

March 2021

W. Brooke Elliott
Associate Dean of Online
EY Distinguished Professor of Accountancy
University of Illinois at Urbana-Champaign
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Education

PhD, Accounting, University of Washington, Seattle, WA, June 2003
MBA, with Accounting focus, Indiana University, Bloomington, IN, 1999
BS, Accounting, Indiana University, Bloomington, IN, 1999

Academic Appointments

Gies College of Business, University of Illinois at Urbana-Champaign
Associate Dean of Online, 2020-present
EY Distinguished Professor in Accounting, 2016-Present
Professor of Accountancy, 2015-Present
Department Head of Accountancy, 2017-2020
Academic Director of Undergraduate Affairs, 2015-2016
Associate Professor of Accountancy, 2010-2015
Assistant Professor of Accountancy, 2003-2010

School of Information Sciences, University of Illinois at Urbana-Champaign
Affiliate, Informatics Programs, 2020-Present

Board Positions

Gordon Food Service, Grand Rapids, MI, 2019-Present
Member of Audit Committee, 2020-Present

Research Interests

The determinants of investors' use of accounting information in their investment-related judgments and decisions.

The role of behavioral heuristics and biases in the dissemination and use of accounting information in capital markets.

Managers' strategic use of and investor response to non-GAAP (i.e. pro forma) earnings disclosures.

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Academic Journal Publications

1. Brown, N., R. Crowley, and W.B. Elliott. 2020. What are you saying? Using *Topic* to Detect Financial Misreporting. *Journal of Accounting Research* 58(1): 237-291.
2. Elliott, W.B., K. Rennekamp, and B. White. 2020. Can Concrete Language Help to Mitigate the Home Bias in Equity Investing? An Extension of Elliott, Rennekamp, and White (2015). *Journal of Financial Reporting*, Forthcoming.
3. Elliott, W.B., K. Fanning, and M. Peecher. 2020. Do Investors Value Higher Financial-Reporting Quality, and Can Expanded Audit Reports Unlock This Value? *The Accounting Review* 95(2): 141-165.
4. Elliott, W.B., S. Grant, and J. Hobson. 2020. Trader Participation in Disclosure: Implications of Interactions with Management. *Contemporary Accounting Research*, 37(1): 68-100.
5. Elliott, W.B., S. Grant, and F. Hodge. 2018. Negative News and Investor Trust: The Role of \$Firm or #CEO Twitter Use. *Journal of Accounting Research* 56(5): 1483-1519.
6. Elliott, W.B., K. Rennekamp, and B. White. 2018. The Paradoxical Behavioral Effects of a Directional Goal on Investors' Risk Perceptions and Valuation Judgments. *Journal of Behavioral Finance* 19: 271-290.
7. Asay, S., Elliott, W.B. and K. Rennekamp. 2017 Disclosure Readability and the Sensitivity of Investors' Valuation Judgments to Outside Information. *The Accounting Review* 92(4): 1-25.
8. Elliott, W.B., S. Grant and K. Rennekamp. 2017. How Disclosure Features of Corporate Social Responsibility Reports Interact with Investor Numeracy to Influence Investor Judgments. *Contemporary Accounting Research* 34(3): 1596-1621.
9. Elliott, W.B., J. Hobson, and B. White. 2015. Earnings Metrics, Information Processing, and Price Efficiency in Laboratory Markets. *Journal of Accounting Research* 53(3): 555-592.
10. Elliott, W. B., K. Rennekamp, and B. White. 2015. Does Concrete Language in Disclosures Increase Willingness to Invest? *Review of Accounting Studies* 20(1): 839-865.
11. Elliott, W.B. 2015. Discussion of "Does Coordinated Presentation Help Credit Analysts Identify Firm Characteristics?" *Contemporary Accounting Research* 32(2): 528-533.
12. Elliott, W.B., K. Jackson, M. Peecher, and B. White. 2014. The Unintended Effect of Corporate Social Responsibility Performance on Investors' Estimates of Fundamental Value. *The Accounting Review* 89(1): 275-302.
13. Elliott, W.B., F. Hodge, and L. Sedor. 2012. Using Online Video to Announce a Restatement: Influences on Investment Decisions and the Mediating Role of Trust. *The Accounting Review* 87(2): 513-535.

