

## **ROBERT JAMES BLOOMFIELD**

*February, 2018*

Johnson Graduate School of Management  
Cornell University, Ithaca, NY 14853,  
(607) 255-9407, rjb9@cornell.edu

### **Education**

Ph.D. (Business Administration)	University of Michigan (1992)
Masters in Accounting	University of Toledo (1985)
B.G.S. (minor in Mathematics)	University of Michigan (1983)

### **Current Employment and Key Recent Committee Assignments**

Nicholas H. Noyes Professor of Management and Professor of Accounting, Johnson Graduate School of Management (Chair appointed 2005).

- Chair, Cornell College of Business Faculty Policy Committee, 2016-2107
- Chair, Johnson School Faculty Policy Committee, 2015-2016
- Faculty Director of eLearning

### **Previous Positions**

2012-2013	Visiting Professor, Columbia Business School
2007-2011	Academic Director, Financial Accounting Standards Research Initiative, Financial Accounting Standards Board
2005-2006	Visiting Professor, Harvard Business School
2003-2005	Professor of Accounting, Johnson Graduate School of Management
1998-2003	Associate Professor, Johnson Graduate School of Management
1991-1998	Assistant Professor, Johnson Graduate School of Management
1988-1990	Research Assistant, University of Michigan (Ken Binmore, James Noel)
1987	Teaching Assistant, University of Michigan
1986-1987	Tax Accountant, KPMG, Toledo, Ohio (CPA 1987)

### **Other Activities**

2017-present	Editor, Journal of Financial Reporting
2015-present	Editor, Journal of Accounting Research 2107 Conference, Registered Reports of Empirical Research
2012-2017	Editor, Accounting, Organizations and Society
2007-2011	Founder and Editor, Metanomics

### **Open Access Books and Monographs**

[What Counts and What Gets Counted.](#)

[How to be a Good Professor](#)

## Published and Forthcoming Papers

1. Why We Should Stop Being Surprised that Lightly-Regulated Markets Fail to Achieve the SEC's Goals for Market Quality: A Discussion of "Private Intermediary Innovation and Market Liquidity. *Contemporary Accounting Research* 33(3), June 2016
2. Which Moral Foundations Predict Willingness to Make Lifestyle Changes to Avert Climate Change in the USA? With Janis Dickinson, Poppy McLeod and Shorna Alread. *PLOS One*, October 19, 2016
3. Gathering Data for Archival, Experimental, Field and Survey Research in Accounting. With Mark Nelson and Eugene Soltes. *Journal of Accounting Research* 54(2): 341-395.
4. Rethinking Managerial Reporting. *Journal of Management Accounting Research* Spring 2015, Vol. 27, No. 1, pp. 139-150
5. Does classifying and disaggregating financial statement information help credit analysts recognize firms' cost structures? Sept. 2014. With Frank Hodge, Patrick Hopkins and Kristina Rennekamp, *Contemporary Accounting Research*, 32 (2), 507-527.
6. Hidden Liquidity: Shedding New Light on Dark Trading, with Maureen O'Hara and Gideon Saar, June, 2012. Winner, Best Paper Award, Conference on Current Topics in Financial Regulation, 2012. *Journal of Finance*.
7. Durability, Transit Lags and Optimality of Inventory Management Decisions, with Susan Kulp. *Production and Operations Management* July-August 2013, Vol 22 (4), 826-842.
8. Pragmatics, Implicature and the Efficiency of Elevated Disclosure. *Accounting Horizons* June 2012, Vol 26(2), pp. 357-370.
9. Discussion of "Detecting Deceptive Discussions in Conference Calls", *Journal of Accounting Research*, May 2012.
10. An Unregulated Stock Market in Second Life, with Young-Jun Cho. *Southern Economic Journal*, July 2011 (78:1).
11. Norms, Conformity and Controls, with William Taylor. *Journal of Accounting Research*, June 2011 (49:3) pp 753-790. Winner, Outstanding Paper Award, Midyear Meeting, Management Accounting Section of the American Accounting Association, 2011.

