Brian W. Mayhew

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4112 Grainger Hall
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5519 Upland Trail
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Education

Doctor of Philosophy, University of Arizona (August 1997)
Major: Accounting
Minor: Experimental Economics

Bachelor of Business Administration, University of Wisconsin – Madison (May 1989)
Major: Accounting

Professional Positions

2017-Present	Associate Dean of WSB Undergraduate Programs – University of Wisconsin – Madison
2014-Present	Arthur Andersen Alumni Professor - University of Wisconsin – Madison
2005-2013	Associate Professor - University of Wisconsin – Madison.
2007 (Spring)	Visiting Scholar – University of Hawaii - Manoa
1999-2005	Assistant Professor - University of Wisconsin – Madison.
1997-1999	Assistant Professor - Georgia State University, Atlanta, Georgia.
1993-1997	Teaching Assistant - University of Arizona, Tucson, Arizona.
1989-1993	Senior Associate/Audit Staff - Coopers & Lybrand, Milwaukee, Wisconsin.

Refereed Scholarly Publications

Dunn, Kim, Mark Kohlbeck, and Brian W. Mayhew. The Impact of Market Structure on Audit Price. **Managerial Auditing Journal** (Forthcoming).

Hurley, Patrick and Brian W. Mayhew. Market Reactions to a High-Quality Auditor and Managerial Preference for Audit Quality. **Auditing: a Journal or Practice and Theory** (Forthcoming 2019).

Hurley, Patrick and Brian W. Mayhew, Kara Obermire. Realigning Auditors' Incentives: Experimental Evidence. **The Accounting Review**, Forthcoming May 2019.

Kowaleski, Zachary T., Brian W. Mayhew, and Amy C. Tegeler. “The Impact of Consulting Services on Audit Quality: An Experimental Approach.” **Journal of Accounting Research**, 56 (2) May 2018.

Kohlbeck, Mark and Brian W. Mayhew. “Are Related Party Transactions Red Flags?” **Contemporary Accounting Research** 34 (2) Summer 2017: 900-928.

Keune, Marsha. B., Brian W. Mayhew and Jaime J. Schmidt. “Non-Big 4 Leadership and its Effect on Competition.” **The Accounting Review**. 91 (3) May 2016: 907-931.

Mayhew, Brian W. and Adam Vitalis. “Accounting Information, Interim Reporting Frequency and Myopic Loss Aversion.” **Journal of Economic Behavior and Organization**. 97(January 2014): 113-125.

Mayhew, Brian W. and Pamela Murphy. “The Impact of Authority on Reporting Behavior, Affect and Rationalization.” **Contemporary Accounting Research**. 31(2)(Summer 2014): 420-443

Dunn, Kimberly, A., Mark Kohlbeck and Brian W. Mayhew. “The Impact of the Big4 Consolidation on Audit Market Share Equality” **Auditing: a Journal or Practice and Theory** 30:1 (February 2011) 49-73.

Kohlbeck, Mark, and Brian W. Mayhew. “Valuation of Firms that Disclose Related Party Transactions” **The Journal of Accounting and Public Policy 29** (2) (2010): 115-137.

Magilke, Matthew, Brian W. Mayhew, and Joel Pike. “Are Independent Audit-Committee Members Objective: Experimental Evidence?” **The Accounting Review** (November 2009) 1959-1981.

Mayhew, B.W. and P. Murphy. “The Impact of Ethics Education on Reporting Behavior.” **Journal of Business Ethics** 86 (2009): 397-416.

Kohlbeck, Mark, Brian W. Mayhew, Pamela Murphy, and Michael Wilkins. “Competition for Andersen’s Clients.” **Contemporary Accounting Research** 25 (4 Winter 2008) 1099-1136.

Kizirian, Tim, Brian W. Mayhew and L. Dwight Sneathen, Jr. "The Impact of Management Integrity on Audit Planning and Evidence." **Auditing: A Journal of Practice and Theory** 24:2 (November 2005): 49-67.

