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ACADEMIC APPOINTMENTS

University of Pittsburgh

Pittsburgh, PA

University of Pittsburgh School of Business & Joseph M. Katz Graduate School of Business

Associate Professor of Business Administration (Accounting), 2022 – *present*

James R. Allen Faculty Fellow, 2024 – *present*

Assistant Professor of Business Administration (Accounting), 2016 – 2022

EDUCATION

University of Washington

Seattle, WA

Ph.D. in Business Administration (Accounting), 2016

Master of Science in Business Administration (Accounting), 2015

Ithaca College

Ithaca, NY

Bachelor of Science in Business Administration (Accounting), *summa cum laude*, 2008

Minor in Mathematics

RESEARCH

Research Interests:

- Individual judgment and decision-making in corporate disclosure and investing.

Refereed Publications:

Bernard, D., N. L. Cade, E. Connors, and T. de Kok. 2025. Descriptive evidence on small business managers' information choices. *Review of Accounting Studies*, 30: 3254-3294.

Cade, N. L., J. L. Gunn, and A. J. Vandenberg. 2025. Measuring the prevalence of earnings manipulations: A novel approach. *Journal of Accounting Research* 63(1): 113-164.

Cade, N. L., M. Mercer, and A. Winn. 2025. When and how does irrelevant peripheral information affect investors' processing of online financial information? *Behavioral Research in Accounting*, <https://doi.org/10.2308/BRIA-2024-021>.

Cade, N. L., S. M. Garavaglia, and V. B. Hoffman. 2023. Why some investors avoid accounting information: Identifying a psychological cost of information acquisition using the securities-based crowdfunding setting. *The Accounting Review* 98(7): 97-120.

Cade, N. L., S. E. Kaplan, and S. Loftus. 2021. Changing the blame game: Does the presence of a pay ratio disclosure impact nonprofessional investors' reactions to CEOs' internal attributions for poor firm performance? *Journal of Management Accounting Research* 34(2): 71-95.

- Cade, N. L., L. Koonce, and K. I. Mendoza. 2020. Using video to disclose forward-looking information: The effect of nonverbal cues on investors' judgments. *Review of Accounting Studies* 25(4): 1444-1474.
- Cade, N. L., L. Koonce, and K. I. Mendoza. 2019. Assets and liabilities: When do they exist? *Contemporary Accounting Research* 36(2): 553-587.
- Bernard, D., N. L. Cade, and F. Hodge. 2018. Investor behavior and the benefits of direct stock ownership. *Journal of Accounting Research* 56(2): 431-466.
- Cade, N. L. 2018. Corporate social media: How two-way disclosure channels influence investors. *Accounting, Organizations and Society* 68-69: 63-79.

Non-Refereed Publications:

- Cade, N. L., K. Rennekamp, and A. Winn. 2025. Linguistic features, nonverbal cues, and media channels in financial disclosures: Insights and implications from the experimental literature. In T. Libby & L. Thorne (Eds.), *The Routledge Handbook of Behavioural Accounting Research* (2nd ed.) (pp. 119-141). Routledge/Taylor & Francis Group.
- Cade, N. L., and S. E. McVay. 2019. Understanding the relations among internal controls, trust, and cooperation within an organization. Discussion of 'Controls and cooperation in interactive and non-interactive settings.' *Contemporary Accounting Research* 36(4): 2515-2520.

Working Papers:

- “News-trade integration and investor behavior” (with Joe Croom and Brad Kamrath)
- Presented at the 2025 *Contemporary Accounting Research* Conference
 - Presented at the 2024 AAA Annual Meeting
 - Presented at the 2023 AAA ABO Research Conference
- “Let’s talk: The effects of virtual financial advisor interaction mode and gender expression on investor judgments” (with Alex Vandenberg and David Vandenberg)
- Presented at the 2024 AAA FARS Midyear Meeting
 - Presented at the 2023 AAA ABO Research Conference
- “Investment platform brand messaging and investor behavior” (with Shannon Garavaglia, Kim Mendoza, and Alex Vandenberg)
- Presented at the 2025 ABO Research Conference
 - Presented at the 2023 AAA Annual Meeting
- “What drives equity crowdfunding investment decisions? Evidence from a discrete choice experiment” (*proposal*, with John Aland and John Donovan)
- Accepted “in-principle” at the *Journal of Accounting Research*
 - Presented at the 2024 *Journal of Accounting Research* 3rd Registered Reports Conference

Invited Workshop and Conference Presentations:

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| 2026 | University of Iowa’s Sidney-Winter Lecture Series (<i>scheduled</i>) |
| | University of Nevada, Las Vegas (<i>scheduled</i>) |
| | University of Mannheim (<i>scheduled</i>) |
| 2025 | University of Massachusetts, Amherst |
| | University of South Carolina |

- 2024 AAA FARS Midyear Meeting (plenary speaker)
Journal of Accounting Research 3rd Registered Reports Conference (presenter)
 University of North Texas
- 2023 AAA FARS Midyear Meeting (presenter)
 The University of Texas at Austin
 Nanyang Technological University (*virtual*)
 University of Bern
- 2022 AAA FARS Midyear Meeting Doctoral Consortium
 AAA FARS Midyear Meeting (discussant)
 University of Washington
 Dartmouth College (*virtual*)
 University of Central Florida (*virtual*)
 University of Maryland
- 2021 *Journal of Accounting Research* 2nd Registered Reports Conference (presenter, *virtual*)
 AAA FARS Midyear Meeting (presenter, *virtual*)
- 2020 Kent State University (*virtual*)
 University of Iowa (*virtual*)
 University of Kansas (*virtual*)
 East Coast Behavioral Accounting Workshop series (*virtual*)
 Arizona State University (*virtual*)
- 2019 AAA ABO Research Conference Doctoral Consortium
 AAA ABO Research Conference (presenter and discussant)
 AAA FARS Midyear Meeting (discussant)
- 2018 Georgia Institute of Technology
- 2017 *Accounting, Organizations & Society* Conference (presenter)
Journal of Accounting Research Conference (presenter)
 Cornell University
- 2016 *Contemporary Accounting Research* Conference (presenter)
 University of Illinois Urbana-Champaign
 Indiana University
 Pennsylvania State University
 University of Southern California
 University of Pittsburgh
 Emory University
- 2015 Accounting PhD Rookie Recruiting and Research Camp (presenter)
 University of San Diego
 AAA ABO Research Conference (presenter)
 AAA Annual Meeting (presenter and discussant)
 University of Washington
- 2014 AAA ABO Research Conference (presenter)

Media Mentions:

“[Nicole Cade, Joshua Gunn & Alex Vandenberg on List Experiments and Earnings Manipulation.](#)” Andrew K. Jennings. *Business Scholarship Podcast*. June 23, 2025.

“How often do companies cook the books?” Joseph Brazel. *Forbes*. December 17, 2024.
 “IR papers: CEO pay ratio builds credibility.” Jeff Cossette. *IR Magazine*. June 16, 2021.
 “Criticism on Twitter? Address or redirect, says study.” Jeff Cossette. *IR Magazine*. Aug 12, 2016.

Conference Participation:

- 2026 University of Iowa Sidney-Winter Lecture Series (*planned*), The Burgstahler Conference (*planned*)
- 2025 *Contemporary Accounting Research* Conference, Universities of British Columbia, Oregon, and Washington Conference, AAA Annual Meeting, Pitt Business Impact Series Conference on Sustainable Business, University of Illinois Arthur R. Wyatt Young Scholars Research Symposium VII, Arizona State University Cactus Conference, AAA FARS Midyear Meeting
- 2024 *Journal of Accounting Research* 3rd Registered Reports Conference (*virtual*), AAA ABO Research Conference, AAA Annual Meeting, AAA FARS Midyear Meeting
- 2023 *Contemporary Accounting Research* Conference, AAA ABO Research Conference, AAA Annual Meeting, University of Illinois Arthur R. Wyatt Young Scholars Research Symposium VI, AAA FARS Midyear Meeting
- 2022 AAA FARS Midyear Meeting (*virtual*)
- 2021 *Journal of Accounting Research* 2nd Registered Reports Conference (*virtual*), *Contemporary Accounting Research* Conference (*virtual*), Center for Accounting Research & Education Conference (*virtual*), Palmetto Symposium at the University of South Carolina (*virtual*), AAA FARS Midyear Meeting (*virtual*)
- 2020 *Review of Accounting Studies* Conference (*virtual*), *Contemporary Accounting Research* Conference (*virtual*)
- 2019 Accounting PhD Rookie Recruiting and Research Camp (recruiter), AAA ABO Research Conference, AAA Annual Meeting, European Network for Experimental Accounting Research (ENEAR) conference, Financial Reporting Mini-Camp at Cornell University, AAA FARS Midyear Meeting
- 2018 Accounting PhD Rookie Recruiting and Research Camp (recruiter), AAA Annual Meeting, Deloitte/AAA Trueblood Seminar, AAA FARS Midyear Meeting
- 2017 *Accounting, Organizations & Society* Conference, *Journal of Accounting Research* Conference, New Faculty Consortium
- 2016 *Contemporary Accounting Research* Conference, AAA Annual Meeting
- 2015 Accounting PhD Rookie Recruiting and Research Camp (participant), *Contemporary Accounting Research* Conference, AAA ABO Research Conference, Universities of British Columbia, Oregon, and Washington Conference, AAA Annual Meeting, University of Texas at Austin Experimental Research in Accounting Conference
- 2014 AAA ABO Research Conference, Universities of British Columbia, Oregon, and Washington Conference
- 2013 AAA ABO Research Conference and Doctoral Student Consortium, Universities of British Columbia, Oregon, and Washington Conference, AAA FARS Midyear Meeting and Doctoral Student Consortium
- 2012 Universities of British Columbia, Oregon, and Washington Conference
- 2011 Universities of British Columbia, Oregon, and Washington Conference

