

WEI CAI

Columbia Business School
Kravis Hall 1151
New York, NY

Email: wc2419@columbia.edu

EMPLOYMENT

Columbia Business School	New York, NY
Assistant Professor, Accounting Division	2020-
Faculty Leader, Bernstein Center for Leadership and Ethics	2023-

EDUCATION

Harvard Business School	Boston, MA
DBA., Accounting and Management	2020

Vanderbilt University	Nashville, TN
M.S., Finance	2011

Beijing International Studies University	Beijing, China
B.A., Economics; Major: Finance	2010

RESEARCH INTERESTS

Management Accounting; Organizational Culture

ACADEMIC ARTICLES

“Throwing Curveballs: Unpacking Surprising Questions in Evaluative Settings and Probing their Origins” (with Nandil Bhatia and Sameer B. Srivastava), Forthcoming at *Strategic Management Journal* ([Link](#))

“Executive Cooperativeness: Evidence from Conference Calls” (with Kelly Ju, Ethan Rouen and Yuan Zou), Forthcoming at *Management Science* ([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*; *TED× Talk*; *Columbia News (Groundbreaking Research Roundup)*; *Columbia Business School Press Release*; *Columbia Business School DEI Initiative Newsletter*

“The Signaling Value of Internal Employee Coordination” (with Dennis Campbell and Jiehang Yu), *Journal of Accounting Research*, Vol. 63, Issue 5, December 2025 ([Link](#))

- Media mention: *Columbia Business School Research in Brief*

“Upward Influencers in Teams” (with Yaxuan Chen and Jee-Eun Shin), *Journal of Accounting Research*, Vol. 63, Issue 4, September 2025 ([Link](#))

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

“Diversity Targets” (with Yue Chen, Shiva Rajgopal and Li Yang), *Review of Accounting Studies*, 29(3), 2024 ([Link](#))

- Presented at the *2023 Review of Accounting Studies Conference*

“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: *TED× Talk*; *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

“Are Games the Secret to Better Company Training?” (solo-authored), *The Wall Street Journal* (Newspaper In Print, February 20, 2024 Issue) ([Link](#))

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

- Lead article

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

WORKING PAPERS

“Reputation-Building Actions After Corporate Social Irresponsibility” (with Aneesh Raghunandan, Shiva Rajgopal and Wenxin Wang) ([Link](#))

- Revise and Resubmit
- 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: *Marketplace (Show)*; *Fortune*; *Columbia Business School Research in Brief*; *HBS Working Knowledge*; *The Wall Street Journal*

“Measuring Organizational Capital” (with Andrea Prat and Jiehang Yu) ([Link](#))

- Revise and Resubmit
- Media mention: *TED× Talk*

“Employer and Employee Responses to Generative AI: Early Evidence” (with Philip Berger, Lin Qiu and Cindy Xinyi Shen) ([Link](#))

- Revise and Resubmit
- Awarded 2024 Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)
- Awarded Digital Future Initiative Research Grant (\$50,000)
- Media mention: *CBS News (Money Watch)*

“CEO-Board Cultural Proximity” (with Philip Berger, Yufei Chen and Lin Qiu) ([Link](#))

- Revise and Resubmit
- Media mention: *Harvard Law School Forum on Corporate Governance*

“Do Diverse Directors Influence DEI Outcomes?” (with Jillian Grennan and Lin Qiu) ([Link](#))

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

“How Firms Internally Drive Value: A Measurement Approach” (with Dennis Campbell, Patrick Ferguson and Wenxin Wang) ([Link](#))

“Supervisor Behavior in Times of External Performance Pressure” (with Matthias D. Mahlendorf and Fan Wu) ([Link](#))

- Revise and Resubmit

“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)
- Media mention: *TED× Talk*; *Columbia Business School Research in Brief*

“Empowerment through Employee Reflection” (with Yaxuan Chen, Yuefei Chen and Yufei Chen)

“Minority Representation at Work” (with Matthias Breuer, Anthony Le and Felix Vetter) ([Link](#))

“Mergers and Non-contractible Benefits: The Employees’ Perspective” (with Andrea Prat and Jiehang Yu) ([Link](#))

- Included in the NBER conference “Megafirms and the Economy”
- Featured on the NBER homepage

“The Informed Insider: A Leading Measure of Quality” (with Dennis Campbell, Yaxuan Chen, Yufei Chen and Andrea Prat) ([Link](#))

- Awarded 2025 Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)
- Included in the CEPR conference

INVITED AUDIENCE TALKS

“A Symphony of Inclusion” TED× Talk. Released November, 2023. ([YouTube Link](#))