Fargher, Neil, Brian W. Mayhew, and Michael Wilkins. “The Pricing of Assurance Services in Secondary Equity Offerings.” **Journal of Accounting, Auditing and Finance** 20:3(Summer 2005): 187-208.

Mayhew, Brian W., and Joel Pike. "Does Investor Selection of Auditors Enhance Auditor Independence?" **The Accounting Review** 79:3 (July 2004):797-823.

Dunn, Kimberly A., and Brian W. Mayhew. "Disclosure Quality and Auditor Choice." **Review of Accounting Studies** 9:1(March 2004):35-58.

Mayhew, Brian W., Jeffrey W. Schatzberg and Galen Sevcik. "Examining the Role of Auditor Quality and Retained Ownership in IPO Markets: Experimental Evidence." **Contemporary Accounting Research** 21 (Spring 2004):89-130.

Mutzako, Steven, Karla Johnstone, Brian Mayhew, and Larry Rittenberg. "An Empirical Investigation Of IPO Underpricing And The Change To The LLP Organization Of Audit Firms." **Auditing: A Journal of Practice and Theory** 23(March 2004):53-67.

Ashbaugh, Hollis, Ryan LaFond, and Brian Mayhew. "Do Nonaudit Fees Impact Auditor Independence? Further Evidence." **The Accounting Review** 78 (July 2003): 611-640.
Recognized as the *Notable Contribution to the Auditing Literature* by the American Accounting Association Auditing Section in 2013.

Mayhew, Brian, and Michael Wilkins. "The Impact of Audit Firm Industry Specialization on Fees Charged to Firms Going Public." **Auditing: A Journal of Practice and Theory** 22 (September 2003):33-52.

Mayhew, Brian W., Jeffrey W. Schatzberg and Galen Sevcik. "The Effect of Accounting Uncertainty and Auditor Reputation on Auditor Independence." **Auditing: A Journal of Practice and Theory** 20 (September 2001):49-70.

Mayhew, Brian W. "Auditor Reputation Building." **The Journal of Accounting Research** 39(December 2001): 599-618.

Gramling, Audrey A., Karla M. Johnstone, Brian W. Mayhew. "Behavioral Research in Auditing: Past, Present, And Future Research." **Advances in Accounting Behavioral Research** 4 (2001):47-76.

Erickson, Merle M., Brian W. Mayhew and William L. Felix, Jr. "Why Do Audits Fail?: Evidence from Lincoln Savings and Loan." **The Journal of Accounting Research** **38** (Spring 2000)**:** 165-194.

Other Scholarly Publications

Kogan, Alexander, Brian W. Mayhew and Miklos A. Vasarhelyi. "Audit Data Analytics Research – An Application of Design Science Methodology." **Accounting Horizons** (forthcoming 2019).

Mayhew, Brian W. “Introduction and Commentary on Ratification Research Forum.” **Accounting Horizons.** 31 (1) March 2017: 125-128.

Mayhew, Brian W. “Discussion of “Impact of the SEC’s Public Fee Disclosure Requirement on Subsequent Period fees and Implications for Market Efficiency”” 25th Anniversary Edition of **Auditing: a Journal or Practice and Theory 24** (2005): 161-169.

Trotman, K., Grambling, A., Johnstone, K., Kaplan, S., Mayhew, B., Reimers, R., Schwartz, H Tan, Wright, B. “Twenty-five years of audit research.” Published by the Auditing Section of the American Accounting Association, December 2000.

Mayhew, Brian W. and Gary G. Mayhew. “Rowe Pottery Works Inc.” **AICPA 1998 Professor/Practitioner Case Development Program**. (March 1999).

Erickson, Merle M., Brian W. Mayhew and William L. Felix, Jr. “Applying BMP to Lincoln Savings and Loan.” **The KPMG/University of Illinois Business Measurement Case Development and Research Program**. (1999).

