

JONGWOON (WILLIE) CHOI

Robert Beyer Professor

Associate Professor

Department of Accounting and Information Systems

Wisconsin School of Business

University of Wisconsin-Madison

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EDUCATION

Washington University in St. Louis (BSBA)	2005
Ohio State University (MAcc)	2006
Emory University (PhD)	2011

ACADEMIC EMPLOYMENT

University of Pittsburgh (Pitt)

- Assistant Professor – 2011-2017
- Associate Professor – 2017-2018
- Ben L. Fryrear Faculty Fellow – 2016-2018

University of Wisconsin-Madison (UW-Madison)

- Associate Professor – 2018-present
- David J. Lesar Professorship in Business – 2020-2023
- Robert Beyer Professorship – 2023-present

HONORS, AWARDS, AND GRANTS (PhD PROGRAM ONWARDS)

- 2008** Becoming a husband to Julia
 James T. Laney Graduate School Research Grant (Emory)
 James T. Laney Graduate School Travel Grant (Emory)
 Sheth Fellowship (Emory)
- 2009** AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow
 James T. Laney Graduate School Travel Grant (Emory)
- 2010** Goizueta Fellowship (Emory)
 James T. Laney Graduate School Travel Grant (Emory)
 MAS Research Conference Outstanding Paper Award
- 2011** ABO Research Conference Outstanding Emerging Scholar Award
 Beta Gamma Sigma (inducted)

HONORS, AWARDS, AND GRANTS (CONTINUED)

- 2012** Dean's Research Grant (Pitt)
Honors Convocation Faculty Honoree (Pitt)
IMA Research Foundation Grant
Katz Excellence in Teaching Award (Pitt)
- 2013** Honors Convocation Faculty Honoree (Pitt)
Katz Excellence in Teaching Award (Pitt)
- 2014** AICPA/CIMA Impact on Management Accounting Practice Award
Dean's Research Grant (Pitt) (twice)
Honors Convocation Faculty Honoree (Pitt)
Katz Excellence in Teaching Award (Pitt)
- 2015** Becoming a dad to Brynn
AICPA/CIMA Best Early-Career Researcher Award
Central Research Development Funds Grant (Pitt)
Honors Convocation Faculty Honoree (Pitt)
Katz Excellence in Teaching Award (Pitt)
- 2016** Honors Convocation Faculty Honoree (Pitt)
Pitt Business Teacher of the Year Award (Pitt)
Poets & Quants' 40 Under 40 Most Outstanding Business Professors
Katz Excellence in Research Award (Pitt)
Katz Excellence in Teaching Award (Pitt)
- 2017** Honors Convocation Faculty Honoree (Pitt)
Katz Excellence in Teaching Award (Pitt)
- 2018** Becoming a dad to Lewis
Honors Convocation Faculty Honoree (Pitt)
- 2020** Arthur Anderson Center research grant (UW-Madison)
BRITE Lab research grant (UW-Madison)
- 2021** IMA Research Foundation Grant (twice)
- 2022** AAA Annual Meeting Best Management Accounting Reviewer Award
- 2024** Erwin A. Gaumnitz Distinguished Faculty Teaching Award (UW-Madison)
MAS Notable Contribution to Management Accounting Literature Award
- 2025** BRITE Lab research grant (UW-Madison)
IMA Research Foundation Incubator Grant
MAS Midyear Meeting Best Reviewer Award

HONORS, AWARDS, AND GRANTS (CONTINUED)

2026 Becoming a Member of the Tribe
 Gaumnitz Distinguish Faculty Award for Service (UW-Madison)
 MAS Midyear Meeting Best Reviewer Award

