

**MARLYS GASCHO LIPE**  
**Professor of Accounting**

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**Education and Professional Certification:**

Ph.D., Accounting and Behavioral Decision Theory, University of Chicago, December 1985.  
M.B.A., University of Chicago, 1981.  
B.A., Business Administration (summa cum laude), Alma College, 1979.  
C.M.A. (Certified Management Accountant)  
C.P.A. Certificate, State of Illinois.

**Academic Positions:**

2014 - present Cramer Professorship of Accounting, University of South Carolina.  
2001 - 2013 Rath Chair in Accounting and Professor of Accounting, University of Oklahoma.  
1997 - 2001 Rath Chair and Associate Professor of Accounting, University of Oklahoma.  
1996 - 1997 Visiting Associate Professor of Accountancy, George Washington University.  
1993 - 1997 Associate Professor of Accounting, University of Colorado.  
1984 - 1993 Lecturer and Assistant Professor of Accounting, University of Michigan.

**Publications:**

Firms with Inconsistently Signed Earnings Surprises: Do Potential Investors Use a Counting Heuristic? With Lisa Koonce, Contemporary Accounting Research, (conditionally accepted).

Earnings Trends and Beating Analysts' Forecasts: Are Both Considered Together Over Time? with Lisa Koonce, Journal of Accounting Research, 2010, 859-884.

Investor Reactions to Derivative Use and Outcomes, with Lisa Koonce and Mary Lea McAnally, Review of Accounting Studies, 2008, 571-597.

Discussion of "Judging Audit Quality in Light of Adverse Outcomes: Evidence of Outcome Vias and Reverse Outcome Bias," Contemporary Accounting Research, Spring 2008, 275-282.

Using Cases Published in Issues in Accounting Education: Categories and Topics at a Glance, Issues in Accounting Education, November 2006, 417-430.

Judging the Risk of Financial Instruments: Problems and Potential Remedies, with Lisa Koonce and Mary Lea McAnally, The Accounting Review, July 2005, 871-895.

A Note on the Judgmental Effects of the Balanced Scorecard's Information Organization, with Steve Salterio, Accounting, Organizations, and Society, 2002, p. 531-540.

**Publications continued:**

The Balanced Scorecard: Judgmental Effects of Common and Unique Performance Measures, with Steve Salterio, The Accounting Review, July 2000, p. 283-298.

Individual Investors' Risk Judgments and Investment Decisions: The Impact of Accounting and Market Data, Accounting, Organizations, and Society, October 1998, p. 625-640.

Discussion of Comprehensive Income Reporting and Analysts' Valuation Judgments, Journal of Accounting Research, 1998 Supplement, p. 77-83.

Outcome Effects: The Impact of Decision Process and Outcome Controllability, with Hun-Tong Tan, Journal of Behavioral Decision Making, December 1997, p. 315-325.

Commentary on The Effects of Justification, Task Complexity and Training/Experience on Problem-Solving Performance, Behavioral Research in Accounting, Supplement 1997, p. 117-122.

Analyzing the Variance Investigation Decision: The Effects of Outcomes, Mental Accounting, and Framing, The Accounting Review, October 1993, p. 748-764.

Evidence on the Performance of Accounting Students: Race, Gender, and Expectations, with Vivian Carpenter and Shirley Friar, Issues in Accounting Education, Spring 1993, p. 1-17.

Incentives, Effort, and the Cognitive Processes Involved in Accounting-Related Judgments, with Robert Libby, Journal of Accounting Research, Fall 1992, p. 249-273.

Counterfactual Reasoning as a Framework for Attribution Theories, Psychological Bulletin, 1991, p. 456-471.

Do Gender Effects on Accounting Course Performance Persist After Controlling for General Academic Aptitude?, with Frank Buckless and Sue Ravenscroft, Issues in Accounting Education, Fall 1991, p. 248-261.

A Lens Model Analysis of Covariation Research, Journal of Behavioral Decision Making, 1990, p. 47-59.

Discussion of The Effect of Forecast Redundancy on Judgments of a Consensus Forecast's Expected Accuracy, Journal of Accounting Research, Supplement, 1990, p. 48-54.

Discussion of Presentation Format and Information Load Effects on Judgment and Recall in a Risk Analysis Task, in Accounting Communication and Monitoring, Shane Moriarity, ed., The University of Oklahoma Center for Economic and Management Research, 1990, p.158-165.

Further Evidence on the Performance of Female versus Male Accounting Students, Issues in Accounting Education, Spring 1989, p. 144-152.