12. Disagreement and the Cost of Capital, with Paul Fischer. *Journal of Accounting Research*, March 2011 (49:1), pp. 343-381.
13. Behavioral vs. Traditional Finance. Chapter 2 in Behavioral Finance, Kent Baker and John Nofsinger, Eds. Wiley (2010).
14. Experimental Finance. Chapter 6 in Behavioral Finance, Kent Baker and John Nofsinger, Eds. Wiley (2010).
15. World of Bizcraft. Journal of Virtual Worlds Research. *Journal of Virtual Worlds Research* 2009 2(3).
16. Protecting Children in Virtual Worlds Without Undermining Their Economic, Educational and Social Benefits, with Benjamin Duranske. *Washington and Lee Law Review*, Summer 2009. 66(3): 1175-1215.
17. Momentum, Reversal and Uninformed Traders: An Experimental Investigation, with Bill Tayler and Flora Zhou. *Journal of Finance* (December 2009)
18. Contagion of Wishful Thinking, with Nicholas Seybert. *Management Science*. May 2009, Vol. 55 No. 5 738-751.
19. An Experimental Investigation of the Positive and Negative Effects of Mutual Observation,” with Jeffrey Hales. *The Accounting Review*. 2009, Vol. 84, No. 2.
20. How Noise Trading Affects Markets: An Experimental Analysis, with Maureen O’Hara and Gideon Saar. *Review of Financial Studies*. 2009. Vol. 22 No. 6.
21. Margin Trading, Overpricing and Synchronization Risk, with Bill Tayler and Sanjeev Bhojraj. *Review of Financial Studies*. 2009. Vol. 22, No. 5.
22. Experimental Research on Financial Reporting: From the Laboratory to the Virtual World, with Kristina Rennekamp. *Foundations and Trends in Accounting* (Vol 3. No. 2, 2008).
23. Accounting as the Language of Business. *Accounting Horizons*. 2008, Vol. 22, No. 4.
24. Discussion of “Annual Report Readability, Earnings and Earnings Persistence,” by Feng Li. *Journal of Accounting and Economics*. August 2008. Vol. 45, Issues 2-3, 248-252
25. Behavioral Finance. 2007. The New Palgrave Encyclopedia of Economics, Steven Durlauf and Lawrence Blume, Editors.

26. Feedback Loops, Fair Value and Correlated Investments, with Mark Nelson and Steven Smith. 2006. *Review of Accounting Studies* 11:377-416
27. Responsibility for Cost Management Hinders Learning to Avoid the Winner's Curse, with Joan Luft, September, 2005. *The Accounting Review* 81(1):29-48
28. How Verifiable Cheap-Talk Can Communicate Unverifiable Information, with Vrinda Kadiyali, *Quantitative Marketing and Economics* 2005, 3(4):337-363.
29. The "Make or Take" Decision in an Electronic Market: Evidence on the Evolution of Liquidity, with Maureen O'Hara and Gideon Saar, *Journal of Financial Economics*, January, 2005, 75(1):165-200.
30. Risk or Mispricing? From the Mouths of Professionals, with Roni Michaely. *Financial Management*, Autumn 2004, 33(3):61-82.
31. Discussion of 'Examining the Role of Auditor Quality and Retained Ownership in IPO Markets: Experimental Evidence.' *Contemporary Accounting Research*, Spring 2004, 21(1) 131-138.
32. Confidence and Investors' Reliance on Disciplined Trading Strategies, with Susan Krische and Mark Nelson, *Journal of Accounting Research*, June 2003, 41(3): 503-540.
33. Over-Reliance on Previous Years' Earnings, with Robert Libby and Mark Nelson. *Contemporary Accounting Research*, Spring 2003, 20(1):1-31.
34. Experimental Research in Financial Accounting, with Robert Libby and Mark Nelson, *Accounting, Organizations and Society*, November 2002, 27(8):775-811.
35. Predicting the Next Step of a Random Walk: Experimental Evidence of Regime-Shifting Beliefs, with Jeffrey Hales, *Journal of Financial Economics*, September 2002, 65(3): 397-415.
36. The Incomplete Revelation Hypothesis: Implications for Financial Reporting, *Accounting Horizons*, September 2002, 16(3): 233-244.
37. The Effects of Information Strength and Weight on Behavior in Financial Markets, with Robert Libby, Mark Nelson and Jeffrey Hales, *Organizational Behavior and Human Decision Processes*, November 2001, 86 (2): 168-196
38. Under-reactions, over-reactions, and moderated confidence, with Robert Libby and Mark Nelson, *Journal of Financial Markets*, May, 2000 3:113-137
39. Can Transparent Markets Survive? with Maureen O'Hara, *Journal of Financial Economics*, March 2000, 55:425-459.

