financial, managerial and, audit settings. I look for projects that challenge conventional expectations with the potential to inform policy, theory, and practice.

### **Dissertation**

Vitalis A., Business Risk and Audit Risk: An Integrated Model with Experimental Boundary Test.

- Dissertation cited in Professor Rittenberg’s testimony at the “PCAOB Public Meeting on Firm Independence and Rotation”, October 18, 2012:

[http://pcaobus.org/Rules/Rulemaking/Docket037/ps\\_Rittenberg.pdf](http://pcaobus.org/Rules/Rulemaking/Docket037/ps_Rittenberg.pdf)

### **Publications**

Church, B., Jiang, W., Kuang, X., Vitalis, A., 2019. “A Dollar for a Tree or a Tree for a Dollar? The Behavioral Effects of Measurement Basis on CSR Investment Decision.” *The Accounting Review*, September 2019, Vol. 94, No. 5, pp. 117-137.

Johnson, J., Theis, J., Vitalis, A., Young, D., “The Influence of Firms’ Emissions Management Strategy Disclosures on Investors’ Valuation Judgments.” *Contemporary Accounting Research*, forthcoming.

Mayhew B.W., Vitalis A., 2014. “Myopic Loss Aversion and Market Experience.” *Journal of Economic Behavior and Organization*, 97 (January): 113 – 125.

Vitalis A., 2019. “Ego Depletion: Overview and Implications for Ethical Choices”. In: Poff D., Michalos A. (eds) *Encyclopedia of Business and Professional Ethics*. Springer, Cham.

### **Works in Progress**

Bhaskar, L., Majors, T., and Vitalis, A., “Does Auditor Self-Regulatory Depletion Harm Year-End Negotiation Outcomes? The Importance of Considering Managers’ Depletion and Individual Attributes.” *The Accounting Review*, first round revise and resubmit.

Bhaskar, L., Majors, T., and Vitalis, A., “Are Good” Auditors Impacted More by Depletion? Threats to Valued Auditor Attributes.” Project received SAF Small Research Grant. Currently analyzing additional data.

Boritz, E., Vitalis A., “The Impact of Experience on Auditor Sensitivity to Risk Cues.” Manuscript based on dissertation work. Analyzing preliminary data based on updated project focus.

Brown, V., Gissel, J., and Vitalis, A., “Mandatory Disclosure of Audit Engagement Partners: Effects on Audit Quality.” Project received SAF Small Research Grant. Revising paper for journal submission.

Church, B., Lane, D., and Vitalis, A., “Social and Economic Bonding in an Audit Setting.” Currently working with University of Waterloo PhD student on update of project after loss of co-author. Project received SAF Small Research Grant and CPA Ontario Centre for Performance Management Research and Education Research Grant.

Carlisle, M., Church, B., Vitalis, A., “The Impact of Manager Affect and Professional Skepticism on Auditor Decisions.” Project on hold due to loss of co-author. Remaining co-authors evaluating direction.

Johnson, J., Theis, J., Vitalis, A., Young, D., “Investor Reaction to Firm CSR Position and Investment Strategy in Presence vs. Absence of a CSR Industry Target.” Updating working paper for initial journal submission.

Kuang, X., Vitalis, A., 2019. “Untitled Extension of: A Dollar for a Tree or a Tree for a Dollar? The Behavioral Effects of Measurement Basis on CSR Investment Decision.” Currently working on experimental design. Project received CPA Ontario Centre for Performance Management Research and Education Research Grant.

Pomeroy, B., Vitalis, A., Young, D., “An Investigation into the Impact of Changing the Auditor's Report on Financial Statement Users.” Project received 2019/20 SSHRC Insight Grant. Data collection.

### **Academic Presentations**

The Impact of Client-Specific Experience and Efficiency Pressure on Risk Assessment Effectiveness.

Early dissertation paper.

- 2012: Indiana University; Georgia Institute of Technology; University of Arizona; University of South Carolina; University of Massachusetts – Amherst; Villanova University; Miami University; University of Wisconsin – Madison, and American Accounting Association Annual Meeting

Are “Good” Auditors Impacted More by Depletion? Threats to Valued Auditor Attributes (also as The Interactive Effect of Ego Depletion and Trait Skepticism on Auditor Performance, and Do Good Auditors Burn Out More Quickly? A Look at Auditor Attributes and Depletion).

- 2016: American Accounting Association Annual Meeting
- 2015: Mercator School of Management (Universität Duisburg-Essen)
- 2014: University of Mississippi, Georgia Institute of Technology (Faculty Seminar Series), and American Accounting Association Accounting, Behavior and Organizations Midyear Conference

Myopic Loss Aversion and Market Experience (as Accounting Information, Interim Reporting Frequency, and Myopic Loss Aversion).

