

MATTHEW T. SOOY
Assistant Professor
Program Director, Honours Business Administration
February 2026

Ivey Business School
University of Western Ontario
Email: msooy@ivey.ca
Phone: (226) 688-8506

ACADEMIC EXPERIENCE	Ivey Business School, Western University	
	Undergraduate (HBA) Program Director	2024 – present
	Assistant Professor	2016 – present
EDUCATION	Ph.D. , Accounting, University of Kentucky	2012 – 2016
	M.B.A. , Finance & Decision Science, Emory University	2007 – 2009
	B.B.A. , Accounting, Georgia State University	2001 – 2005

PEER-REVIEWED RESEARCH

“Understanding Misunderstanding in Laboratory Asset Price Bubbles”

with Yuri Biondi of University of Paris, Dauphine PSL, and Peter Meijer of Ivey Business School

[*Forthcoming – Journal of Economic Behavior & Organization, 2026*](#)

“The Effect of Sanction Target on Managers’ Compliance with Regulations”

with Kun Huo of Ivey Business School and Sara Wick of Wilfred Laurier University

[*Forthcoming, Behavioral Research in Accounting, 2025.*](#)

- *Best Paper* – Accounting Ethics Symposium, 2020

“The Asset Volatility Effects of Uncertain Tone in Credit Markets: Evidence from Credit Default Swaps”

with Hitesh Doshi, Srikanth Ramani and Saurin Patel

[*Journal of Contemporary Accounting & Economics, 2023, Vol. 19 \(3\).*](#)

“The Compliance Consequences of Fault Assignment and Sanction Strength in Sanctions”

[*Behavioral Research in Accounting, 2023, Vol. 35 \(2\) pp 131-152.*](#)

- *Outstanding Emerging Scholar – ABO, 2016*

“Alternative Accounting Measurement Bases and Price Efficiency in Laboratory Asset Markets: Does Marking to Market Matter?”

with Nigel J. Barradale and Brian Goodson

[*Behavioral Research in Accounting, 2022, Vol. 34 \(2\), pp. 1-18.*](#)

- *SSHRC Insight Grant 2018 Recipient (Lead Investigator)*

“Meritocracy or Aristocracy? The Role of Pedigree in the Market for Accounting New Faculty Candidates”

with Sid Bundy, Partha Mohapatra and Dan Stone

[*Issues in Accounting Education, 2022, Vol. 37\(1\), pp. 19-39.*](#)

- *Best Paper - Issues in Accounting Education, 2022*

**PEER-
REVIEWED
RESEARCH**
(continued)

“The Effect of Rankings on Honesty in Budget Reporting”
with Jason Brown, Joe Fisher, and Geoff Sprinkle
[Accounting, Organizations, and Society, 2014, Vol. 39\(4\), pp. 237-246.](#)

**WORKING
PAPERS**

“Individual Estimates and Predictions of Extremity in Groups”
with Leo Beletski and Mila Gracic of University of Western Ontario

“What Does Market Price Represent? Market Price as an Accounting Problem”
with Yuri Biondi of University of Paris, Dauphine PSL, and Peter Meijer of Ivey Business School

“Measures of market dis/agreement and stock price discovery: Trade spread and quote spread, the two bid ask spreads”
with Hamilton Elkins of University of Saskatchewan

**IN-PROGRESS
RESEARCH**

“An Investigation of the Relationship Between Belief Dispersion and Mispricing”
with Yuri Biondi of University of Paris, Dauphine PSL, and Peter Meijer of Ivey Business School
○ *Pilot Data Collected*

“Why Does Marking-to-Market Matter?”
with Yuri Biondi of University of Paris, Dauphine PSL, and Peter Meijer of Ivey Business School
○ *Pilot Data Collected*

“Level Up: An Empirical Investigation of Changes in Accounting Program Rankings Over Time”
with Robert Hutchinson of Michigan Technological University
○ *Pilot Data Collected*

“Preferences for Plea Bargains: Does Innocence Matter?”
with Anudeep Sultania of University of Waterloo
○ *Preparing to Collect Pilot Data*

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**OTHER PEER-
REVIEWED
RESEARCH**

“The IMA Educational Case Journal: A Retrospective of the First Five Years (2008-2012)”

with Tim Miller of Xavier University, and Sean Peffer and Dan Stone of University of Kentucky

[*IMA Educational Case Journal*, 2014, Vol. 7\(1\), pp. 1-17.](#)

**PRACTITIONER
WHITEPAPERS**

“[Market Bubbles and Crashes](#)”

with Leland Conn, Carlos Lopez, Priya Vaidyanathan, and Xiao Wu of Ivey Business School

