Vic V. Anand

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PROFESSIONAL EMPLOYMENT

Texas State University
Assistant Professor of Accounting — 2025 – present

University of Illinois at Urbana-Champaign
Assistant Professor of Accountancy — 2017 – 2025
Deloitte Foundation Center for Business Analytics Scholar — 2017 – 2019, 2022 – 2025
Arthur Andersen Data Analytics Fellow — 2020 – 2023

Emory University – Goizueta Business School
Assistant Professor of Accounting — 2012-2017

Science Applications International Corporation
Senior Analyst — 2001-2003

Deloitte Consulting
Senior Consultant — 2000-2001

Ford Motor Company
Financial Analyst — 1997-1998
Manufacturing Engineer — 1995-1997

EDUCATION

Ph.D. — Accounting, Cornell University — 2014
Dissertation: "*Essays on the Motivating Effects of Goals in Accounting*"

M.S. — Accounting, Cornell University — 2013

M.B.A. — Carnegie Mellon University, Graduate School of Industrial Administration — 2000

S.B. — Mechanical Engineering, Massachusetts Institute of Technology — 1995

RESEARCH

Interests: Capacity planning, cost allocations and cost system design, target setting, forecasting with machine learning.

Journal Publications

Anand, V., Balakrishnan, R., and S. Gavirneni (2023). Capacity Planning with Limited Information. *Production and Operations Management* 32 (9): 2740–2757. https://doi.org/10.1111/poms.14004

Anand, V., Webb, A., and C. Wong (2023). Mitigating the Demotivating Effects of Frequent Unfavorable Feedback about Goal Progress. *Journal of Management Accounting Research* 35 (2): 5 – 32. https://doi.org/10.2308/JMAR-2021-044

Anand, V., Bochkay, K., Chychyla, R., and A. Leone (2020). Using Python for Text Analysis in Accounting Research. *Foundations and Trends in Accounting* 14 (3–4): 128 – 359. http://dx.doi.org/10.1561/1400000062

Anand, V., Balakrishnan, R., and E. Labro (2019). A Framework for Conducting Numerical Experiments on Cost Systems. *Journal of Management Accounting Research* 31(1): 41 – 61. https://doi.org/10.2308/jmar-52057

Anand, V., Balakrishnan, R., and E. Labro (2017). Obtaining Informationally Consistent Decisions When Computing Costs with Limited Information. *Production and Operations Management* 26(2): 211 – 230. https://doi.org/10.1111/poms.12631

Valero-Cuevas, F.J., Anand, V.V., Saxena, A., and Lipson, H. (2007). Beyond Parameter Estimation: Extending Biomechanical Modeling by the Explicit Exploration of Model Topology. *IEEE Transactions on Biomedical Engineering* 54 (11): 1951 – 1964. https://doi.org/10.1109/TBME.2007.906494

Conference Publications

Anand, V., Lipson, H., and Valero-Cuevas, F., Blind Inference of Nonlinear Cable Network Topology from Sparse Data. *Proceedings of the 2005 Genetic and Evolutionary Computation Conference*, June 2005, Washington, DC, USA. Late-breaking paper.

Valero-Cuevas, F.J., Lipson, H., Santos, V.J., and Anand, V. Shifting to Population-Based Models and Inferring Model Structure from Data are Two Directions That Will Enhance the Clinical Usefulness of Modeling. *Proceedings of the ISB XXth Congress and ASB 29th Annual Meeting*, August 2005, Cleveland, OH, USA.

Spears, W.M. and Anand, V. A Study of Crossover Operators in Genetic Programming. *Sixth International Symposium of Methodologies for Intelligent Systems*, 1991.

Working Papers

Cost Accounting and Capacity Planning
  "Heuristics for Resource Capacity Planning with Multiple End Products," with Ramji Balakrishnan (University of Iowa). *Under review*.

Target Setting
  "Target Horizons, Uncertainty, and Effort Provision". Based on my dissertation at Cornell University. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2896912

Earnings Forecasting and Machine Learning
  "Predicting Profitability Using Machine Learning", with Theo Sougiannis (UIUC), Robert Brunner (UIUC), and Kelechi Ikegwu (UIUC). https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3466478

  "Life Cycle Models versus Random Walk in Forecasting Growth and Profitability", with Theo Sougiannis (UIUC) and Egor Nikulin (Saint Petersburg State University).

  "Fundamental Analysis Using Machine Learning", with Theo Sougiannis (UIUC) and Anurag Anand (UIUC).

Teaching / Case Writing
  "Holders Boulders", a data analytics case on customer revenue analysis through statistical visualization. With Billy Brewster (Texas State), Ludmila Krylova (Texas State), and Ann Watkins (Texas State).