- 2011: American Accounting Association Annual Meeting

The Influence of Firms’ Emissions Management Strategy Disclosures on Investors’ Valuation Judgments

- 2018: University of Waterloo (Faculty Seminar Series)
- 2016: Georgia Institute of Technology (Faculty Seminar Series)

Mandatory Disclosure of Audit Engagement Partners: Effects on Audit Quality

- 2017: Georgia Institute of Technology (Faculty Seminar Series)
- 2017: American Accounting Association Auditing Section Midyear Conference

The Impact of Manager Affect and Professional Skepticism on Auditor Decisions

- 2015: Mercator School of Management (Universität Duisburg-Essen)
- 2015: Johannes Gutenberg-Universität Mainz

Self-Regulation: Experimental Evidence on Reputation and Peer Review

- 2010: American Accounting Association Auditing Section Midyear Conference; presented on behalf of the authors (Gissel, J., and Mayhew, B.W.)

A dollar for a tree or a tree for a dollar? The behavioral effects of measurement basis on CSR investment decision

- 2016: University of South Carolina
- 2017: University of Hawaii, University of Waterloo

**Teaching**

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**Courses Taught**

Semester and year	Course	Number of students	Response Rate	Teaching evaluation (out of 5.0)
Spring 2019	AFM 351: Audit Strategy Section I	54	65%	4.7
Spring 2019	AFM 351: Audit Strategy Section II	54	63%	4.3
Spring 2019	AFM 351: Audit Strategy Section III	52	58%	4.5
Spring 2018	AFM 351: Audit Strategy Section I	70	76%	4.1
Spring 2018	AFM 351: Audit Strategy Section II	71	48%	3.9
Spring 2018	AFM 351: Audit Strategy Section III	70	57%	4.3
Fall 2016	Accounting II: Managerial Section I (GA Tech)	65	86%	4.8
Fall 2016	Accounting II: Managerial Section II (GA Tech)	63	84%	4.8
Fall 2016	Accounting II: Managerial Section III (GA Tech)	46	93%	4.8
Spring 2016	Accounting II: Managerial Section I (GA Tech)	68	74%	4.7
Spring 2016	Accounting II: Managerial Section II (GA Tech)	71	82%	4.8
Spring 2016	Accounting II: Managerial Section III (GA Tech)	37	89%	4.7
Fall 2014	Accounting II: Managerial Section I (GA Tech)	70	81%	4.8
Fall 2014	Accounting II: Managerial Section II (GA Tech)	53	75%	4.7
Fall 2014	Accounting II: Managerial Section III (GA Tech)	64	70%	4.7
Fall 2013	Accounting II: Managerial Section I (GA Tech)	18	22%	4.8
Fall 2013	Accounting II: Managerial Section II (GA Tech)	66	44%	4.4
Fall 2013	Accounting II: Managerial Section III (GA Tech)	74	45%	4.4
Fall 2012	Accounting II: Managerial Section I (GA Tech)	70	47%	4.0
Fall 2012	Accounting II: Managerial Section II (GA Tech)	37	16%	4.0
Fall 2010	Accounting Principles (UW-Madison)	43	NA	4.5
Summer 2010	Accounting Principles (UW-Madison)	37	NA	4.9
Spring 2009	Accounting Principles (UW-Madison)	47	NA	4.7
Fall 2008	Accounting Principles (UW-Madison)	50	NA	4.5
Fall 2007	Accounting Principles (UW-Madison)	36	NA	4.5

## **Other**

*Summer Program Instructor, 2008*

Pre-College Enrichment Opportunity Program for Learning Excellence (PEOPLE) Program, University of Wisconsin – Madison, Madison WI.

## **Service**

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### **Ph.D. Program**

Dissertation Committee Member for Melissa Carlisle: received Ph.D. in 2015.

Placement: Assistant Professor, Case Western Reserve University.

Dissertation Committee Member for Lori Bhaskar (Shefchik): received Ph.D. in 2014.

Placement: Assistant Professor, Indiana University.

Dissertation Committee Member for Yuebing (Sarah) Liu: received Ph.D. in 2014.

Placement: Visiting faculty, Florida International University.

### **Professional Contributions**

#### *Editorial Board – Journal*

- Auditing: A Journal of Practice and Theory

#### *Reviewer – Journal*

- Applied Economics Letters
- Auditing: A Journal of Practice and Theory
- Behavioral Research In Accounting
- Contemporary Accounting Research
- International Journal of Auditing
- International Journal of Accounting Information Systems
- Journal of Economics Behavior & Organization
- Managerial Auditing Journal
- Journal of Business Ethics

### *Reviewer – Conference*

- American Accounting Association Annual Meeting – Auditing Section
  - 2012, 2014, 2016
- American Accounting Association – Auditing Section Midyear Meeting
  - 2013, 2014, 2015, 2016, 2018, 2019, 2020
- American Accounting Association – Accounting, Behavior and Organizations Midyear Meeting
  - 2012, 2013, 2014, 2015, 2019
- Contemporary Accounting Research
  - 2017, 2018
- Centre for Accounting Ethics Symposium
  - 2019
- American Accounting Association– Financial Accounting and Reporting Midyear Meeting
  - 2020