Scholarly Papers Under Review

Bhandari, A., E. Condie, M. Kohlbeck, and B. Mayhew. Related Party Transaction Disclosures.

M. Kohlbeck, H.S. Lee, B. Mayhew and J. M. Salas. The Influence of Related Party Transactions on Family Firms Valuation Premium.

Working Papers

Bhandari, A., M. Kohlbeck, and B. Mayhew. Related Party Transactions, Investments, and External Financing.

Hurly, Patrick J., Brian W. Mayhew, Kara M. Obermire, and Amy C. Tegeler. Audit Quality Demand: Exploring Factors Beyond Economic Incentives.

Refereed Conference Proceedings

Kowaleski, Zachary T., Brian W. Mayhew, and Amy C. Tegeler. “The Impact of Consulting Services on Audit Quality: An Experimental Approach.”

- Presented a Journal of Accounting Research Registered Reports Conference at the University of Chicago May 2017.

Mark Kohlbeck, and Brian W. Mayhew. “Are Related Party Transactions Red Flags?”

- Presented at 2014 Contemporary Accounting Research Conference, Halifax, Nova Scotia, CA (Kohlbeck presented).
- Presented at 2014 AAA Annual Meeting (Atlanta, GA) (Mayhew presented.)

Keune, M., B.W. Mayhew and Jaime J. Schmidt. Non-Big 4 Local Market Leadership and Its Impact on Big 4 Market Power. Presented at the AAA 2013 Annual Meeting in Anaheim, CA.

Hurley, Patrick and Brian W. Mayhew. Exploring Market Reactions to a High-Quality Auditor and Managerial Preference for Audit Quality. Presented at the AAA 2013 Auditing Mid-Year Meeting, in New Orleans, LA.

Dunn, Kim, Brian W. Mayhew, and Mark Kohlbeck. "Does Audit Supplier Equality Affect Audit Fees?" *Presented at the 2011 AAA Annual Meeting (Denver CO).*

Mayhew, Brian W. and Adam Vitalis. "Accounting Information, Interim Reporting Frequency and Myopic Loss Aversion." *Presented at the 2011 AAA Annual Meeting (Denver CO).*

Mayhew, Brian W. and Pamela Murphy. "The Impact of Authority on Reporting Behavior, Affect and Rationalization." *Presented at 2011 AAA Auditing Mid-Year Meeting*.

Bellovary, Jodi, and Brian W. Mayhew. "Self-Regulation: Experimental Evidence on Reputation and Peer Review." *Presented at 2010 AAA Auditing Mid-Year Meeting*.

Kohlbeck, Mark, Brian W. Mayhew, Pamela Murphy, and Michael Wilkins. "Competition for Andersen's Clients." *Presented at the 2006 Contemporary Accounting Research Conference*. Also presented at *Proceedings of the 2006 American Accounting Association Annual Meeting*.

Mayhew, B.W. and P. Murphy. "The Impact of Social Influence on Reporting Reliability." *Proceedings of the 2004 American Accounting Association Annual Meeting*.

Sneathen, L. Dwight, Tim Kizirian, and Brian W. Mayhew. "The Impact of Management Integrity on Audit Planning and Evidence." *American Accounting Association 2004 Mid-Year Auditing Section Meeting*.

Hepp, John, and Brian W. Mayhew. " Self-regulation of Auditors: Theory and Experimental Evidence." Presented at the *Second University of Florida International Conference on Assurance and Governance* on January 13 and 14, 2004.

Ashbaugh, Hollis, Ryan LaFond and Brian Mayhew. "Do Nonaudit Fees Impact Auditor Indepence? Further Evidence." Presented at:

1. *2002 University of Illinois Symposium*.
2. *2002 American Accounting Association Annual Meeting*.

