

## WEI CAI

Columbia Business School  
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New York, NY

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### EMPLOYMENT

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<b>Columbia Business School</b>	New York, NY
Assistant Professor, Accounting Division	July 2020-current

### EDUCATION

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<b>Harvard Business School</b>	Boston, MA
DBA., Accounting and Management	2020

<b>Vanderbilt University</b>	Nashville, TN
M.S., Finance	2011

<b>Beijing International Studies University</b>	Beijing, China
B.A., Economics; Major: Finance	2010

### RESEARCH INTERESTS

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Management accounting; organizational culture; diversity and inclusion

### ACADEMIC ARTICLES

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**“Formalizing the Informal: Adopting a Formal Culture-fit Measurement System in the Employee Selection Process”** (solo-authored), *The Accounting Review*, Vol. 98, Issue 3, May 2023 ([Link](#))

- Awarded 2021 American Accounting Association “Best Dissertation Award” (Management Accounting Section)
- Media mention: *Forbes*; *Phoenix New Media*

**“Incentive Effects of Subjective Allocations of Rewards and Penalties”** (with Susanna Gallani and Jee-Eun Shin), *Management Science*, Vol. 69, No. 5, May 2023 ([Link](#))

- Media mention: *Forbes*; *HBS Working Knowledge*

**“Incentive Contracts and Employee-Initiated Innovation: Evidence from the Field”** (with Susanna Gallani and Jee-Eun Shin), *Contemporary Accounting Research*, Vol. 40, Issue 1, Spring 2023 ([Link](#))

- Media mention: *HBS Working Knowledge*; *CBS Insights Newsletter*

### PRACTITIONER ARTICLES

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**“Does Gamified Training Get Results?”** (with Ryan Buell and Tatiana Sandino), *Harvard Business Review* (March-April 2023) ([Link](#))

- Lead article

**“Pay-For-Performance and Innovative Thinking”** (with Susanna Gallani and Jee-Eun Shin), *Strategic Finance* (April 2023) ([Link](#))

## WORKING PAPERS

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### **“Upward Influencers in Teams”** (with Yaxuan Chen and Jee-Eun Shin) ([Link](#))

- Media mention: *The Economist* (print edition); *The Economist Podcast* (Editor’s Picks); *The Wall Street Journal*

### **“Remedial ESG Actions After Corporate Social Irresponsibility”** (with Aneesh Raghunandan, Shivaram Rajgopal and Wenxin Wang) ([Link](#))

- Media mention: *The FinReg Blog*; *Columbia Blue Sky*

### **“Learning or Playing? The Effect of Gamified Training on Performance”** (with Ryan Buell and Tatiana Sandino) ([Link](#))

- Media mention: *HBS Working Knowledge*

### **“Passing the Mic: Career and Firm Outcomes of Executive Interactions”** (with Ethan Rouen and Yuan Zou) ([Link](#))

- Awarded 2022 American Accounting Association “Innovation in Research Award” (Diversity Section)
- Awarded 2021 Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)
- Media mention: *The Economist*; *Columbia News (Groundbreaking Research Roundup)*; *Columbia Business School Press Release*; *Columbia Business School DEI Initiative Newsletter*

### **“Do New CEOs Reshape Organizational Capital?”** (with Andrea Prat) ([Link](#))

### **“Corporate Website-based Measures of Firms' Value Drivers”** (with Dennis Campbell and Patrick Ferguson) ([Link](#))

### **“Dynamic CEO-Board Cultural Proximity”** (with Philip Berger and Lin Qiu) ([Link](#))

### **“Diversity Targets”** (with Yue Chen, Shiva Rajgopal and Li Yang) ([Link](#))

### **“Do Diverse Directors Influence DEI Outcomes?”** (with Aiysha Dey, Jillian Grennan, Joseph Pacelli and Lin Qiu) ([Link](#))

- Awarded Provost’s Junior Faculty Grant (\$30,000)
- Media mention: *Harvard Law School Forum on Corporate Governance*

### **“The Spillover Effect of Adopting a Formal Culture-fit Measurement System in the Employee Selection Process”** (solo-authored)

- Awarded 2022 Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)

