

**MATTHEW T. SOOY**  
Assistant Professor  
Director, Honours Business Administration  
July 2024

Ivey Business School  
University of Western Ontario  
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<b>ACADEMIC EXPERIENCE</b>	<b>Ivey Business School, Western University</b>	
	Director, Undergraduate Program (HBA)	2024 – present
	Assistant Professor	2016 – present
<b>EDUCATION</b>	<b>Ph.D.</b> , Accounting, University of Kentucky	2012 – 2016
	<b>M.B.A.</b> , Finance & Decision Science, Emory University	2007 – 2009
	<b>B.B.A.</b> , Accounting, Georgia State University	2001 – 2005

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**PEER-REVIEWED RESEARCH**

**“The Asset Volatility Effects of Uncertain Tone in Credit Markets: Evidence from Credit Default Swaps”**

with Hitesh Doshi of University of Houston, and Srikanth Ramani and Saurin Patel of University of Western Ontario

[\*Journal of Contemporary Accounting & Economics\*, 2023, Vol. 19 \(3\)](#)

**“The Compliance Consequences of Fault Assignment and Sanction Strength in Sanctions”**

[\*Behavioral Research in Accounting\*, 2023, Vol. 35 \(2\) pp 131-152.](#)

- *Outstanding Emerging Scholar – ABO*, 2016

**“Alternative Accounting Measurement Bases and Price Efficiency in Laboratory Asset Markets: Does Marking to Market Matter?”**

with Nigel J. Barradale and Brian Goodson

[\*Behavioral Research in Accounting\*, 2022, Vol. 34 \(2\), pp. 1-18.](#)

- *SSHRC Insight Grant 2018 Recipient (Lead Investigator)*

**“Meritocracy or Aristocracy? The Role of Pedigree in the Market for Accounting New Faculty Candidates”**

with Sid Bundy, Partha Mohapatra and Dan Stone

[\*Issues in Accounting Education\*, 2022, Vol. 37\(1\), pp. 19-39.](#)

- *Best Paper - Issues in Accounting Education*, 2022

**“The IMA Educational Case Journal: A Retrospective of the First Five Years (2008-2012)”**

with Tim Miller of Xavier University, and Sean Peffer and Dan Stone of University of Kentucky

[\*IMA Educational Case Journal\*, 2014, Vol. 7\(1\), pp. 1-17.](#)

**“The Effect of Rankings on Honesty in Budget Reporting”**

with Jason Brown, Joe Fisher, and Geoff Sprinkle

[\*Accounting, Organizations, and Society\*, 2014, Vol. 39\(4\), pp. 237-246.](#)

**WORKING  
PAPERS**

**“Does Targeting Firms for Managers’ Transgressions Increase or Decrease Accountability? The Effect of Sanction Target on Managerial Compliance”**

with Kun Huo of Ivey Business School and Sara Wick of University of Guelph  
*Revising*

- Revise & Resubmit, *Behavioral Research in Accounting*
- Competitive Awards: **Best Paper** – Accounting Ethics Symposium, 2020

**“Understanding Confusion in Laboratory Asset Price Bubbles”**

with Yuri Biondi of University of Paris, Dauphine PSL, and Peter Meijer of Ivey Business School

*Under Review*

- Competitive Awards: CPA-Ivey Centre Research Grant (UWO), \$6,000

**“Individual Estimates and Predictions of Extremity in Groups”**

with Leo Beletski and Mila Gracic of University of Western Ontario

**IN-PROGRESS  
RESEARCH**

**“What Does Market Price Represent? Market Price as an Accounting Problem”**

with Yuri Biondi of University of Paris, Dauphine PSL

- *Initial Data Collected*

**“Compliance Under Enforcement Frictions: When the Letter of the Law Falls Short of the Spirit of the Law”**

with Kun Huo and Ryan Hudgins of University of Western Ontario

- *Initial Data Collected*

**“Level Up: An Empirical Investigation of Changes in Accounting Program Rankings Over Time”**

with Robert Hutchinson of Michigan Technological University

- *Pilot Data Collected*

**“Social Contagion in Economically Independent Markets”**

- *Pilot Data Collected*

**PRACTITIONER  
WHITEPAPERS**

**“Market Bubbles and Crashes”**

with Leland Conn, Carlos Lopez, Priya Vaidyanathan, and Xiao Wu of Ivey Business School