40. Disclosure Effects in the Laboratory: Liquidity, Depth and the Cost of Capital, with T. Jeffrey Wilks, *The Accounting Review*, January, 2000 75(1):13-42.
41. Confidence and the Welfare of Less-Informed Investors, with Robert Libby and Mark Nelson, *Accounting, Organizations and Society*, November, 1999, 24:623-647.
42. A discussion of 'An experimental investigation of auditor-auditee interaction under ambiguity.' *Journal of Accounting Research*, 1999, Supplement, 37:157-165.
43. Market Transparency: Who Wins and Who Loses, with Maureen O'Hara, *Review of Financial Studies*, Spring 1999, 12:5-35.
44. "Does Order Preferencing Matter?" with Maureen O'Hara, *Journal of Financial Economics*, October 1998, 50:3-37.
45. Experimenting with Transparency, with Maureen O'Hara. In Organization and Quality of Equity Markets, ed. P. Davidoff, Paris University Press, 1998.
46. Strategic Dependence and the Assessment of Fraud Risk: A Laboratory Study, *The Accounting Review*, October 1997, 72:517-538.
47. Communication of Confidence as a Determinant of Group Judgment Accuracy, with Robert Libby and Mark Nelson, *Organizational Behavior and Human Decision Processes*, December 1996, 68: 287-300.
48. Quotes, Prices and Estimates of Value in a Laboratory Specialist Market, *Journal of Finance*, December 1996, 51:1791-1808.
49. The Interdependence of Reporting Discretion and Informational Efficiency in Laboratory Markets, *The Accounting Review*, October 1996, 71: 493-511.
50. Market Reactions to Differentially Available Information, with Robert Libby, *Journal of Accounting Research*, Autumn 1996, 34:183-207.
51. Strategic Dependence and Inherent Risk Assessments, *The Accounting Review*, January 1995, 70:71-90.
52. Learning a Mixed Strategy Equilibrium in the Laboratory, *Journal of Economic Behavior and Organizations*, December 1994, 25:411-436.

### **Working Papers**

- Moral Attitudes Toward Measure Management, with Jeremy Bentley, Matthew Bloomfield, and Tamara Lambert. Being prepared for submission to *The Accounting Review*

- Identifying bias through Post-Report Interactions when Advisors Drink Their Own Kool-Aid, with Jeremy Bentley, Shai Davison and Melissa Ferguson. Being prepared for third-round resubmission to *The Accounting Review*.
- On the Origin of LAAPs. Invited discussion for *Accounting, Organization and Society*.
- Crowd-sourcing Policy & Practice with an Object-Oriented Economy. May, 2012. No plans to publish.

### **Work in Progress**

- Cultivating Cultures for Responsible Research through Planning and Norms. NSF Grant Proposal, with Melissa Ferguson, Natasha Holmes, Nozomi Nishura, and Isaac Smith. To be submitted April, 2018.

### **Teaching**

- *Doctoral Seminars*: Psychological Aspects of Financial Markets, Accounting Models and Experiments, Agents, Institutions and Efficiency.
- *MBA Courses*: Data Analytics, Managerial Reporting, Financial Reporting and Control (HBS), Financial Statement Analysis; Business Valuation and Equity Research; Managerial and Cost Accounting; Taxation for Business Planning; Taxation for Mergers and Acquisitions; Information in Markets: A Simulation-Based Course; Business and Oversight in Second Life
- *Executive Education Courses*: Managerial Reporting for Executives (an elective for Executive MBA students); Financial Accounting for Non-Financial Managers (Performance Evaluation and EVA); Manufacturing Executives Program (Activity Based Costing and Activity Based Management); Executive Development Program (Performance Evaluation, EVA and Security Valuation); The Executive Certificate Program in Healthcare Delivery Management: Finance and Accounting (Topics in Managerial and Cost Accounting and Business Strategy)
- *Online Education*: Management Reporting: Systems and Strategies. Six courses offered by eCornell, a division of Cornell University.

### **Doctoral Student Advising**

- Joseph Pacelli, Accounting (first placement, Indiana University)
- Jeremy Bentley (Chair), Accounting (first placement University of Massachusetts)
- Vic Anand (Chair), Accounting (first placement, Emory University)
- Young-Jun Cho, Accounting (first placement, Singapore Management University)
- Kristi Rennekamp, Accounting (first placement, University of Illinois)
- Nicholas Seybert, Accounting (first placement, University of Texas at Austin)
- Shana Clor, Accounting (first placement, University of Wisconsin-Madison)
- William Taylor (Chair), Accounting (first placement, Emory University)
- Hailan Zhou (Chair), Accounting (first placement, University of Illinois)
- Jeffrey Hales (Chair), Accounting (first placement, University of Texas)
- Steven D. Smith, Accounting (first placement, University of Illinois)
- Gizem Saka, Economics
- Bernardine Low, Accounting