### **“Culture as a Signal: Evidence from a Natural Field Experiment”** (with Dennis Campbell and Jiehang Yu) ([Link](#))

## INVITED PRESENTATIONS AND CONFERENCES (Presenter\*; Discussant^)

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### **2023**

AAA Management Accounting Section Meeting\*^; Hawaii Accounting Research Conference\*^; AAA Financial Accounting Section Meeting\*; Berkeley Culture Conference\*; Cornell University\*; University of Central Florida\*; Tulane Accounting Research Conference; Michigan State University\*; Yeshiva University\*; Columbia Provost SCHOLARTalks\*; Columbia Junior Faculty Lighting Talks\*; Purdue Accounting Theory Conference; Harvard Business School IMO Conference (scheduled)^; CPA Ontario Centre for Sustainability Reporting and Performance Management Conference (scheduled)\*

## **2022**

AAA Management Accounting Section Meeting\*^; Hawaii Accounting Research Conference\*^; AAA New Faculty Consortium; Deloitte Trueblood Conference; Harvard Business School IMO Conference; Labor and Accounting Conference; NYU Four School Accounting Conference\*; University of Amsterdam\*; University of Hong Kong\*; UIUC Emerging Management Accounting Scholars Symposium; CAPANA Conference\*; AAA Annual Meeting; Columbia Junior Accounting Faculty Conference\*; Global Management Accounting Research Symposium\*; Journal of Management Accounting Research Brownbag Series\*; Columbia Bernstein Research Lightning Talks\*; Columbia Burton Accounting Conference\*; Frankfurt School of Finance and Management\*; Columbia Executive Roundtable\*; Review of Accounting Studies Annual Conference; Contemporary Accounting Research Annual Conference

## **2021**

AAA Management Accounting Section Meeting\*^; CPMRE Performance Management Research Symposium; Journal of Management Accounting Research Brownbag Series; Contemporary Accounting Research Annual Conference; Review of Accounting Studies Annual Conference; Labor and Accounting Conference; Columbia Burton Conference; Accounting Design Project Virtual Events; Annual Rotman Accounting Research Conference; National University of Singapore\*; Columbia Business School Brownbag\*

## **2020**

AAA Management Accounting Section Meeting\*^; Carnegie Mellon University\*; Columbia University\*; University of British Columbia\*; University of Chicago\*; University of Illinois Urbana-Champaign\*; University of Toronto\*; University of Wisconsin-Madison\*; Columbia Junior Accounting Faculty Conference; Early Insights in Accounting Webinar Series; Journal of Management Accounting Research Brownbag Series; Contemporary Accounting Research Annual Conference; Review of Accounting Studies Annual Conference; Columbia Business School Brownbag\*

## **2019**

AAA Management Accounting Section Meeting\*^; Wharton Spring Accounting Conference; Deloitte Foundation Doctoral Consortium; AIMA World Conference on Management Accounting Research\*; Harvard Business School IMO Conference; AAA Annual Meeting\*^; CPMRE Performance Management Research Symposium; Harvard Business School\*

## **2018**

Wharton Theory Boot Camp; Harvard Business School Consortium for Operational Excellence in Retailing; UNC Tax Doctoral Consortium; Harvard Business School IMO Conference; AAA Annual Meeting\*^

## **2017**

AAA Annual Meeting\*^; Harvard Business School IMO Conference; Harvard Business School Brownbag\*

## **2016**

NYU Stern Annual Accounting Summer Camp; Harvard Business School IMO Conference

## **ACADEMIC SERVICE**

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### **Ad-hoc Reviewer**

- *The Accounting Review*
- *Management Science*
- *Contemporary Accounting Research*
- *Review of Accounting Studies*

- *Management Accounting Research*
- *Accounting Forum*
- AAA Annual Meeting
- AAA Management Accounting Section Meeting
- AAA Financial Accounting Section Meeting
- AAA Diversity Section Meeting
- Hawaii Accounting Research Conference

#### **American Accounting Association**

- Management Accounting Section Doctoral Colloquium: presenter and panelist (2021)
- Management Accounting Section Doctoral Colloquium: faculty mentor (2022)
- Management Accounting Section Best Dissertation Award Committee (2022-2023)