*CPA Ontario, 2021*

**INVITED  
PRESENTATIONS**

**2024** – Saint Mary’s University, American Accounting Association (AAA)

**INVITED  
PRESENTATIONS**  
(continued)

- 2023** – Simon Fraser University, Wilfred Laurier University  
**2021** – Southern Ontario Behavioral Decision Research Conference (SOBDR)  
**2020** – University of Toledo, Wilfrid Laurier University, SASE Annual Meeting  
**2019** – American Accounting Association (AAA), Canadian Academic Accounting Association (CAAA)  
**2018** – University of Kentucky, Wilfrid Laurier University, Canadian Academic Accounting Association (CAAA), American Accounting Association (AAA), Accounting Behavior & Organizations (ABO) Meeting  
**2017** – American Accounting Association (AAA), Canadian Academic Accounting Association (CAAA), Management Accounting Section Meeting (MAS)  
**2016** – Bentley University, Ivey Business School, Accounting Behavior & Organizations (ABO) Meeting, Management Accounting Section Meeting (MAS), West Virginia University, 21<sup>st</sup> Ethics Symposium (AAA)  
**2015** – Michigan Tech, Southern Illinois University, University of Vermont, Accounting Behavior & Organizations (ABO) Meeting

**EXTERNAL  
RESEARCH  
AWARDS**

- Best Paper Winner - Issues in Accounting Education (2023) – for “Meritocracy or Aristocracy? The Role of Pedigree in the Market for Accounting New Faculty Candidates”
- CFI JELF Grant (2020-‘22) – Interdisciplinary Behavioural Lab Funding in conjunction with other area groups \$232,100
- SSHRC Insight Grant (2018-‘22) – *Primary Investigator* – for “Alternative Accounting Measurement Bases and Price Efficiency in Laboratory Asset Markets: Does Marking to Market Matter?” \$42,500
- AAA ABO Outstanding Emerging Scholar Award (2016) – *Primary Investigator* – for “How the Prospect of Fault Influences Managers’ Compliance” \$5,000
- AAA / Deloitte / J. Michael Cook Doctoral Consortium Fellow (2015)
- IMA Summer Doctoral Research Scholarship (2014) – *Primary Investigator* – for “Why Does Bonus Pay Increase with Seniority? Social Status in Compensation Contracting” \$5,000

**INTERNAL  
RESEARCH  
AWARDS**

- University of Western Ontario  
UWO SSHRB Seed Grant (2018)  
Faculty Research Development Fund (2017 – ‘19)  
CPA-Ivey Centre Funding (2016 – ‘24)
- University of Kentucky  
Von Allmen Fellowship (2012 – ‘16)  
Lockett Fellowships (2013 – ‘15)  
Max Steckler Fellowship (2013, ‘15)

**MEDIA MENTIONS**

- 2024 – [“TD Bank's failure to thwart money laundering in U.S. prompts calls for stronger regulation at home”](#) CBC. May 23, 2024
- 2022 – [“What Do Top Business School Profs Want To See In B-Schools Of The Future?”](#) Poets and Quants for Undergrads. May 11, 2022
- 2021 – [“You Can’t Touch This: The Intangible Assets Debate”](#) CPA Ontario. Nov 30, 2021
- 2021 – [“Market Bubbles and Crashes”](#) CPA Ontario. Apr 23, 2021
- 2021 – [“The Beer Store loss grows to \\$51 million amid competition, COVID”](#) Toronto Star. Apr 7, 2021
- 2020 – [“Tax breaks may have been at the heart of dead deal for Ekati mine”](#) CBC. October 13, 2020
- 2020 – [“The Beer Store lost \\$47 million last year as supermarket competition ramped up”](#) Toronto Star. May 20, 2020
- 2020 – [“More Canadians are filing for insolvency than we’ve seen since the financial crisis. What’s going on?”](#) Toronto Star. Jan 2, 2020

**TEACHING**

- Ivey Business School** 2016 – 2023
  - Accounting & Financial Fundamentals, 2016 – ’23 (6.8 / 7.0)
  - Management Accounting & Control, 2019 – ’24 (6.9 / 7.0)
- University of Kentucky** 2015 – 2016
  - Intro to Management Accounting
- Indiana University** 2009 – 2012
  - Intermediate Management Accounting, Intro to Management Accounting