- Maurice Doyon, Applied Economics and Management

### **Selected Service Positions**

- Chair, College Faculty Policy Committee, Fall 2017-2018
- Faculty Director of eLearning (July 2014-July 2017); Chair, Faculty Policy Committee (July 1, 2015-June 30, 2016)
- Member, Johnson eLearning Governance Committee (January 2014-present)
- Director of Doctoral Program, Field of Management, Cornell University, 1998-2008 (except for 2005-06, when on leave to Harvard Business School)
- Director, Business Simulation Laboratory, Johnson Graduate School of Management, 2004-present (unofficial director from 1991-2004)

### **Honors and Awards**

- Jim Bulloch Award for Innovations in Management Accounting Education, Management Accounting Section of the American Accounting Association, 2014
- Best Paper Award, Conference on Current Topics in Financial Regulation, 2012
- Outstanding Paper Award, Midyear Meeting, Management Accounting Section of the American Accounting Association, 2011.
- Ronav and Richard Menschel Provost's Award for Distinguished Scholarship, 2005
- Innovation in Teaching Grant, Cornell Center for Learning Technologies, 2002-2005.
- Johnson School Faculty Research Award, 2004
- Whitcomb Faculty Fellow, 2002-2003
- Top Ten List for MBA Teaching Evaluations, various semesters
- Member, '4.5 Club' for MBA Teaching Evaluations, various semesters

### **Invited Presentations**

University of Amsterdam, September 2016  
Limperg Institute (Week long doctoral seminar) 2016  
Cornell University, September 2016  
Limperg Institute (Week long doctoral seminar) 2015  
Rice University, September 2015  
AAA Annual Meeting Panel Discussion, Fair Value Accounting  
Journal of Accounting and Economics, November 2014.  
University of Michigan Doctoral Retreat, August 2014  
AAA Annual Meeting Panel Discussion, Future Directions in Experimental Research,  
August 2014  
AAA Management Accounting Section Conference, Editors Panel, January 2013  
AAA Management Accounting Section Doctoral Consortium, January 2013  
Contemporary Accounting Research Conference, October 2013, Discussant  
Center for Accounting Research Excellence Conference, Keynote speaker, April 2013  
University of Massachusetts, Amherst, January 2013.  
Boston Area Research Conference, January 2013  
Harvard Business School, January 2013  
Yale University, May 2012  
Miami Behavioral Finance Conference, December 2011  
Columbia University, November 2011  
INSEAD, October 2011  
Tilburg University "Fall Camp", October 2011



IESE, Barcelona, October 2011  
IE, Madrid, September 2011  
AAA Annual Meeting, Synergies of Archival and Experimental Financial Accounting Research (Panel), August 2011  
AAA Annual Meeting, Future Directions in Experimental Research (Panel), August 2011  
AAA Annual Meeting, Theoretical Perspectives on Disclosure (Panel), August 2011  
Institute for International Economic Policy/International Monetary Fund Conference on “Advances in Behavioral Finance”, Elliott School of International Affairs, George Washington University, May 2011  
FARS Doctoral Consortium, January 2011  
University of Indiana, October 2010  
University of Illinois, September 2010  
AAA Doctoral Consortium June 2010  
Harvard Business School, June 2010  
University of Texas April 2010  
University of Chicago April 2010  
University of North Carolina March 2010  
Keynote Speaker, South Central Regional Library Council, October 2009  
Keynote Speaker, Pillsbury Institute, October 2009  
Featured Presentation, Second Life Community Convention, August 2009  
AAA Doctoral Consortium, Lake Tahoe, CA, June 2009  
Doctoral Consortium, Plenary Address, Financial Accounting and Reporting Section midyear meeting, January 2009  
Doctoral Consortium, Financial Accounting and Reporting Section midyear meeting, January 2009  
Plenary Address, EIASM Conference on Managerial Accounting, December 2008  
University of Iowa, October 2008  
New Horizons in Science, October 2008  
Keynote Address, Second Life Educators Community Convention, September 2008  
Kellogg Graduate School of Management, Northwestern University, June 2008  
Entrepreneurship@Cornell, Cornell University, March 2008  
MetaverseU, Stanford University, February 2008  
Wharton Business School, November 2007  
Washington University, Nick Dopuch Conference, November 2007  
Stanford University, October 2007  
University of Rochester, September 2007  
American Accounting Association Annual Meetings, August 2007, “Big Unanswered Questions in Accounting”  
American Accounting Association Annual Meetings, August 2007, “Financial Accounting Standards Research Initiative”  
American Accounting Association Annual Meetings, August 2007, “From the Laboratory to the Virtual World”  
Barclay’s Global Investors, June 2007  
Massachusetts Institute of Technology, November 2006  
Journal of Accounting and Economics Conference, October 2006  
Michigan State University, September 2006