Mayhew, Brian and Joel Pike. "Does Investor Selection of Auditors Enhance Auditor Independence?" Presented at:

1. *2002 Big 10 Accounting Research Colloquium (invited)*
2. *University of Texas – Austin (invited)*

Mayhew, Brian W., Jeffrey W. Schatzberg and Galen Sevcik. "Examining the Role of Auditor Quality and Retained Ownership in IPO Markets: Experimental Evidence." This paper was one of seven papers (out of 84 submitted) accepted and presented at the *2002 Contemporary Accounting Research conference*.

Mayhew, Brian, and Michael Wilkins. "The Impact of Audit Firm Industry Specialization on Fees Charged to Firms Going Public." Presented at *American Accounting Association 2002 Mid-Year Auditing Section Meeting, January 2002*.

Dunn, Kimberly A., Brian W. Mayhew and Suzanne G. Morsfield. "Disclosure Quality and Auditor Choice." *Proceedings of the 1999 American Accounting Association Annual Meeting*.

Dunn, Kimberly A., Brian W. Mayhew and Suzanne G. Morsfield. "Disclosure Quality and Auditor Choice." *1999 International Symposium of Audit Research*.

Mayhew, Brian W. "Auditor Reputation Building." *Thirteenth University of Illinois Symposium on Auditing Research*. October 1998.

Mayhew, Brian W. "Auditor Reputation Building." *Proceedings of the 1998 American Accounting Association Annual Meeting*.

Erickson, Merle M., Brian W. Mayhew and William L. Felix, Jr. "Auditor's Understanding the Client's Business: Lessons from Lincoln Savings and Loan." *Twelfth University of Illinois Symposium on Auditing Research*. 1996.

Mayhew, Brian W., Jeffrey W. Schatzberg and Galen Sevcik. "Auditor Choice and Retained Ownership in the Market for New Issues: An Experimental Design." *Proceedings of the 1995 American Accounting Association Annual Meeting*.

Invited Presentations

2014 University of Tennessee, Georgia Institute of Technology
2011 University of Kentucky, University of Pittsburgh
2010 Indiana University

2009 University of South Carolina; Brigham Young University; AAA Auditing Section Doctoral Consortium –Experimental Economics Research in Auditing
2008 UW Center for Cooperatives – Accounting Research on Cooperatives
AAA Auditing Section Doctoral Consortium – Panel on the Publication Process; AAA Mid-Year Auditing Section Meeting – Panel On Future of Auditing Research
2007 University of Hawaii - Manoa
2006 Queen's College (Canada)
2005 Georgia State University, University of Tennessee, Michigan State University, Arizona State University
2004 University of Arizona
2003 Cornell University, Boston College
2002 University of Texas, Big 10 Accounting Research Colloquium
2001 Texas A&M University
1999 Business Measurement and Assurance Services Conference. University of Texas, March 1999.

Conference Presentations

2011 AAA Annual Meeting (2 papers), Institute of Internal Auditors Midwest Regional Meeting (Milwaukee)
2010 AAA Mid-Year Auditing Section Meeting
2009 Accounting Doctoral Scholars Consortium
2006 Contemporary Accounting Research Conference
2004 Mid-Year Auditing Section Meeting, Second University of Florida International Conference on Assurance and Governance.
2003 Mid-Year Auditing Section Meeting
2002 Contemporary Accounting Research Conference, Fifteenth University of Illinois Audit Symposium. American Accounting Association Annual Meeting, Mid-Year Auditing Section Meeting
2000 Mid-Year Auditing Section Meeting
1999 American Accounting Association Annual Meeting (2 papers), International Symposium of Audit Research.
1998 Thirteenth University of Illinois Symposium on Auditing Research, American Accounting Association Annual Meeting, AICPA 1998 Educator's Conference, Washington D.C..
1996 Twelfth University of Illinois Symposium on Auditing Research
1995 American Accounting Association Annual Meeting

Externally Funded Projects

Mayhew, Brian, Johnstone, Karla, O'Brien, Ann, "Instructional Grant to Support the IFRS Ready Program -audit and systems", Sponsored by PriceWaterhouseCoopers, $9,000. Accepted March 10, 2009.