**TEACHING CASES**

- “Eli Lilly & Company: Are All Profits Healthy?”** preparing to submit  
with M. Gracic of University of Western Ontario
- “GO Transit: The Rapid Rail Expansion”** preparing to submit  
with E. Xu of University of Western Ontario
- “Note on Long-Term Capital Budgeting: Building a Discounted Cash Flow (‘DCF’) Analysis”** submitted
- “Note on the Time Value of Money: Investments in Multiple Periods”** submitted
- “[Credit Suisse’s Involvement in the Archegos Collapse: Risk Management and Internal Controls](#)”** 2023  
with A. Pahagarh of University of Western Ontario
  - *EMFD Case Competition Finalist – Responsible Business (2023)*
- “[Oracle v. Google: Software Theft or Fair Use?](#)”** 2022  
with C. Kemerer of University of Pittsburgh
  - *EMFD Case Competition Finalist – Responsible Business (2022)*

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<b>TEACHING CASES</b> (continued)	<b><u>“Paratent Event Rentals Ltd: The Job Costing Decision”</u></b>	2022
	with A. Mastromarini of University of Western Ontario	
	<b><u>“Manufacturing Value: Driving Profit in The Auto Industry?”</u></b>	2022
	with J. Hidi and A. Solomos of University of Western Ontario	
	<b><u>“EOS Imaging: Revenue Recognition”</u></b>	2021
	with K. Huo and Z. Zhou of University of Western Ontario	
	<b><u>“Nora Lang: Pay Equity at FTS”</u></b>	2020
	with S. Ashby and L. Iuliani of University of Western Ontario	
	o <i>Case Centre Outstanding Case Award Winner (2021)</i>	
	<b><u>“In Search of the ‘Right’ Numbers: Navigating Professional Judgment Challenges in Accounting”</u></b>	2020
	with M. Stein of Univ. of Western Ontario and A. Scilipoti of Veritas Research	
	<b><u>“Note on Financial Accounting: The Financial Accounting ‘Term Sheet’”</u></b>	2019
	with M. Saunders and A. Solomos of University of Western Ontario	
	<b><u>“Tax from the CFO’s Chair: Should Pfizer Acquire Allergan?”</u></b>	2018
	with M. Saunders and M. Stein of University of Western Ontario	

**EXTERNAL TEACHING AWARDS**

Poets and Quants – 50 Best Undergrad Professors – 2022  
<https://poetsandquantsforundergrads.com/2022/03/25/2021-best-undergraduate-professors-matthew-sooy-ivey-business-school/>

Case Centre – Outstanding Case Award Winner (Short Case) – for “Nora Lang: Pay Equity at FTS” – 2021  
<https://www.thecasecentre.org/educators/ordering/selecting/featuredcases/CompetitionWinners/NoraLang>

**INTERNAL TEACHING AWARDS**

David Burgoyne Teaching Award – 2022

Undergraduate Last Lecture – 2019

[David Burgoyne Teaching Award](#) – 2018

**EXTERNAL SERVICE**

**Editorial Review Board** – *Issues in Accounting Education* (2024 - )

**Ad Hoc Reviewer** – *Accounting Perspectives, Advances in Management Accounting, Behavioral Research in Accounting, Issues in Accounting Education, Journal of Financial Reporting, Journal of Governmental and Non-profit Accounting, Management Accounting Research*

SSHRC Grant Reviewer (Insight), CAAA Research Committee Research Grant Program (2019 – Subcommittee Chair)

Case Centre – Outstanding Case Competition External Judge

AAA Annual Meeting, ABO Section Meeting, FARS Section Meeting, MAS Section Meeting, CAAA Annual Meeting

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**EXTERNAL  
SERVICE**  
*(continued)*

**Discussant/Moderator** – AAA Annual Meeting, CAAA Annual Meeting, ABO  
Section Meeting, MAS Section Meeting

**Organizing Committee** – AAA MAS / CGMA Teaching Symposium (Co-Chair,  
2020 – '21)

**Member** – American Accounting Association (AAA), Canadian Academic  
Accounting Association (CAAA), Institute for Management Accountants (IMA)

**INTERNAL  
SERVICE**

**Ivey Business School** –

Program Director – Honours Business Administration (2024 – )

Course Coordinator (Accounting & Financial Fundamentals (2022 – '24)

Section Head (2022 – '23)

Ivey HBA/MBA Appeals Committees (2019 – '23)

Ivey Business Review Faculty Advisor (2018 – '19)

MAC Recruiting/Search Committee (2017 – '18)

Ivey CPA Centre for Accounting Education (2016 – '18)

*Dissertation Committees* –

Danny Chung (Examination Committee) 2021

**University Level** –

Subcommittee on Undergraduate Academic Courses (2024 – )

**PROFESSIONAL  
EMPLOYMENT**

Associate – State & Local Tax, KPMG, 2005 – 2007

Interface Designer, Interland, 2000 – 2001

Interface Designer, Telephone.com, 2000

Designer, Earthlink, 1999 – 2000