**Distributable Working Papers:**

Financial Policies, Decision Making, and Control, with Scott Jackson and Nate Waddoups

### **Research Presentations:**

Accounting Departments: University of Alabama; University of Alberta; University of Arkansas; Brigham Young University; University of Colorado; Cornell University; Emory University; George Washington University; University of Georgia; Georgia State University; Georgia Tech. University; Indiana University; University of Iowa; University of Kentucky; Michigan State University; University of Minnesota; New England Behavioral Accounting Research Series (hosted by Northeastern University), University of North Texas; University of Notre Dame; University of Oklahoma; Oklahoma State University; Pennsylvania State University; University of Pittsburgh; University of South Carolina; University of Texas at Arlington; University of Texas at Austin; Texas Tech. University; University of Utah; Vanderbilt University; Virginia Tech. University; University of Washington; University of Waterloo

Psychology Departments: University of Colorado; University of Michigan; University of Oklahoma

Finance Department: Michigan State University

Conferences: Contemporary Accounting Research Conference Discussant (2006); Canadian Doctoral Consortium Presenter (2006); Management Accounting Doctoral Consortium Presenter (2004); University of Texas at Dallas Conference Presenter (2004); Accounting, Behavior, and Organizations Conference Presenter and Panelist (2001); American Accounting Association Conference Discussant (2000 and 1991); Management Accounting Conference Discussant (2000); Accounting, Behavior, and Organizations Conference Discussant (2009, 1999, 1996); Oklahoma/Kansas Judgment and Decision Making Conference Presenter (2003, 2000, 1999, 1998); JDM Society Conference Poster Presenter (1998); Behavioral Decision Research in Management Conference Presenter (1992); University of Oklahoma Conference Discussant (1990)

### **Research Award:**

Brunswik Society Young Investigator Award, 1990

### **Courses Taught:**

Accounting Seminar on Judgment and Decision Making Research – doctoral: University of Oklahoma, George Washington University, University of Colorado

Accounting Seminar on Financial Accounting Research – doctoral: University of South Carolina

Managerial Accounting – undergraduate: University of Oklahoma, University of Colorado, University of Michigan. MBA: University of South Carolina, University of Oklahoma, George Washington University, University of Michigan

Cost Accounting – undergraduate: University of South Carolina, University of Oklahoma, University of Colorado, University of Michigan

Intermediate Financial Accounting I – undergraduate: University of Oklahoma

Survey of Accounting – MBA: University of Oklahoma

Advanced Financial Accounting II – undergraduate and MACC: University of Michigan

Advanced Financial Accounting – undergraduate and Masters: University of Oklahoma

### **Doctoral Dissertation Committees - at the Universities of**

**Michigan (UM), Colorado (CU), Oklahoma (OU), and South Carolina (USC):**

Vicky Heiman-Hoffman, Accounting, UM, 1988

John B. Smelcer, Computer Information Systems, UM, 1989

Ju-Whei Lee, Cognitive Psychology, UM, 1990

Hee-Sen Jong, Computer Information Systems, UM, 1991

**Doctoral Dissertation Committees continued:**

Hun-Tong Tan, Accounting, UM, 1992  
Karen Siegel-Jacobs, Cognitive Psychology, UM, 1992  
Dan Horne, Marketing, UM, 1993  
Steve Salterio, Accounting, UM, 1993  
Kevin Biolsi, Cognitive Psychology, UM, 1993  
Natalie Davidson, Cognitive Psychology, UM, 1995  
Celia Renner, Accounting, CU, 1995 (Chair)  
Linda Levy, Accounting, CU, 1996 (Co-Chair)  
Jim Connolly, Information Systems, CU, 1996  
Lisa Moet, Accounting, CU, 1997  
Bruce Dehning, Accounting, CU, 1998 (Chair)  
Alan Webb, Accounting, Univ. of Alberta, 2001 (external examiner)  
Stephanie Farewell, Accounting, OU, 2001  
Linda Flaming, Accounting, OU, 2002 (Chair)  
Jo Yvette Lacey, Accounting, George Washington Univ., 2002  
Eve Ogden, Cognitive Psychology, OU, 2003  
Curt Carlson, Cognitive Psychology, OU, 2008  
Velina Popova, Accounting, OU, 2008 (Co-chair)  
Susan Jurney, Accounting, OU, 2008 (Chair)  
Tony Coker, Psychology, OU, 2010  
Troy Smith, Psychology, OU, 2010  
Nick Lange, Psychology, OU, 2011  
Tim Lorat, Psychology, OU, 2011  
Sanaz Aghazadeh, Accounting, OU, 2012 (Chair)  
Will Landon, Psychology, OU, 2013  
Dan Buttaccio, Psychology, OU, 2013  
Andrew Collins, Accounting, OU, 2014 (Chair)  
Charles Boster, Accounting, USC, ongoing

**Reviewing Activities:**

Editor, The Accounting Review, 2002 - 2008.  
Associate Editor, The Accounting Review, 1999 - 2002.

Editorial Board, The Accounting Review, 1989/90 – 1999, 2012-present.  
Editorial Board, Contemporary Accounting Research, 2014-present.  
Editorial Board, Accounting, Organizations, and Society, 2014-present.  
Editorial Board, Journal of Governmental and NonProfit Accounting, 2010-present.  
Editorial Board, Accounting Horizons, 1998 - 2009.  
Editorial Board, Behavioral Research in Accounting, 1993 – 2006.

Ad Hoc Reviewer: Accounting and Business Research; Accounting, Organizations, and Society;  
Advances in Behavioral Accounting Research; Auditing: A Journal of Practice & Theory; Contemporary  
Accounting Research; Issues in Accounting Education; Journal of Accounting Education; Journal of  
Accounting Research; Journal of Behavioral Decision Making; Journal of the American Taxation  
Association; Organizational Behavior and Human Decision Processes; Psychological Science, Review of  
Accounting Studies; National Science Foundation (NSF) - Decision, Risk, and Management Science  
Program; Canadian Foundation for Innovation; Hong Kong Research Council.