INVITED PRESENTATIONS

2022   Emerging Management Accounting Scholars Symposium III, University of Illinois at Urbana-Champaign

2020   University of California, Davis

2019   AAA Management Accounting Section Research and Case Conference, doctoral colloquium

2018   University of Alberta Accounting Research Conference
       AAA Intensive Data and Analytics Summer Workshop

2016   University of Pittsburgh
       Michigan State University
       University of Illinois at Urbana-Champaign

2014   Michigan State University

2012   Georgia Institute of Technology
       Emory University
       Indiana University
       The University of Iowa
       University of Alberta

CONFERENCE PARTICIPATION

2026 AAA Management Accounting Section Midyear Meeting

2025 AAA Management Accounting Section Midyear Meeting

2024 INFORMS Annual Meeting

AAA Annual Meeting

AAA Intensive Data and Analytics Workshop V

Purdue Accounting Theory Conference

Emerging Management Accounting Scholars Symposium III, University of Illinois at Urbana-Champaign

2023 AAA Management Accounting Section Midyear Meeting

2022 AAA Management Accounting Section Midyear Meeting

2020 AAA Management Accounting Section Midyear Meeting

AAA Financial Accounting and Reporting Section Midyear Meeting

2019 CPA Ontario Performance Management Research Symposium

AAA Management Accounting Section Research and Case Conference

2018 AAA Management Accounting Section Research and Case Conference

University of Alberta Accounting Research Conference

AAA Intensive Data and Analytics Summer Workshop

2017 AAA Management Accounting Section Research and Case Conference

2016 AAA Management Accounting Section Research and Case Conference

Global Management Accounting Research Symposium

AAA Accounting Is Big Data Conference

Contemporary Accounting Research Conference

2015 AAA Management Accounting Section Research and Case Conference

2014 AAA Annual Meeting

AAA New Faculty Consortium

AAA Management Accounting Section Research and Case Conference

2013 AAA Management Accounting Section Research and Case Conference

Global Management Accounting Research Symposium

University of Alberta – Accounting Research Conference (by invitation)

2012 AAA Accounting, Behavior, and Organizations Conference

University of Alberta – Accounting Research Conference (by invitation)

AAA Annual Meeting

AAA Management Accounting Section Research and Case Conference

2011 AAA Management Accounting Section Research and Case Conference

2010 AAA Management Accounting Section Research and Case Conference

TEACHING

Texas State University – McCoy College of Business

Data Analytics for Accounting (ACC 3323)	Spring 2026
- Instructor ratings: 4.9 / 5.0 (Fall 2025);	Fall 2025

University of Illinois at Urbana-Champaign – Gies College of Business

Caterpillar Finance: Advanced Analytics .... Summer 2024
  - Students are working finance professionals.
  - Course covered Python programming, machine learning, text analysis, and SQL.

Data Analytics Foundations in Accountancy (ACCY 570) .... Fall 2019–2024
  - Instructor ratings: 5.0 / 5.0 (2024); 4.9 / 5.0 (2023); 5.0 / 5.0 (2022); 4.9 / 5.0 (2021); 4.8 / 5.0 (2020); 4.9 / 5.0 (2019)
  - List of teachers ranked as excellent by their students (all years)

Data Analytics Applications in Accountancy (ACCY 575)	Spring 2019
- Instructor ratings: 4.6 / 5.0 (2019); 4.7 / 5.0 (2018)	Spring 2018

  - List of teachers ranked as excellent by their students (all years)
  - Department Head's Award for Excellence in Accountancy Education for 2018–19

Emory University – Goizueta Business School

Managerial Accounting (Evening MBA)	Summer 2017
- Instructor ratings: 4.6 / 5.0 (Summer 2017), 4.9 / 5.0 (Fall 2016),	Fall 2016
3.4 / 5.0 (Summer 2016)	Summer 2016

Managerial Accounting (BBA)	Fall 2014, 2013
- Instructor ratings: 4.5 / 5.0 (2012); 4.5 / 5.0 (2013), 4.5 / 5.0 (2014)	2012

Cornell University – Johnson Graduate School of Management

Financial Accounting (for students outside the Johnson School)	Spring 2008
- Instructor rating: 4.7 / 5.0	

Teaching Assistant (Professor Robert Bloomfield), Managerial Accounting (MBA and EMBA)	2008 – 2011

Teaching Assistant (Professor Ron Hilton), Managerial Accounting (EMBA)	Summer 2010

Teaching Assistant (Professor Michael Waldman), Microeconomics (MBA)	Fall 2010

TEXTBOOKS

Data Analytics for Accountants. A SQL-, Excel- and Tableau-based textbook written for an accounting analytics course at Texas State University. This is currently a work in progress. Available at https://vanand74.github.io/Accounting-Analytics-Textbook/

Data Analytics for Accountants (with Kim Mendoza). A Python- and Tableau-based textbook written for an accounting analytics course at the University of Illinois at Urbana-Champaign. Available at https://vanand74.github.io/Data-Analytics-Textbook/

CASE WRITING

Rodrigo-Swift Essentials, Inc. (2024). A process capability analysis and dashboarding case. Co-authored with Gopesh Anand.