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14. Brown, N., T. Christensen, W.B. Elliott, and R. Mergenthaler. 2012. Investor Sentiment and Pro Forma Earnings Disclosures. *Journal of Accounting Research* 50(1): 1-40.
15. Brown, N., T. Christensen, W.B. Elliott. 2012. The Timing of Quarterly “Pro Forma” Earnings Announcements. *Journal of Business Finance and Accounting* 39(3&4): 315-359.
16. Elliott, W.B., J. Hobson, and K. Jackson. 2011. Disaggregating Management Forecasts to Reduce Investors’ Susceptibility to Earnings Fixation. *The Accounting Review* 86(1): 185-208.
17. Elliott, W.B., S. Krische, and M. Peecher. 2010. Expected Mispricing: The Joint Influence of Accounting Transparency and Investor Base. *Journal of Accounting Research* 48(2): 343-381.
18. Elliott, W.B., F. Hodge, and K. Jackson. 2008. The Association between Nonprofessional Investors’ Information Choices and Portfolio Returns: The Importance of Investing Experience. *Contemporary Accounting Research* 25: 473-498.
19. Elliott, W.B., F. Hodge, J. Kennedy, and M. Pronk. 2007. Are M.B.A. Students a Good Proxy for Nonprofessional Investors? *The Accounting Review* 82(1): 139-168.
20. Elliott, W.B. 2006. Are Investors Influenced by Pro Forma Emphasis and Reconciliations in Earnings Announcements? *The Accounting Review* 81: 113-133.

Working Papers

“Asymmetric Motivated Reasoning Among Long and Short Investors,” with Jessen Hobson, Ben Van Landuyt, and Brian White.

“Gaming Regulation with Image-Based Tweets,” with Nerissa Brown and Steph Grant.

“The Joint Influence of Information Push and Value Relevance on Investor Judgments and Market Efficiency,” with Brian Gale and Jessen Hobson.

“Navigating Through the Crowd: How Do Features of Social Media Platforms Influence Investor Judgments?,” with Brian Gale and Steph Grant.

“The Impact of Disclosure Delivery Mode on Investment Decisions and Investors’ Memories,” with Serena Loftus and Amanda Winn.

“Helpful Tool or Costly Distraction: Does Mobile Internet Technology Improve Market Quality,” with Nerissa Brown, Russ Wermers and Roger White.

Invited Presentations (most recent)

2021, Coursera Conference
2020, ASU/GSV Conference
2020, 21st Congresso Brasileiro de Contabilidade
2019, Cornell University

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2019, Conference of Accounting and Governance at the University of Brasilia
2018, University of Arizona
2016, ABO Doctoral Consortium (Featured Speaker)
2015, University of Florida
2015, AAA New Faculty Consortium (Speaker)
2015, Emory University
2014, University of Pittsburgh
2014, London Business School
2014, 3rd Annual CIRANO Workshop on Networks in Trade and Finance
2014, University of Washington, Oregon and British Columbia Conference
2014, University of Sao Paulo Keynote Presentation
2014, University of Central Florida
2014, Texas Tech University
2014, American Accounting Association FAR Section meeting, Houston

Teaching Interests

Advanced financial reporting and financial statement analysis.

Courses Taught at the University of Illinois at Urbana-Champaign

ACCY 594, Doctoral Seminar: Advanced Behavioral Accounting Research (2013, 2014, 2015)
ACCY 593, Doctoral Seminar: Introduction to Behavioral Accounting Research (2013, 2014, 2015, 2016, 2017, 2018, 2019)
ACCY 593, Executive MBA: Measurement and Forecasting (2015, 2016, 2017)
ACCY 410, Advanced Financial Reporting (2014, 2015)
ACCY 303, Accounting Institutions and Regulation (2010, 2012)
ACCY 517, Financial Statement Analysis (2005, 2006, 2007, 2008, 2009, 2016, 2017)
ACCY 302, Decision Making for Accounting (2004, 2005)

Awards and Honors

2018-2019, Dean's Impact Award
2016-2017, Academic Leadership Program Fellow
2014, Saint Louis Teaching Award
2013, Accounting, Behavior and Organization Section Outstanding Doctoral Dissertation Supervisor Award
2010, Ken Perry Fellowship in Accountancy
2009, 2010 MBA Professor of the Year, Nominee
2008, Fred and Virginia Roedgers Fellowship in Accountancy
2007, Raymond Hoffman Faculty Excellence Award, Department of Accountancy
2006, College of Business Alumni Association Excellence-in-Teaching Award for Undergraduate Teaching, University of Illinois
2006, 2009 Head's Award for Excellence in Teaching, Department of Accountancy
2004-2017, Incomplete List of Excellent Teachers, University of Illinois
2004, Outstanding Dissertation Award, American Accounting Association ABO Section