Mayhew, Brian, Stolarzyk, Lynette, "IFRS-Ready Proposal for Accounting Internship and Professional Practice Issues Courses", Sponsored by PriceWaterhouseCoopers, $4,500. Accepted March 10, 2009.

"Implications of More Frequent Reporting and Auditing" Principal Investigator: Brian Mayhew, Co-Invesigator: Adam Vitalis. 2009-2010. Funded by PriceWaterhouseCoopers; $25,000.

"Accounting for Cooperatives" sponsored by the University of Wisconsin Center for Cooperatives (UWCC). 2008. $10,000.

KPMG/ University of Illinois Business Measurement Case Development and Research Program. Co-authors: Merle M. Erickson and William L. Felix, Jr. The program sponsored our case development grant of $35,000.

Teaching Interests

Professional Issues in Accounting and Auditing
Business Information Consulting
Auditing
Financial Accounting
Statistical Inference for Auditing
Managerial Accounting
Simulated Case for Audit Decision Making

Dissertation Committees
Dimitri Yatsenko est. 2019
Abraham Carr 2018 (Chair)
Zachary Kowaleski 2018
Kathryn Carroll 2018
Amy Tegler 2017 (Chair)
Matt Kaufman 2016
Rachel Martin 2016
Kara Obermire 2016
Patrick Hurley 2015 (Chair)
Sean Dennis 2015
Cass Hausserman 2014 (Chair)
Adam Vitalis 2012 (Chair)
Heather Pesch 2011
Jodi Gissel (Bellovary) 2010
Ray Gilmore 2010
Sergey Komissarov 2010
Tim Kuene 2010
Pamela Murphy 2007 (Co-Chair)
Hsingwen (Sylvia) Hsu 2006
Jae Yong Shin 2006

John Hepp 2004
Joel Pike 2003 (Co-Chair)
Helen Brown 2003

Fellowship and Awards

2013 Notable Contribution to the Auditing Literature Award for "Do Nonaudit Service Compromise Auditor Independence? Further Evidence." The Accounting Review, July 2003, Vol. 78: 611-640.
American Accounting Association (AAA) Doctoral Consortium (1996)
University of Arizona Graduate College Summer Research Support Grant (1996)
The University of Arizona Business and Public Administration Student Council Award of Excellence (Spring 1996)
American Institute of Certified Public Accountants (AICPA) Doctoral Fellowship (1993-1995)

University Service Activities

Faculty Senate 2011-2017, Fall 2008
Faculty Senate Alternate 2010-2011

School of Business Service Activities

Associate Dean of Undergraduate Program 2017- present
Acting Assistant Dean of Undergraduate Program Dec. 2017- June 2018
WSB Academic Leadership Council member 2017-present
Academic Planning Council ex-officio member 2017-present
BRITE Lab Faculty Director 2012-2017
CASB Board of Directors and Audit Committee 2016-present
Undergraduate Curriculum Committee 2016-17
Academic Planning Council 2009-2010
Research Committee 2001-2002; 2005-2007
Masters Curriculum Committee 2003-2004

Department Level Service Activities

Arthur Andersen Center for Financial Reporting – Faculty Director 2012-present
Curriculum Committee Chair 2016-17
PhD Student Committee (Director) 2011-2012
Faculty Recruiting Chair 2010-2011
PhD Student Committee 2010-2011
Professional Programs Committee 2007-2010
Arthur Andersen Center for Financial Reporting 2009-2012
Deloitte Student Case (Judge) 2009
Deloitte Student Case (Advisor) 2005, 2006, 2008, 2010, 2011
Co-Faculty Advisor – Beta Alpha Psi 2008-2009

PWC University for Faculty participant 2005, 2008
Deloitte National Student Case (Advisor) 2004-2005
Director Accounting Department Ph.D. Program 2005-2007.
Department of Accounting Curriculum Committee 1999-2000.
150 hour program Admittance Committee 2000.
Chair of Managerial Accounting Curriculum Review Task Force 2000.
School of Accountancy Course Revision Committee – Auditing Courses 1998 - Georgia State University.