TEACHING

Teaching Experience:

- 2016, 2018, **University of Pittsburgh**, Instructor
2019, 2021-2025 Undergraduate Program (College of Business Administration)
Course: Financial Accounting
- 2022, 2024, **University of Pittsburgh**, Instructor
2026 Doctoral Program
Course: Experimental Research in Accounting
- 2018 - 2019, **University of Pittsburgh**, Co-Instructor
2019 - 2020, Doctoral Program
2020 - 2021 Course: Critical Thinking in Accounting
- 2015 **University of Washington**, Instructor
Business Certificate Program: Yakima Valley (*spring*) and the Tri-Cities (*fall*)
Two 3-hour Sessions: “Financial Management: Understanding Cost Behavior” and
“Understanding Financial Health: Budget Variances & Capital Budgeting”

Workshops:

- 2025 Discussing and Developing the Faculty Role in a Shared-Advising Model
AI-Human Collaboration for Research Across Disciplines: Skills Workshop
Building a Consistent Student Experience
- 2021 Preventing and Responding to Sexual Misconduct
Equity, Diversity, and Inclusion Workshop - A Capstone Conversation
Anti-Blackness, Anti-Racism, and Pedagogy
Developing Diversity Consciousness: Examining Ourselves and Our Worlds
The Value of Diversity in Business: A Panel Discussion
Supporting Survivors of Sexual Misconduct
Baby Boomers to Generation Z: Generational Diversity in the Workplace
- 2020 Fostering Inclusive Environments in Higher Education
Developing Diversity Consciousness to Foster Antiracist Practices, Cultures, and
Communities
Juneteenth: A Prelude to True Social Justice and Equity at Pitt
- 2019 Mental Health Resource Training
Civilian Active Killer Response Training

AWARDS, GRANTS, and FELLOWSHIPS

- 2024 - 2026 James R. Allen Faculty Fellowship
2024 - 2025 Katz Excellence in Research Award
Katz Excellence in Teaching Award (Undergraduate Program)
Katz Excellence in Service Award
- 2024 Pitt Business Commencement Speaker (Undergraduate Faculty Representative)
Student Impact Award (Undergraduate Program)
- 2023 - 2024 Katz Excellence in Teaching Award (Undergraduate Program)

- 2021 - 2024 Robert W. Murphy, Jr. Faculty Fellowship
 2023 University of Pittsburgh Momentum Fund Priming Grant
 2022 - 2023 Katz Excellence in Teaching Award (Undergraduate Program)
 2021 - 2022 Katz Excellence in Teaching Award (Undergraduate Program)
 Edward W. Kay & Mary Margaret Kay Award for Teaching Excellence in Accounting
 2019 - 2020 Katz Excellence in Teaching Award (Undergraduate Program)
 2018 - 2019 Katz Excellence in Teaching Award (Undergraduate Program)
 Two-time “Most Valuable Professor” (*selected by Pitt’s Gymnastics and Wrestling teams*)
 2017 - 2018 Katz Excellence in Research Award
 2015 AAA ABO Research Conference Outstanding Emerging Scholar Award
 John and Dawn Matsumoto PhD Fellowship
 Evert McCabe Endowed Fellowship
 University of Washington Foster School PhD Program Teaching Award
 2014 Deloitte Foundation Doctoral Fellowship
 University of Washington Foster School Dean’s Achievement Award
 2013 University of Washington Best Teacher’s Assistant (*awarded by the Panhellenic Association and the Interfraternal Council*)
 2011 - 2015 PricewaterhouseCoopers PhD Fellowship
 2008 Ithaca College School of Business Dean’s Achievement Award
 NY State Society of CPAs Superior Scholarship Award
 2nd Team CoSIDA Division III Academic All-American (*softball*)
 Empire 8 Conference Senior Scholar-Athlete Award (*all sports*)
 Ithaca College Phi Kappa Phi Presidential Scholar – “Shirley Hockett Award”
 2007 1st Team NFCA NCAA Division III All-American (*softball*)
 2005 - 2008 Various Undergraduate Honor Societies: Beta Gamma Sigma, Phi Kappa Phi, Beta Alpha Psi, Chi Alpha Sigma, Sigma Iota Epsilon, Oracle Society