#### **Institute of Management Accountants (IMA)**

- Chair of the Doctoral Grant Review Committee (2023-)
- Member of the IMA Research Foundation (IRF) Executive Board Committee (2023-)

#### **Berkeley Culture Conference**

- Member of the Academic Advisory Board (2023-)

#### **Harvard University**

- Member of Wyss Mentoring Award Committee (2016-2018)
- Chair of Wyss Mentoring Award Committee (2018-2019)

#### **Columbia University**

- The Sanford C. Bernstein & Co. Center for Leadership and Ethics: Faculty Leader (2023-)
- Co-organizer of Accounting Seminar Series (2021-2023)
- Co-organizer of Accounting Brownbag Series (2021-2023)
- Co-organizer of Accounting Alumni Day (2021-2023)
- Co-organizer of Accounting DEI Research Seminars (2021-2023)
- Co-organizer of Columbia Burton Accounting Conference (2022)
- Member of Faculty Recruiting Committee (2021-2023)
- MS Accounting Thesis Advisor
- MBA Independent Study: Faculty Sponsor
- MS Program Intensive Applied Research Course: Faculty Sponsor
- Dean's Office Summer Research Internship Program: Faculty Sponsor
- Undergraduate Research Fellows Program: Faculty Sponsor

### **TEACHING EXPERIENCE**

<b>"Field Management Accounting Research"</b>	2023
<ul style="list-style-type: none"> <li>• PhD course, University of Central Florida</li> <li>• Instructor</li> </ul>	
<b>"Financial Accounting"</b>	2021(Fall, Spring)
<ul style="list-style-type: none"> <li>• MBA core curriculum, Columbia Business School</li> <li>• Instructor</li> </ul>	
<b>"Mastering Strategy Execution"</b>	2018
<ul style="list-style-type: none"> <li>• MBA elective curriculum, Harvard Business School</li> <li>• Teaching fellow for Professor Tatiana Sandino</li> </ul>	

- “Financial Reporting and Control”** 2017, 2018
- MBA required curriculum, Harvard Business School
  - Teaching fellow for Professors Susanna Gallani, Jonas Heese, Trung Nguyen, and Ethan Rouen

- “Managerial Accounting”** 2017, 2018
- Undergraduate course, Harvard University
  - Teaching fellow for Professor Lloyd Tanlu

## PROFESSIONAL EXPERIENCE

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<b>Ernst &amp; Young LLP, Financial Services Office, New York</b>	2011–2014
Staff/Senior Financial Advisor	

## HONORS AND AWARDS

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IMA Emerging Scholar Award, Institute of Management Accountants (IMA)	2023
Best Reviewer Award, Hawaii Accounting Research Conference	2022
Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)	2022
Innovation in Research Award, AAA Diversity Section	2022
Provost’s Junior Faculty Grant (\$30,000)	2022
Outstanding Reviewer Award, AAA Annual Meeting	2022
Excellence in Reviewing Award, AAA Financial Accounting Section Midyear Meeting	2022
Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)	2021
HBS Women’s Association of Greater New York Rising Star Award, Finalist	2021
Best Dissertation Award, AAA Management Accounting Section	2021
Best Reviewer Award, AAA Management Accounting Section Annual Meeting	2019
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow	2019
Outstanding Reviewer Award, AAA Management Accounting Section Midyear Meeting	2019
Doctoral Fellowship, Harvard Business School	2015–2020
EY Spotlight Recognition Award, Ernst & Young	2012–2013
Beta Gamma Sigma Honor, Vanderbilt University	2011
National Graduates Award, Ministry of Education, China	2010
Outstanding Graduates Award, Beijing Municipal Education Commission, China	2010
2nd Prize in National Mathematical Modeling Contest, China	2008
1st Prize in Beijing Mathematics Olympiad, China	2003

## MEDIA MENTIONS

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*The Economist; Harvard Business Review; The Wall Street Journal; Forbes; Harvard Law School Forum on Corporate Governance; HBS Working Knowledge; Columbia News (Groundbreaking Research Roundup); Columbia Business School Press Release; Columbia Business School DEI Initiative Newsletter; Phoenix New Media; Columbia Blue Sky Blog; The FinReg Blog*

## OUTSIDE ACTIVITIES (required conflict of interest disclosure)

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None