**National Service Activities:**

National Science Foundation:

Decision, Risk, & Management Science Program,  
Advisory Panel, 2002-2004  
Office of Multi-Disciplinary Programs, Panel to select  
Young Investigator Award Winners, 1994

American Accounting Association Service:

Deloitte Wildman Award Committee, Chair 2015-2016  
Deloitte Wildman Award Committee 2014-2015  
Research Events Team, Leader 2010-2011  
Nominations Committee 2009-2010  
Journal Task Force 2005  
Competitive Manuscript Award Committee, 2004-2005, 2009-2010  
D&T Wildman Award Committee, 2003-2004  
Doctoral Consortium, Distinguished Visiting Faculty, 2001  
Selection Committee, Outstanding Accounting Educator 2000-2001  
New Faculty Consortium, Small Group Leader 1998 & 1999  
Screening Committee for Notable Contribution to Accounting Literature Award  
Membership and Subscriptions Committee  
Management Accounting Section:  
Outstanding Dissertation Committee 2000-2001  
Accounting, Behavior, and Organizations Section:  
Chair, Research Conference 2002

Society for Judgment and Decision Making:

Annual Conference Program Committee, Chair, 2001  
Annual Conference Program Committee 1999-2002  
Student Poster Competition Committee, Chair 1999  
Student Poster Competition Committee 1998, 2002

Institute of Management Accountants, Columbia SC Chapter, Board of Directors 2015-present  
IMA, Boulder Valley Chapter, Dir. of Academic Relations 1995-1996

**University Service:**

University Committees, the University of South Carolina:

School of Accounting Tenure and Promotion Committee, Chair (2015-present)  
School of Accounting Peer Review Committee, Chair (2015-present)  
Moore School Research Advisory Committee (2014-present)  
Moore Fellow and Endowed Chair Review Committee (2014- present)  
Moore School Faculty Advisory Committee (2015-present)  
Chair, School of Accounting Undergraduate Curriculum Committee (2014-2015)  
Moore School Undergraduate Program Faculty Committee (2014-2015)

University Committees, the University of Oklahoma:

Institutional Review Board (2010-2012)  
Executive Committee, Steed School of Accounting (2010-2012)

**University Service Continued:**

School of Accounting, Research Conference Chair (2010)  
Advisory Committee to the Vice President for Research (2008-2010)  
Strategy & Budget SubCommittee to the above  
School of Accounting PhD Program Committee (1998-2013)  
School of Accounting Undergraduate Committee (1998-2013)  
Director (Interim), Accounting Doctoral Program (2009-2010)  
Price College PhD Program Committee (2009-2010)  
School of Accounting Promotion and Tenure Committee (2009-2010)  
Chair, Price College Promotion and Tenure Committee (2007-2008)  
Steed Professorship Search Committee (2007-2008)  
Price College Summer Research Grant Committee (2006-2007)  
School of Accounting Workshop Coordinator (2006-2007)  
Library Serials Review Committee (2006-2007)  
School of Accounting Workshop Co-Organizer (2006-2007)  
Puterbaugh Chair Search Committee (2006-2007)  
Rath Chair in Management Search Committee (2005-2006)  
College of Business Promotion and Tenure Committee (2005-2006)  
School of Accounting Workshop Co-Organizer (2003-2004)  
Chair, College of Business "A" Committee (2003-2004)  
Cognitive Psychology, Faculty Search Committee (2003-2004)  
College of Business "A" Committee (2001-2004)  
Cognitive Psychology, Faculty Search Committee (2000-2001)  
Chair, University Budget Council (1999-2001)  
Looper Chair in Accounting Search Committee (1999-2001)  
School of Accounting, Conference Co-Chair (1999)  
University Budget Council (1998-2001)  
College of Business Research Grant committee (1998-2001)  
Price Chair in International Business Search Comm. (1998-1999)  
College of Business Promotion and Tenure Committee (1997-1998)  
College of Business Library Endowment Committee (1997-1999)

University Committees, the University of Colorado:

Accounting Division Recruiting Committee  
Accounting Division Ph.D. Policy Committee  
Accounting Division Workshop Coordinator  
Accounting Division Five-Year Program Committee  
Finance and Accounting Undergraduate Core Course Committee  
College of Business Ph.D. Policy Committee  
College of Business Budget Committee  
College of Business Research Committee

University Committees, the University of Michigan:

Business School BBA Core Course Coordinating Committee  
Business School Undergraduate Teaching Award Selection Committee  
Business School Instruction and Student Support Committee  
Management Accounting Campus Coordinator

**Memberships:**

American Accounting Association (AAA)  
Accounting, Behavior, and Organizations Section  
Auditing Section  
Management Accounting Section

Canadian Academic Accounting Association (CAAA)

Institute of Management Accountants (IMA)

Society for Judgment and Decision Making (JDM)