PUBLICATIONS

- Choi, J., G. Hecht, and W. B. Tayler. 2012. Lost in translation: The effects of incentive compensation on strategy surrogation. *The Accounting Review* 87 (4): 1135-1163.
- Choi, J., G. Hecht, and W. B. Tayler. 2013. Strategy selection, surrogation, and strategic performance measurement systems. *Journal of Accounting Research*, 51 (1): 105-133.
- Choi, J. 2014. Can offering a signing bonus motivate effort? Experimental evidence of the moderating effects of labor market competition. *The Accounting Review* 89 (2): 545-570.
- Choi, J., G. Hecht, I. Tafov, and K. L. Towry. 2016. Vicarious learning under implicit contracts. *The Accounting Review* 91 (4): 1087-1108.
- Choi, J., A. Newman, and I. Tafov. 2016. A marathon, a series of sprints, or both? Tournament horizon and dynamic task complexity in multi-period settings. *The Accounting Review* 91 (5): 1391-1410.
- Choi, J. G. Hecht, I. Tafov, and K. L. Towry. 2019. Is experience the best teacher for employees? *Strategic Finance* 101 (5): 19-20.
- Choi, J., G. Hecht, I. Tafov, and K. L. Towry. 2020. Bring the noise, but not the funk: Does the effect of performance measure noise on learning depend on whether the learning is experiential or vicarious? *The Accounting Review* 95 (4): 153-172.
- Choi, J. 2020. Studying “and”: A perspective on studying the interdependence between management control practices. *Accounting, Organizations and Society* 86: Article 101188.
- Birnberg, J., J. Choi, and A. Presslee. 2021. Giving customers decision rights: A field study of pay-what-you-want pricing at the box office. *Accounting Perspectives* 20 (2): 201-225.
- Choi, J., and A. Presslee. 2023. When and why tangible rewards can motivate greater effort than cash rewards: An analysis of four attribute differences. *Accounting, Organizations and Society* 104: Article 101389.
- Ahn, S. K., J. Choi, and D. Yatsenko. 2025. The effects of public RPI and public goals on performance. *Journal of Management Accounting Research* 37 (3): 51-74.

PUBLICATIONS (CONTINUED)

Choi, J., J. Clark, and A. Presslee. 2026. Designing effort-intensive tasks: Conceptual guidance and three practical illustrations examining incentive pay. *Journal of Management Accounting Research* (forthcoming).

ACTIVE WORKING PAPERS

Ahn, S. K., J. Choi, and T. Thomas. Going for broke to help the cause: When does a non-profit mission lead to excessively risky investment decisions?

Cardinaels, E., J. Choi, and Q. Ruan. All show and no know? Performance transparency, self-directed learning, and window dressing in employee learning programs.

Choi, J., and M. Jones. Does allowing employees to set their own pay motivate greater effort? A re-examination of potential drivers.

Choi, J., G. Hecht, and I. Taftkov. Too much of a good thing: When does *greater* performance measurement frequency lead to *less* learning?

Choi, J. K. Haesebrouck, and T. Thomas. Effort begets honesty: How exerting effort to acquire information affects misreporting and the merits of management controls.

INACTIVE WORKING PAPERS

Brown, J., E. Chan, J. Choi, J. H. Evans, and D. Moser. Can working harder lead managers to misreport more often?

Choi, J. Replicating research through pedagogy: A personal perspective.

WORK IN PROGRESS

Abdel-Rahim, H., and J. Choi. Customized controls.

Choi, J., M. Jones, and A. Presslee. Pay-what-you-can pricing in a food service setting.

Choi, J., and F. Y. Ma. Collusion in peer-to-peer recognition programs.

PRESENTATIONS/DISCUSSIONS

2008-2009 Emory University, AAA Annual Meeting

2009-2010 MAS Midyear Meeting

2010-2011 ABO Research Conference, MAS Midyear Meeting, University of Pittsburgh

PRESENTATIONS/DISCUSSIONS (CONTINUED)