Service Activities in Academic and Professional Organizations

<u>Associate Editor</u>
Accounting Horizons 2015-present
Journal of Accounting Literature 2013-present

<u>Editorial Boards</u>
The Accounting Review 2008-present
Auditing: A Journal of Practice and Theory 2004-present
Accounting Horizons 2004-2015
Journal of Forensic Accounting 1999-2003.

<u>Ad Hoc Reviewer</u>
International Journal of Auditing 2009-present
Journal of Accounting Research 2006-present
The Accounting Review 2003-2008
Contemporary Accounting Research 2001, 2004-present
Auditing a Journal of Practice and Theory 1997-2004.
Journal of Accounting and Public Policy 2005, 2007, 2008
Behavioral Research in Accounting 2005
Accounting Horizons 1999, 2001.
AAA Annual Meeting 1998-2008
AAA Auditing Section Mid-Year meetings, 1998-2007

<u>Discussant</u>
AAA Annual Meeting 2006, 2008, 2009, 2011 (2), 2016
Conference on Financial Economics and Accounting (Atlanta, GA) (2006)
25th Anniversary of Auditing: A Journal of Practice and Theory (2005)
AAA Mid year Audit Meeting 2001-2005, 2009.
Southeast AAA Meetings, April 1999.
Moderator at AAA Auditing Section Mid-Year Meetings 1998.

<u>Panel Participation</u>
2009 AAA Auditing Section Doctoral Consortium – Experimental Economics in Audit Research
2008 AAA Auditing Section Doctoral Consortium – Panel on Publication Process Presenter

2008 AAA Audit Mid-Year Conference- Panel on the Future of Auditing Research Presenter.

AAA Committee Participation
2017 Outstanding Educator Award Committee – AAA Auditing
2016 Competitive Manuscript Committee AAA
2011 Notable Contribution to the Auditing Literature Award
2010 Accounting Doctoral Consortium Committee (Chair)
2009 Auditing Doctoral Consortium Committee
Outstanding Dissertation Award Committee, Auditing Section 2005-2006.
Notable Contribution to Accounting Literature Award Committee 2003-2004.
Planning committee for 2004 AAA Mid-year Auditing Meeting
Research Committee, Auditing Section 2001-2002.

Newspaper Quotes
March 11, 2010 The Journal Times (Racine, WI), Local News
June 30, 2010 Milwaukee Journal – Sentinel B1
January 21, 2011 Milwaukee Journal – Sentinel Audit cites accounting errors by Doyle administration
April 9, 2013. Bloomberg.com. KPMG Says Los Angeles Partner Fired for Leaks.

Expert Witness / Testimony

Cases Testimony given at Trial or Deposition:
10/6/09 – Deposition, American Trust v. Bremser, Schommer & McHugh, et al., Dane County Circuit Court Case. No. 07-CV-1175.

- Deposition on Federal version of case on July 23, 2010.

10/29/09-10/30/09 – Court Trial Expert Witness Testimony, American Trust v. Bremser, Schommer &McHugh, et al., Dane County Circuit Court Case. No. 07-CV-1175

Expert Report without Deposition or Testimony

2/28/2014 Dr. Michael B. Shapiro Plaintiff, v. Rick Vanden Heuvel, CPA, S.C. et al. Dane County Circuit Court Case. No. 11-CV-4117.

5/1/2015 Wilcox et l. v. First American Title Insurance Company, et al. Sauk County Case No. 08CV1128.