Penn State University Summer Mini-conference, June 2006  
CRA International (Charles River Associates), October 2006  
Review of Accounting Studies Conference, October 2005  
Western Finance Association Meetings, June 2005  
Duke University, April 2005  
University of Texas at Austin, November 2004  
Harvard University, October 2004  
Emory University, November 2003  
Bocconi University, Milan, Italy, July 2003  
MTS Trading Conference, Toulouse, France  
Securities and Exchanges Commission, Office of Economic Analysis, November 2002  
Contemporary Accounting Research Conference, October 2002 (discussant)  
University of Iowa, September 2002  
Penn State University, January 2002  
American Finance Association Conference, January 2002  
Harvard Conference on Experimental Methods, November 2001  
Contemporary Accounting Research Conference, October 2001  
AAA Research Seminar, AAA Annual Meetings, August 2001  
AAA Doctoral Consortium, June 2001  
P.D. Leake Lecture Series, Oxford University, May 2001  
Harvard University, September 2000  
University of North Carolina, April 2000.  
BMAS Conference on Analytical Research, University of Texas, March 2000  
AAA New Faculty Consortium, February 2000  
The Ohio State University, November, 1999.  
University of Chicago (Center for Decision Research), January 1999  
University of Georgia, November 1998  
Washington University, October 1998  
American Finance Association Meetings, Chicago, January 1998  
Annual Conference of Accounting and Financial Economics,  
SUNY Buffalo, November 1997.  
Western Finance Association Meetings, San Diego, June, 1997.  
California Institute of Technology March, 1997.  
University of Washington, March, 1997.  
Conference on "Organization and Quality of Equity Markets," Paris Bourse,  
December, 1996.  
Economic Science Association Meetings, October 1996.  
Michigan State University, February 1996.  
University of Illinois, October 1995.  
American Accounting Association Annual Convention, August 1995.  
Journal of Financial Intermediation: Symposium on Market Microstructure, May 1995.  
University of Texas, May 1995.  
Northwestern University, October 1994.  
Economic Science Association meeting, November 1994.  
Annual Conference of Financial Economics and Accounting,  
University of Michigan, October 1994.

Columbia University Accounting Workshop, October 1994.  
American Accounting Association Annual Convention, August 1994.  
University of Minnesota, September, 1993.  
SUNY Buffalo, March, 1993.  
American Accounting Association Annual Convention, August 1993.

### **Press Coverage and Media Appearances**

Brent Clanton Show  
Baltimore Sun  
Businessweek  
Christian Science Monitor  
CNet  
Technology Review  
National Public Radio's Marketplace  
National Public Radio's Weekend Edition  
CNet  
CNBC  
The Kojo Nnamdi Show, WAMU Radio  
Los Angeles Times  
New York Times  
Newsweek  
PBS Off Book  
Smart Money  
Wall Street Journal  
WVBR Radio  
Active Author, TerraNova (<http://terranova.blogs.com/>)  
Author, Metanomics (<http://metanomics.net>)

### **Peer Review Duties and Professional Service**

Editor, *Accounting, Organizations and Society*  
Guest Editor, *Review of Accounting Studies*, Conference Issue 2012  
Editor, Special Issue on Technology, Economy and Standards, *Journal of Virtual Worlds Research*  
Editorial Board Member  
*Journal of Accounting Research*  
*The Accounting Review*  
*Review of Accounting Studies*  
*Accounting Horizons*  
Ad Hoc Reviewer for:  
*Accounting and Business Research*  
*Behavioral Research in Accounting*  
*Contemporary Accounting Research*  
*Games and Economic Behavior*  
*European Financial Review*  
*Journal of Accounting and Economics*  
*Journal of Accounting Research*

*Journal of Business Ethics*  
*Journal of Economic Behavior and Organization*  
*Journal of Finance*  
*Journal of Financial and Quantitative Analysis*  
*Journal of Financial Markets*  
*Review of Accounting Studies*  
*Review of Economics and Statistics*  
*Review of Financial Studies*  
*Review of Finance*  
*American Economic Review*  
*National Science Foundation*

Member, AAA Senior Researchers Task Force, 2014  
Member, AAA Financial Accounting Standards Committee, 2007-2011  
Member, FARS Steering Committee, 2006-2007  
Member, AAA Annual Meeting Steering Committee, 2006-2007  
Member, AAA-FASB Conference Committee, 2005  
Member, AAA Notable Contributions to Accounting Literature, Screening Committee, 2000-2001  
Chairman, AAA Competitive Manuscript Committee, 1999-2000  
Member, AAA Competitive Manuscript Committee, 1998-1999