2011-2012	ABO Research Conference, AAA Annual Meeting
2012-2013	ABO Research Conference, MAS Midyear Meeting (doctoral colloquium presenter and conference discussant), University of Pittsburgh, Michigan State University
2013-2014	ABO Research Conference, MAS Midyear Meeting, University of Texas-Austin
2014-2015	University of Waterloo
2015-2016	MAS Midyear Meeting, Ohio State University (TJ Burns AMIS Colloquium, MAcc Academic Speaker Series), Kent State University, GMARS
2016-2017	University of Southern California mini-conference, University of South Carolina, Maastricht University, Tilburg University
2017-2018	ABO Research Conference (paper presenter, doctoral consortium panelist), Carnegie Mellon University, Tulane University, University of Wisconsin-Madison, MAS Midyear Meeting (doctoral colloquium, and main research conference), Erasmus University, University of Amsterdam, Cornell University
2018-2019	Harvard University, College of William & Mary, mEmory Accounting Conference, Tilburg University mini-conference
2019-2020	Wilfrid Laurier University, ABO Research Conference (doctoral consortium panelist, plenary session discussant), University of Central Florida, Chapman University, MAS Midyear Meeting
2020-2021	ABO Research Conference, MAS Midyear Meeting, GMARS, University of New South Wales
2021-2022	CAR virtual event series (panelist), Utah State University, Nanyang Technological University, Clemson University, Brigham Young University, University of Kansas, Indiana University, Georgia State University, Tilburg University mini-conference, AAA Annual Meeting
2022-2023	ERMAC (keynote presenter), University of Bern
2023-2024	University of Illinois at Urbana-Champaign, MAS Midyear Meeting, UIUC Emerging Management Accounting Scholars Conference (invited discussant), Wilfrid Laurier University, University of Nebraska-Lincoln, Columbia Management Accounting Conference (invited discussant), Vrije Universiteit Amsterdam

PRESENTATIONS/DISCUSSIONS (CONTINUED)

- 2024-2025** Villanova Accounting Research Conference (invited presenter), Tulane University, MAS Midyear Meeting, Erasmus University
- 2025-2026** Cornell University, University of Mississippi, Junior Accounting Scholars Organization (invited panelist), MAS Midyear Meeting, University of Georgia, Washington State University, Western University, ENEAR, University of New South Wales (planned)
- 2026-2027** University of South Carolina (planned), Portland State University (planned)

TEACHING

University of Pittsburgh

- Critical Thinking Seminar (PhD)
 - 2017-2018
- Managerial Accounting (undergraduate)
 - 2011-2012, 2012-2013
- Strategic Cost Management (undergraduate, master's, executive MBA)
 - 2013-2014, 2014-2015, 2015-2016, 2016-2017, 2017-2018, 2019-2020

University of Wisconsin-Madison

- Analysis of Performance Measurement & Control (master's)
 - 2023-2024, 2024-2025, 2025-2026, 2026-2027 (planned)
- Cost Management Systems (undergraduate)
 - 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2023-2024, 2024-2025, 2025-2026, 2026-2027 (planned)
- Experimental Research in Accounting (PhD)
 - 2020-2021
- Managerial Accounting (master's)
 - 2022-2023
- Strategic Cost Management (master's)
 - 2018-2019, 2019-2020, 2020-2021

External

- Experimental Research in Accounting (Limperg Institute, The Netherlands) (PhD)
 - 2018-2019, 2019-2020, 2020-2021, 2021-2022, 2022-2023, 2023-2024, 2024-2025, 2025-2026
- Experimental Research in Management Accounting Summer School (EXRIMA, Germany) (PhD)
 - 2022-2023
- Experimental Research in Management Accounting (University of Bern, Switzerland) (PhD)
 - 2018-2019

PhD STUDENT ENGAGEMENT (ROLE, INITIAL PLACEMENT)

- 2015** Eric Chan (dissertation committee member, University of Texas-Austin)
Michele Frank (dissertation committee member, Miami University-Ohio)
- 2017** Brian Knox (dissertation committee member, Boise State University)
- 2019** Jeff Clark (dissertation committee member, Nanyang Technological University)
Victor van Pelt (dissertation committee member, WHU)
- 2021** In Gyun Baek (dissertation committee member, National University of Singapore)
Razvan Ghita (dissertation committee member, Southern Denmark University)
- 2022** Qinnan Ruan (co-supervisor, Vrije Universiteit Amsterdam)
- 2023** Seung Kyo Ahn (dissertation committee chair, Washington State University)
Fangbin Lin (PhD thesis external examiner, University of Auckland)
Frank Ma (FWO Postdoctoral Fellowship Co-Supervisor, University of Auckland)
- 2024** Anil Kshatriya (dissertation committee member, ESSEC)
Kelsey Matthews (PhD thesis external examiner, University of Waterloo)
- 2025** Tao (Michael) Hu (PhD thesis external examiner, Monash University)
- 2026** McKay Jones (dissertation committee chair, Wilfrid Laurier University)
Dongsheng Li (dissertation committee member, University of New South Wales)