CPA Ontario, 2021

**INVITED
PRESENTATIONS**

2025 – Haskayne and Fox Accounting Conference

2024 – Saint Mary’s University, McMaster University, American Accounting Association (AAA)

2023 – Simon Fraser University, Wilfred Laurier University

2021 – Southern Ontario Behavioral Decision Research Conference (SOBDR)

2020 – University of Toledo, Wilfrid Laurier University, SASE Annual Meeting

2019 – American Accounting Association (AAA), Canadian Academic Accounting Association (CAAA)

2018 – University of Kentucky, Wilfrid Laurier University, Canadian Academic Accounting Association (CAAA), American Accounting Association (AAA), Accounting Behavior & Organizations (ABO) Meeting

2017 – American Accounting Association (AAA), Canadian Academic Accounting Association (CAAA), Management Accounting Section Meeting (MAS)

2016 – Bentley University, Ivey Business School, Accounting Behavior & Organizations (ABO) Meeting, Management Accounting Section Meeting (MAS), West Virginia University, 21st Ethics Symposium (AAA)

2015 – Michigan Tech, Southern Illinois University, University of Vermont, Accounting Behavior & Organizations (ABO) Meeting

**EXTERNAL
RESEARCH
AWARDS**

Best Paper Winner - Issues in Accounting Education (2023) – for “Meritocracy or Aristocracy? The Role of Pedigree in the Market for Accounting New Faculty Candidates”

CFI JELF Grant (2020-‘22) – Interdisciplinary Behavioural Lab Funding in conjunction with other area groups \$232,100

SSHRC Insight Grant (2018-‘22) – *Primary Investigator* – for “Alternative Accounting Measurement Bases and Price Efficiency in Laboratory Asset Markets: Does Marking to Market Matter?” \$42,500

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**EXTERNAL
RESEARCH
AWARDS**

(continued)

AAA ABO Outstanding Emerging Scholar Award (2016) – *Primary Investigator* – for “How the Prospect of Fault Influences Managers’ Compliance” \$5,000

AAA / Deloitte / J. Michael Cook Doctoral Consortium Fellow (2015)

IMA Summer Doctoral Research Scholarship (2014) – *Primary Investigator* – for “Why Does Bonus Pay Increase with Seniority? Social Status in Compensation Contracting” \$5,000

**INTERNAL
RESEARCH
AWARDS**

University of Western Ontario
UWO SSHRB Seed Grant (2018)
Faculty Research Development Fund (2017 – ‘19)
CPA-Ivey Centre Funding (2016 – ‘24)

University of Kentucky
Von Allmen Fellowship (2012 – ‘16)
Lockett Fellowships (2013 – ‘15)
Max Steckler Fellowship (2013, ‘15)

**MEDIA
MENTIONS**

2024 – “[TD Bank's failure to thwart money laundering in U.S. prompts calls for stronger regulation at home](#)” CBC. May 23, 2024

2022 – “[What Do Top Business School Profs Want To See In B-Schools Of The Future?](#)” Poets and Quants for Undergrads. May 11, 2022

2021 – “[You Can't Touch This: The Intangible Assets Debate](#)” CPA Ontario. Nov 30, 2021

2021 – “[Market Bubbles and Crashes](#)” CPA Ontario. Apr 23, 2021

2021 – “[The Beer Store loss grows to \\$51 million amid competition, COVID](#)” Toronto Star. Apr 7, 2021

2020 – “[Tax breaks may have been at the heart of dead deal for Ekati mine](#)” CBC. October 13, 2020

2020 – “[The Beer Store lost \\$47 million last year as supermarket competition ramped up](#)” Toronto Star. May 20, 2020

2020 – “[More Canadians are filing for insolvency than we've seen since the financial crisis. What's going on?](#)” Toronto Star. Jan 2, 2020

TEACHING

Ivey Business School 2016 – 2025

Accounting & Financial Fundamentals, 2016 – ‘23 (6.8 / 7.0)

Management Accounting & Control, 2019 – ‘25 (6.8 / 7.0)