PROFESSIONAL SERVICE and MEMBERSHIPS

- 2014 - Ad Hoc Journal Reviewer:
Accounting Horizons
Accounting, Organizations & Society
Behavioral Research in Accounting
Contemporary Accounting Research
Journal of Accounting and Economics
Journal of Accounting and Public Policy
Journal of Accounting Research
Journal of Behavioral and Experimental Finance
Journal of Financial Reporting
Management Science
Review of Accounting Studies
The Accounting Review
 Ad Hoc Conference Reviewer:

AAA Annual Meeting
 AAA ABO Research Conference
 AAA FARS Midyear Meeting
 AAA Western Region Meeting
 Hawai'i Accounting Research Conference
 Member, American Accounting Association (AAA)
 Member, AAA Financial Accounting and Reporting Section (FARS)
 Member, AAA Accounting Behavior and Organizations (ABO) Section
 2025 - 2027 Community Events Coordinator, 14th Ward Youth Baseball Association
 2025 - 2027 Member, 14th Ward Youth Baseball Association, Board of Directors
 2023 - 2026 Member, Katz Graduate School of Business Executive Committee
 Member, *The Accounting Review* Editorial Board
 Co-Editor, *Journal of Financial Reporting*
 2025 - 2026 Member, AAA Distinguished Contributions to Accounting Literature Award Selection Committee
 Chair, Promotion to Tenure Fact Finding Committee
 Member, Pitt School of Business Planning and Budget Committee
 Chair, Pitt School of Business Undergraduate Curriculum Review Task Force
 2025 Member, Appointment Stream Accounting Faculty Search Committee
 2022 - 2025 Member, *Accounting, Organizations, & Society* Editorial Board
 Member, Katz Graduate School of Business Promotion and Tenure Committee
 Member, Shady Lane School Board of Directors
 Member, Shady Lane School Finance Committee
 2024 Participant, TRIO Student Support Services Program Faculty Meet and Greet
 Chair, Tenure Stream Accounting Faculty Search Committee
 Chair, Dissertation Committee (Alex Vandenberg)
 2023 & 2024 AAA ABO Research Conference Co-Coordinator
 2023 - 2024 Member, Pitt Business Equity, Diversity, Inclusion, Accessibility Committee
 Member, AAA Distinguished Contributions to Accounting Literature Award Selection Committee
 Member, *Behavioral Research in Accounting* Editorial Advisory & Review Board
 2023 Guest Editor, *Behavioral Research in Accounting*
 Guest Editor, *Journal of Financial Reporting* Research Proposal Conference
 2022 - 2023 Member, Katz Graduate School of Business Strategic Refresh Task Force
 Member, AAA ABO Nominations Committee
 Chair, AAA FARS Integrating Research and Practice Committee
 2021 - 2023 Member, *Journal of Financial Reporting* Editorial Board
 2021 - 2022 Faculty Representative, Pitt Business Dean Search Committee
 Member, AAA FARS Integrating Research and Practice Committee
 2019 - 2023 Member, AAA FARS Steering Board
 Member, Katz Graduate School of Business Sustainability Committee
 2020 Advisor, PhD Student Summer Paper (Alex Vandenberg)
 2017 - 2019 Member, University of Pittsburgh's 'Year of' Committee
 2012 - 2014 Member, University of Washington Doctoral Business Student Association Board

PROFESSIONAL EXPERIENCE and CERTIFICATIONS

2009 - 2011	International Fund Services, A State Street Company, <i>Net Asset Value Accountant</i>	New York, NY
2009	Treasury Partners, <i>Portfolio Reporting Associate</i>	New York, NY
2008 - 2009	Merrill Lynch and Co., Inc. – Municipal Capital Markets Sales and Trading, <i>Global Markets Analyst</i>	New York, NY
2008 - 2011	Series 7 and Series 63 Licenses, <i>General Securities Representative</i>	New York State
2008	Sciarabba Walker and Co., <i>Individual Tax Return Preparer (one season)</i>	Ithaca, NY
2007	Merrill Lynch and Co., Inc., <i>Global Markets Summer Intern</i>	New York, NY
2005, 2006	Western Pacific Building Materials, <i>Accounts Payable Clerk (summers)</i>	Portland, OR