Ongoing

- Haoning Liu (primary advisor, 2029 expected graduation)
- Kasey Delrie (primary advisor, 2031 expected graduation)

JOURNAL ACTIVITIES

Editor

- Contemporary Accounting Research
 - 2020 (ad hoc), 2021 (ad hoc), 2022 (ad hoc), 2023 (ad hoc), 2024 (ad hoc)
- Journal of Management Accounting Research
 - 2017 (ad hoc), 2018 (ad hoc), 2019-2023, 2024 (ad hoc), 2026-present
- The Accounting Review
 - 2023-2026

JOURNAL ACTIVITIES (CONTINUED)

Editorial Review Boards

- Accounting Horizons
 - 2024-present
- Accounting Open
 - 2025-present
- Accounting, Organizations and Society
 - 2016-present
- Behavioral Research in Accounting
 - 2017-2023
- Contemporary Accounting Research
 - 2017-present
- Journal of Management Accounting Research
 - 2016-2018
- The Accounting Review
 - 2017-2023

Journal Reviewer (ad hoc)

- Accounting Horizons; Accounting, Organizations and Society; AI and Ethics; Behavior Research Methods; British Journal of Management; Contemporary Accounting Research; Humanities and Social Sciences Communications; Journal of Accounting and Economics; Journal of Accounting Literature; Journal of Accounting Research; Journal of Emerging Technologies in Accounting; Journal of General Management; Journal of Management Accounting Research; Management Science; Psychology & Marketing; Review of Accounting Studies; Scientific Reports; The Accounting Review; The Gerontologist

UNIVERSITY ACTIVITIES

University of Pittsburgh

- Behavioral Lab Committee (school)
 - 2015-2016, 2016-2017, 2017-2018 (chair)
- Center Review Committee (school)
 - 2011-2012
- Central Research Development Fund reviewer (university)
 - 2017-2018
- Faculty Recruiting Committee (department)
 - 2012-2013, 2014-2015, 2015-2016, 2017-2018
- Katz/CBA Business Research Center Faculty Director (school)
 - 2017-2018
- MAcc Committee (department)
 - 2012-2013
- PhD Program Subcommittee (department)
 - 2016-2017

UNIVERSITY ACTIVITIES (CONTINUED)

University of Pittsburgh

- Undergraduate Programs Committee (school)
 - 2013-2014, 2014-2015, 2015-2016
- Workshop Coordinator (department)
 - 2013-2014

University of Wisconsin-Madison

- Academic Planning Council (school)
 - 2025-2026 (elected), 2026-2027 (elected)
- Budget Committee (university)
 - 2018-2019, 2019-2020, 2020-2021, 2021-2022 (chair)
- Curriculum Committee (department)
 - 2018-2019, 2019-2020 (chair), 2020-2021 (chair), 2021-2022 (chair)
- Faculty Recruiting Committee (department)
 - 2019-2020, 2020-2021 (chair), 2022-2023 (chair), 2023-2024
- Institutional Conflict of Interest Committee (university)
 - 2023-2024, 2024-2025
- Management Accounting Curriculum Review Committee (department)
 - 2025-2026 (chair)
- OVCRGE Fall Research Competition Review Committee (university)
 - 2021-2022, 2023-2024, 2024-2025
- PhD Program Committee (department)
 - 2024-2025, 2025-2026
- Professional Programs Committee (department)
 - 2022-2023, 2023-2024
- Strategic Planning Task Force (school)
 - 2019-2020
- Tuition Allocation Task Force (university)
 - 2024-2025
- Undergraduate Curriculum Committee (school)
 - 2019-2020, 2020-2021
- Undergraduate Phase II Curriculum Team (school)
 - 2021-2022