University of Kentucky 2015 – 2016

Intro to Management Accounting

Indiana University 2009 – 2012

Intermediate Management Accounting, Intro to Management Accounting

TEACHING CASES	<p>“GO Transit: The Rapid Rail Expansion” preparing to submit with E. Xu of University of Western Ontario</p> <p>“When Big Pharma Buys Small Science: Johnson and Johnson’s \$14.6B Bet on Intra-Cellular Therapies” preparing to submit with A. Pahargahr of University of Western Ontario</p> <p>“Eli Lilly & Company: Are All Profits Healthy?” 2025 with M. Gracic and L. Watkiss of University of Western Ontario</p> <p>“Note on Long-Term Capital Budgeting: Building a Discounted Cash Flow (‘DCF’) Analysis” 2024 with J. Kelly of University of Western Ontario</p> <p>“Credit Suisse’s Involvement in the Archegos Collapse: Risk Management and Internal Controls” 2023 with A. Pahagarh of University of Western Ontario <ul style="list-style-type: none"> ○ <i>EMFD Case Competition Finalist – Responsible Business (2023)</i> ○ <i>EMFD Case Competition Finalist – Continuous Improvement (2024)</i> </p> <p>“Oracle v. Google: Software Theft or Fair Use?” 2022 with C. Kemerer of University of Pittsburgh <ul style="list-style-type: none"> ○ <i>EMFD Case Competition Finalist – Responsible Business (2022)</i> </p> <p>“Paratent Event Rentals Ltd: The Job Costing Decision” 2022 with A. Mastromarini of University of Western Ontario</p> <p>“Manufacturing Value: Driving Profit in The Auto Industry?” 2022 with J. Hidi and A. Solomos of University of Western Ontario</p> <p>“EOS Imaging: Revenue Recognition” 2021 with K. Huo and Z. Zhou of University of Western Ontario</p> <p>“Nora Lang: Pay Equity at FTS” 2020 with S. Ashby and L. Iuliani of University of Western Ontario <ul style="list-style-type: none"> ○ <i>Case Centre Outstanding Case Award Winner (2021)</i> </p> <p>“In Search of the ‘Right’ Numbers: Navigating Professional Judgment Challenges in Accounting” 2020 with M. Stein of Univ. of Western Ontario and A. Scilipoti of Veritas Research</p> <p>“Note on Financial Accounting: The Financial Accounting ‘Term Sheet’” 2019 with M. Saunders and A. Solomos of University of Western Ontario</p> <p>“Tax from the CFO’s Chair: Should Pfizer Acquire Allergan?” 2018 with M. Saunders and M. Stein of University of Western Ontario</p>
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EXTERNAL TEACHING AWARDS

Poets and Quants – 50 Best Undergrad Professors – 2022
<https://poetsandquantsforundergrads.com/2022/03/25/2021-best-undergraduate-professors-matthew-sooy-ivey-business-school/>

Case Centre – Outstanding Case Award Winner (Short Case) – for “Nora Lang: Pay Equity at FTS” – 2021
<https://www.thecasecentre.org/educators/ordering/selecting/featuredcases/CompetitionWinners/NoraLang>

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**INTERNAL
TEACHING
AWARDS**

David Burgoyne Teaching Award – 2022
Undergraduate Last Lecture – 2019
[David Burgoyne Teaching Award](#) – 2018

**EXTERNAL
SERVICE**

Editorial Review Board – *Issues in Accounting Education* (2024 -)

Ad Hoc Reviewer – *Accounting, Organizations, & Society, Accounting Perspectives, Advances in Management Accounting, Behavioral Research in Accounting, Issues in Accounting Education, Journal of Financial Reporting, Journal of Governmental and Non-profit Accounting, Management Accounting Research*

SSHRC Grant Reviewer (Insight), CAAA Research Committee Research Grant Program (2019 – Subcommittee Chair)

Case Centre – Outstanding Case Competition External Judge

AAA Annual Meeting, ABO Section Meeting, FARS Section Meeting, MAS Section Meeting, CAAA Annual Meeting

Discussant/Moderator – AAA Annual Meeting, CAAA Annual Meeting, ABO Section Meeting, MAS Section Meeting

Organizing Committee – AAA MAS / CGMA Teaching Symposium (Co-Chair, 2020 – '21)

Member – American Accounting Association (AAA), Canadian Academic Accounting Association (CAAA), Institute for Management Accountants (IMA)

**INTERNAL
SERVICE**

Ivey Business School –

Undergraduate Program Director – Honours Business Administration (2024 –)
Course Coordinator (HBA1 Accounting & Financial Fundamentals (2022 – '24)
Section Head (2022 – '23)

Ivey HBA/MBA Appeals Committees (2019 –)

Ivey Business Review Faculty Advisor (2018 – '19)

MAC Recruiting/Search Committee (2017 – '18)

Ivey CPA Centre for Accounting Education (2016 – '18)

Dissertation Committees –

Danny Chung (Examination Committee) 2021

University Level –

Subcommittee on Undergraduate Academic Courses (2024 –)

Undergraduate Academic Forum (2024 –)

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PROFESSIONAL Associate – State & Local Tax, KPMG
EMPLOYMENT Interface Designer, Interland, Telephone.com, Mindspring / Earthlink