### *Discussant – Conference*

- American Accounting Association Annual Meeting – Auditing Section
  - 2011, 2012, 2016
- American Accounting Association – Auditing Section Midyear Meeting
  - 2012, 2017, 2019
- American Accounting Association – Accounting, Behavior and Organizations Midyear Meeting
  - 2012, 2013, 2015

### *Moderator – Conference*

- American Accounting Association Annual Meeting – Auditing Section
  - 2011, 2012
- American Accounting Association Annual Meeting – Financial Accounting and Reporting Section
  - 2011
- American Accounting Association – Auditing Section Midyear Meeting
  - 2014
- American Accounting Association – Accounting, Behavior and Organizations Midyear Meeting
  - 2012, 2013, 2014
- 2019 Southern Ontario Behavioral Decision Research Conference (SOBDR)
  - 2019

### *Other Conference Attendance*

- Accounting Association New Faculty Consortium
- Atlanta Southeast Summer Accounting Research Conference (SESARC)
- Centre for Accounting Ethics and CPA Canada Ethics Symposium (2019)
- Behavioral Accounting Symposium (2018)
- Canadian Conference on IT Audit, Governance and Security (CCITAGS) (2019)
- Contemporary Accounting Research (CAR) Conference (2017, 2018)
- CPA Ontario Centre for Performance Management Research and Education (CPMRE) Conference (2018, 2019)
- The International Foundation for Research in Experimental Economics (IFREE) workshop (invited participant)
- Lazaridis School of Business & Economics behavioural Accounting Symposium
- The University of Waterloo Centre for Information Integrity and Information Systems Assurance (UWCISA) Biennial Research Symposium (2017, 2019)

### *Other Activities*

- 2019 Southern Ontario Behavioral Decision Research Conference (SOBDR) -- program advisory committee

### **Institute Contributions**

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- 2019 Southern Ontario Behavioural Decision Research (SOBDR) Conference - planning committee (2018 – 2019)
- AFM 417: Financial Management of High Growth Companies group project mentor (2018, 2019)
- Dean's Scholarship Interview Team (2016, 2017)
- Faculty liaison of the Emergency Coordinator/Safety Team (2013 – 2014)
- Freshman "Opening Bell" table facilitator (2013 – 2016)
- Invited "Guest Coach" for the 2013 GATech / Duke football game
- Member of the Scheller College of Business undergraduate awards ceremony (2013 – 2017)
- SAF Fellowship Program Interviewer (2019)
- University of Waterloo School of Accounting and Finance (SAF) Behavioural Research Group committee (ongoing)
- University of Waterloo School of Accounting and Finance (SAF) Brand Steering Committee member (2018 – 2019)



## **Honors and Awards**

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- Douglas Clarke Memorial Teaching Award, UW – Madison, 2011
- \$600 Wisconsin School of Business Ph.D. Travel Award, 2011
- \$1,250 University of Wisconsin – Madison 2010 Ph.D. Research Competition Award, 2010

## **Grants**

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- \$94,829 2019/20 SSHRC Insight Grant (announcement under embargo), 2019
- \$5,000 SAF Small Grant #3, University of Waterloo, 2018
- \$7,000 UW/SSHRC Seed Grant, University of Waterloo, 2018 (amount consolidated into 2019/20 SSHRC Insight Grant)
- \$5,000 SAF Small Grant #2, University of Waterloo, 2018
- \$5,000 SAF Small Grant #1, University of Waterloo, 2018
- \$3,900 CPA Ontario Centre for Performance Management Research and Education’s grant, 2017
- \$7,000 CPA Ontario Centre for Performance Management Research and Education’s grant, 2019
- \$7,000 CPA Ontario Centre for Performance Management Research and Education’s grant, 2019
- \$2,600 Center for International Business Education & Research (CIBER) Research Grant, Georgia Tech, 2016
- \$2,600 Center for International Business Education & Research (CIBER) Research Grant, Georgia Tech, 2015
- 4,000 Euro Visiting Scholar Travel Support, Mercator School of Management (Universität Duisburg-Essen), 2015
- \$25,000 PriceWaterhouseCoopers for “Myopic Loss Aversion and Market Experience” Principal Investigator: Brian Mayhew, Co-Invesigator: Adam Vitalis. 2009-2010

## **Other Scholarly Accomplishments**

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- Visiting Scholar, Mercator School of Management (Universität Duisburg-Essen), July 2015.

## **Other Professional Activities**

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- Expert witness retained by DeWitt Ross & Stevens S.C., Madison, Wisconsin, 2011 – 2012
- Consulting, DeWitt Ross & Stevens S.C., Madison, Wisconsin, 2010
- Online Homework Accuracy Checker – Financial Accounting Fundamentals, Wild, v. 2e, 2008