Baird Connect Services (2024). A regression and ANOVA case, Co-authored with Gopesh Anand.

Customer Revenue Analysis (2023).

Merging Data in Pandas (2023).

An Introduction to Databases for Accountants (2019). https://www.centerforanalytics.giesbusiness.illinois.edu/content/case-studies/database-for-accountants

RESEARCH FUNDING

Gies grant, University of Illinois at Urbana-Champaign, for Fundamental Analysis Using Machine Learning, co-authored with Theo Sougiannis and Anurag Anand (UIUC).

Ad hoc research funding, Goizueta Business School, Emory University for *Mitigating the Potentially Demotivating Effects of Frequent Feedback about Goal Progress* co-authored with Alan Webb and Chris Wong (University of Waterloo).

Ad hoc research funding, Goizueta Business School, Emory University for *Performance Standard Horizons, Uncertainty, and Effort Provision*.

Ad hoc research funding, Goizueta Business School, Emory University for *The Dark Side of Feedback: How frequent feedback about goal progress can reduce motivation in the presence of uncertainty*.

Awarded Institute of Management Accountants (IMA, US, Foundation for Applied Research) funding for Robust Cost Systems, co-authored with Ramji Balakrishnan (University of Iowa) and Eva Labro (University of North Carolina Chapel Hill) (2011-2012).

PROFESSIONAL SERVICE

- AAA Managerial Accounting Section committee for planning the teaching symposium at the midyear meeting (2021).
- AAA Managerial Accounting Section, Data Analytics Task Force (2018 – 2020)
- Lecturer in LEADership, Education, and Development program at Goizueta Business School, 2015, 2016, 2017.
- Best paper award committee for AAA Managerial Accounting Section Midyear Meeting 2015
- Ad hoc reviewer for:
  - *Accounting Horizons* 2018, 2019, 2021
  - *Accounting, Organizations, and Society* 2016, 2017, 2018, 2019 (x2), 2021 (x2), 2022, 2024
  - *Contemporary Accounting Research* 2018 (x2), 2020, 2022 (x2), 2023, 2024, 2025 (x2)
  - *Journal of Financial Reporting* 2017
  - *Journal of Management Accounting Research* 2012, 2013, 2015, 2018, 2019, 2020, 2021, 2022, 2025
  - *Management Science* 2019, 2021 (x2), 2022, 2023, 2024, 2025
  - *Production and Operations Management* 2016, 2023, 2024
  - *Review of Accounting Studies 2020*
  - *The Accounting Review* 2015 (x2), 2024 (x2), 2025 (x2)
  - *The International Journal of Accounting* 2017, 2020
- Discussant and/or reviewer at AAA Managerial Accounting Section Midyear Meeting 2012, 2013, 2015, 2017, 2018, 2019, 2020, 2024, 2025
- Discussant for AAA annual meeting 2012, 2014
- Dissertation committee of Robert Mocadlo (Emory University)

ACADEMIC HONORS, AWARDS, AND ACTIVITIES

American Accounting Association *Innovation in Accounting Education Award* (with J. Herbold, J. Hobson, and K. Mendoza), 2021

Arthur Andersen Fellowship (for data analytics activities), 2020, 2021, 2022, 2023

John Deere Data Analytics Fellowship, 2019

Department Head's Award for Excellence in Accountancy Education for 2018–19

University of Illinois – Deloitte Center for Business Analytics: R.C. Evans Data Analytics Fellowship, 2017 – 2019, 2022 – 2024

University of Illinois at Urbana-Champaign: *List of teachers ranked as excellent by their students*, Spring 2018, Spring 2019, Fall 2019, Fall 2020, Fall 2021, Fall 2022, Fall 2023, Fall 2024.

Cornell University Graduate Fellowship, 2004 – 2010

Graduated with University Honors, Carnegie Mellon University

Member, Beta Gamma Sigma

Vera Heinz Merit Scholarship, Carnegie Mellon University, 1998 – 2000

National Security Agency, Undergraduate Training Program, full tuition and stipend for undergraduate education, 1990 – 1993

PROGRAMMING / DATA SCIENCE

Languages: Python, C#, SQL, C, VBA

Certifications: DataCamp Associate Data Analyst (SQL, data management, statistics, EDA, visualization); Microsoft Access Expert (Office 2019)

Python libraries: Pandas, NumPy, Bokeh, Matplotlib, Seaborn, scikit-learn

Statistical/mathematical packages: Stata, SAS, Mathematica, Tableau, Power BI

PERSONAL INTERESTS

Boxing, motorcycle road racing, pistol shooting, running, computer programming.