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Doctoral Dissertation Committees

Brian Gale, UIUC Dept. of Accountancy (placement: University of Washington)
Stephanie Grant, UIUC Dept. of Accountancy (placement: University of Washington)
Brian White, UIUC Dept. of Accountancy (placement: University of Texas at Austin)
Matt Stern, UIUC Dept. of Accountancy (placement: DePaul University)
Walied Keshk, UIUC Dept. of Accountancy (placement: California State University, Fullerton)
Richard Crowley, UIUC Dept. of Accountancy (placement: Singapore Management University)
Ling Harris, UIUC Dept. of Accountancy (placement: University of South Carolina)
Jonathan Grenier, UIUC Dept. of Accountancy (placement: Miami of Ohio University)
Yoon Ju Kang, UIUC Dept. of Accountancy (placement: Lehigh University)
Paula Sanders, UIUC Dept. of Accountancy (placement: Oklahoma State University)
Hansol Jang, UIUC Dept. of Accountancy (placement: National University of Singapore)

Service

Professional Service

Associate Editor, Behavioral Research in Accounting
Editorial Board, The Accounting Review
Editorial Board, Contemporary Accounting Research
Editorial Board, The Journal of Financial Reporting
Ad hoc reviewer, Accounting and Business Research
Ad hoc reviewer, Auditing: A Journal of Practice & Theory
Ad hoc reviewer, Accounting, Organizations and Society
Ad hoc reviewer, Behavioral Research in Accounting
Ad hoc reviewer, Contemporary Accounting Research
Ad hoc reviewer, European Accounting Review
Ad hoc reviewer, Journal of Accounting Research
Ad hoc reviewer, Management Science
Ad hoc reviewer, Swiss National Science Foundation
Ad hoc reviewer, The Accounting Review
Ad hoc reviewer, American Accounting Association Mid-Year and Annual Meetings

Department Committees

2016-2017 Professorship Committee
2011-2012, 2012-2013, 2013-2014, 2014-2015, 2015-2016, 2016-2017 Department Advisory
Committee
2010-2011, 2011-2012, 2015-2016, 2016-2017 Faculty Recruiting Committee Chair
2009-2010, 2011-2012, 2012-2013, 2013-2014, 2014-2015, 2015-2016 Doctoral Program
Committee
2011-2012, 2012-2013, 2013-2014, 2014-2015 Curriculum Committee
2005-2006, 2008-2009, Faculty Recruiting Committee
2007-2008, 2008-2009 Human Subjects Committee

College and University Committees

2018-2019, Campus Administrative Budget Committee
2015-2016, 2016-2017 College of Business Undergraduate Curriculum Committee

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2014-2015, College of Business Dean Search Committee
2014-2015, Committee on Student Learning Outcomes
2014-2015, IT Governance Administrative Committee
2013-2014, 2014-2015 College Executive Committee
2013-2014, 2014-2015 College Strategic Planning Committee
2011-2012, 2012-2013 Graduate College Executive Committee
2011-2012, 2012-2013 Graduate College Program Sub-committee
2011-2012, 2012-2013, 2013-2014 Limited Status Admission Committee

Selected Press Coverage

<https://www.forbes.com/sites/poetsandquants/2020/06/12/the-pandemic-is-boosting-the-appeal-of-online-mba-options/?sh=746171816cb8>

<https://www.mba.com/business-school-and-careers/women-in-business/why-its-worth-considering-an-mba-even-in-uncertain-times>

<https://www.insidehighered.com/news/2020/08/10/surge-alternative-credentials-holds-steady-now>

<https://www.wsj.com/articles/heres-what-you-need-to-know-about-online-m-b-a-s-11599066511>

<https://bized.aacsb.edu/articles/2020/may/online-overnight>

<https://www.wsj.com/articles/during-covid-19-era-online-m-b-a-s-gain-traction-11599048608>

<https://www.cnbc.com/2019/02/14/amazon-bought-us-government-debt-at-a-record-pace-last-year.html>