“How Video Game Training Can Boost Employee Performance” Marketplace (Show). Released October 25, 2023. ([Episode Link](#))

“Culture Fit System: How to Measure and Manage Culture through Employee Selection” Columbia Provost SCHOLARTalks. Released June 5, 2023. ([YouTube Link](#))

INVITED PRESENTATIONS AND CONFERENCES (Presenter*; Discussant^)

2026

AAA Management Accounting Section Meeting*; Berkeley Culture Conference*; AAA Financial Accounting Section Meeting^; Dartmouth Accounting Winter Conference; University of California San Diego*; MIT*; University of Michigan*; University of Florida*; Erasmus University Rotterdam* (scheduled); University of Amsterdam* (scheduled); WU Vienna* (scheduled); Tilburg University* (scheduled); Maastricht University* (scheduled); University of Illinois Urbana-Champaign Emerging Management Accounting Scholars Symposium; Harvard IMO Conference (scheduled); University of

Minnesota* (scheduled)

2025

AAA Management Accounting Section Meeting*^; Berkeley Culture Conference*; Rutgers University*; Columbia Junior Accounting Faculty Conference; Columbia Business School Seminar in Economics Division*; Purdue University*; University of Utah*; Columbia Bernstein Research Lightning Talks*; Duke University*; Stanford Labor and Accounting Conference*; London School of Economics*; Columbia Management Accounting Conference (Welcome Remarks)*; Harvard Business School IMO Conference*; 2025 Asia-Pacific Management Accounting Research Symposium (Panel Speaker)*; The Second Annual Conference of the Accounting and Economics Society at Columbia University; NYU Big Apple Conference; PCAOB/Management Science Registered Reports Conference; Contemporary Accounting Research Annual Conference; NBER Megafirms and the Economy Conference; Columbia Burton Accounting Conference; Fordham University*

2024

AAA Management Accounting Section Meeting*^; Berkeley Culture Conference*; University of Iowa*; Chinese University of Hong Kong – Shenzhen*; 2024 UIUC Emerging Management Accounting Scholars Symposium*; Columbia BRITE Conference*; UC Davis Accounting Research Conference*; Columbia Management Accounting Conference*; 2024 Virginia Tech Accounting Research Conference*; University of Chicago SIOE Conference*; NYU Big Apple Conference; 2024 Journal of Accounting Research Registered Report Conference; Columbia Burton Accounting Conference*; Georgetown Field Experiment Conference; Dean's Office DEI Research Insights*; University of Pennsylvania (Wharton)*; 2024 Review of Accounting Studies Conference

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^; CPA Ontario Centre for Sustainability Reporting and Performance Management Conference*; Columbia Summer Research Seminar*; TEDxColumbiaUniversity*; 2023 Institute of Management Accountants (IMA) Women's Leadership Summit*; Contemporary Accounting Research Annual Conference; Columbia Bernstein Research Lightning Talks*; Columbia Burton Accounting Conference; Columbia Data Science Institute Annual Research Poster Event; 2023 Review of Accounting Studies Conference*

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

Editorial Board

The Accounting Review (2026-)

Contemporary Accounting Research (2026-)

Accounting Horizons (2024-)

Journal of Management Accounting Research (2024-)

Ad-hoc Reviewer

The Accounting Review; *Journal of Accounting Research*; *Journal of Accounting and Economics*; *Management Science (Accounting)*; *Management Science (Behavioral Economics and Decision Analysis)*; *Management Science (Sustainability)*; *Contemporary Accounting Research*; *Review of Accounting Studies*; *Journal of Management Accounting Research*; *Production and Operations Management*; *Accounting, Organizations and Society*; *Accounting Horizons*; *Journal of Corporate Finance*; *Applied Economics Letters*; *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; MIT Asia Conference in Accounting; Annual Conference of the Accounting and Economics Society

Dissertation Committee

Yaxuan Chen (PhD at Harvard University; Initial placement: Cornell University)

Yue Chen (PhD at Columbia University; Initial placement: The Chinese University of Hong Kong)

Maliha Chowdhury (PhD student at Columbia University; expected graduation in 2026)

Wenxin Wang (Co-chair; PhD student at Harvard University; expected graduation in 2027)