PROFESSIONAL ORGANIZATION ACTIVITIES

American Accounting Association

- AAA Competitive Manuscript Award Selection Committee
 - 2024
- AAA Council Advocacy Review Committee
 - 2024-2025, 2025-2026
- AAA Council Chair-Elect / Chair / Past Chair
 - 2026-2027 / 2027-2028 / 2028-2029
- AAA Council Committee on Awards Committee
 - 2024-2025 (Vice Chair), 2025-2026 (Chair)
- AAA New Faculty Consortium (resident faculty)
 - 2021, 2022
- AAA Nominations Committee
 - 2023-2024
- AAA *The Accounting Review* Steering Committee
 - 2022-2023, 2023-2024, 2024-2025
- ABO Nominations Committee
 - 2017-2018, 2018-2019, 2021-2022
- MAS Outstanding Management Accounting Paper Award at the AAA Annual Meeting Committee
 - 2017
- MAS Liaisons to Management Accounting Practice Committee
 - 2019-2020
- MAS Lifetime Contribution to Management Accounting Award Committee
 - 2022-2023, 2023-2024, 2024-2025 (chair)
- MAS Nominations Committee
 - 2022-2023 (chair)
- MAS President-Elect / President / Past President
 - 2020-2021 / 2021-2022 / 2022-2023

Association of International Certified Professional Accountants

- Future of Finance Advisory Group
 - 2021-2023

CONFERENCE ACTIVITIES

AAA Annual Meeting

- Discussant
 - 2012, 2015, 2017, 2022
- Moderator
 - 2015, 2017
- Reviewer
 - 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2017, 2019, 2020, 2022

CONFERENCE ACTIVITIES (CONTINUED)

ABO Research Conference

- Discussant
 - 2010, 2012, 2013, 2019 (plenary, invited), 2020
- Reviewer
 - 2010, 2011, 2012, 2013, 2014, 2015, 2018, 2019, 2023

AOS Conference

- Discussant
 - 2018 (invited)
- Reviewer
 - 2018, 2026

CAAA Annual Conference

- Reviewer
 - 2016, 2017

CAR Conference

- Reviewer
 - 2013, 2014, 2015, 2020, 2023

Columbia Management Accounting Conference

- Discussant
 - 2024 (invited)

ENEAR

- Discussant
 - 2026
- Doctoral Colloquium
 - 2026 (resident faculty)

HARC

- Track Chair
 - 2021, 2022, 2023, 2024

GMARS

- Discussant
 - 2016, 2021

CONFERENCE ACTIVITIES (CONTINUED)

MAS Midyear Meeting

- Discussant
 - 2010, 2011, 2013, 2014, 2018, 2020, 2024, 2025, 2026
- Doctoral Colloquium
 - 2013 (invited presenter), 2019 (co-organizer), 2020 (co-organizer)
- Moderator
 - 2010, 2013, 2014, 2026
- Reviewer
 - 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2023, 2024, 2025, 2026

Performance Management Field Research Symposium

- Co-organizer
 - 2025, 2027 (planned)

UIUC Emerging Management Accounting Scholars Conference

- Discussant
 - 2024 (invited)

PROMOTION/TENURE REVIEWS

- 2021** Clemson University (promotion to associate professor with tenure)
Ithaca College (promotion to associate professor with tenure)
- 2022** Utah State University (promotion to associate professor with tenure)
- 2023** University of South Carolina (promotion to associate professor with tenure)
- 2024** Virginia Commonwealth University (promotion to associate professor with tenure)
Wilfrid Laurier University (promotion to associate professor with tenure)
- 2025** Auburn University (promotion to associate professor with tenure)
University of South Florida (promotion to associate professor with tenure)
Villanova University (promotion to associate professor with tenure)
WHU (promotion to associate professor with tenure)

AFFILIATIONS

American Accounting Association (ABO and MAS), Incentive Research Foundation Academic Network, Institute of Management Accountants, Korean American Accounting Professors Association, Society for Judgment and Decision Making

CONSULTING ACTIVITIES

Compensation consultant to Environmental Charter School (Pittsburgh, PA) – 2016-2018