Pre-Doctoral Advising

Karen Jingying Wang (2026, NYU PhD)
Cindy Xinyi Shen (2025, Northwestern Kellogg PhD)
Yufei Chen (2025, Columbia Business School PhD)
Katherine Wenqi Xie (2025, Northwestern Kellogg PhD)
Jiehang Yu (2024, Columbia Business School PhD)
Sunho Yoo (2024, MIT Sloan PhD)
Aidan Aguilar (2023, Harvard Law School JD)
Wenxin Wang (2022, Harvard Business School PhD)
Jessie Guo (2022, NYU PhD)
Dian Jiao (2022, Columbia Business School PhD)

American Accounting Association

- Chair, Management Accounting Section Best Dissertation Award Committee (2026-2027)
- Track Chair, Financial Accounting and Reporting Section Meeting (Track: Human Capital, Innovation and Media) (2025-2026)
- Management Accounting Section Best Dissertation Award Committee (2025-2026)
- Management Accounting Section Best Early Career Award Committee (2025-2026)
- Management Accounting Section Best Paper Award Committee (2024-2025)
- Management Accounting Section Nominations Committee (2023-2024)
- Management Accounting Section Best Dissertation Award Committee (2022-2023)
- Management Accounting Section Doctoral Colloquium: faculty mentor (2022)
- Management Accounting Section Doctoral Colloquium: presenter and panelist (2021)

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

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

Columbia University

- Columbia Business School AI Curriculum Strategy Committee (2025-)
- Management Division Faculty Search Committee (Outsider) (2025-2026)
- Initiator and Co-organizer of Columbia Management Accounting Conference (2024-)
- The Sanford C. Bernstein & Co. Center for Leadership and Ethics: Faculty Leader (2023-)
- Search Committee DEI Advocate (2023)
- Accounting Predoctoral Program: Coordinator (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 (2021-2024)
- MS Accounting Thesis Advisor (2021-)
- MBA Independent Study: Faculty Sponsor (2021-)
- MS Program Intensive Applied Research Course: Faculty Sponsor (2020-2021)
- Dean's Office Summer Research Internship Program: Faculty Sponsor (2021-)
- Undergraduate Research Fellows Program: Faculty Sponsor (2021-)

TEACHING EXPERIENCE

“Phillips Pathway for Inclusive Leadership (PPIL) – Inclusive Managers”	2023-2025
<ul style="list-style-type: none"> EMBA core curriculum, Columbia Business School Course Designer and Instructor 	
“Field Management Accounting Research”	2023
<ul style="list-style-type: none"> PhD summer course, University of Central Florida Course Designer and Instructor 	
“Financial Accounting”	2021-2025
<ul style="list-style-type: none"> MBA core curriculum, Columbia Business School Instructor 	
“Financial Accounting”	2024
<ul style="list-style-type: none"> Undergraduate core curriculum (Special Concentration in Business Management), Columbia Business School Instructor 	
“Mastering Strategy Execution”	2018
<ul style="list-style-type: none"> MBA elective curriculum, Harvard Business School Teaching fellow for Professor Tatiana Sandino 	
“Financial Reporting and Control”	2017, 2018
<ul style="list-style-type: none"> MBA required curriculum, Harvard Business School Teaching fellow for Professors Susanna Gallani, Jonas Heese, Trung Nguyen, and Ethan Rouen 	
“Managerial Accounting”	2017, 2018
<ul style="list-style-type: none"> Undergraduate course, Harvard University Teaching fellow for Professor Lloyd Tanlu 	

PROFESSIONAL EXPERIENCE

Ernst & Young LLP, Financial Services Office, New York Staff/Senior Financial Advisor	2011–2014
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HONORS AND AWARDS

Digital Future Initiative Research Grant (\$50,000)	2025
Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)	2025
Best Early Career Award, AAA Management Accounting Section	2024
Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)	2024
IMA Emerging Scholar Award, Institute of Management Accountants (IMA)	2023
Excellence in Reviewing Award, AAA Financial Accounting Section	2023
Best Reviewer Award, AAA Management Accounting Section	2023
Bernstein Center for Leadership and Ethics Faculty Research Grant (\$10,000)	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	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	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

The Economist (Print Edition); The Economist Podcast (Editor's Picks); TED× Talk; Harvard Business Review; The Wall Street Journal; Forbes; CBS News; Washington Post; Fortune; Marketplace (Show); Harvard Law School Forum on Corporate Governance; HBS Working Knowledge; The FinReg Blog; Columbia Blue Sky Blog; Columbia News (Groundbreaking Research Roundup); Columbia Business School Press Release; Columbia Business School Magazine; Columbia Business School Research at Work; Columbia Business School DEI Initiative Newsletter; Phoenix New Media; ProMarket; IndustryWeek

OUTSIDE ACTIVITIES (required conflict of interest disclosure)

None