

# Vic V. Anand

August 2025

Texas State University  
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## PROFESSIONAL EMPLOYMENT

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Texas State University <i>Assistant Professor of Accountancy</i>	2025 – present
University of Illinois at Urbana-Champaign <i>Assistant Professor of Accountancy</i>	2017 – 2025
<i>Deloitte Foundation Center for Business Analytics</i>	2017 – 2019, 2022 – 2025
<i>Scholar</i>	
<i>Arthur Andersen Data Analytics Fellow</i>	2020 – 2023
Emory University – Goizueta Business School <i>Assistant Professor of Accounting</i>	2012-2017
Science Applications International Corporation <i>Senior Analyst</i>	2001-2003
Deloitte Consulting <i>Senior Consultant</i>	2000-2001
Ford Motor Company <i>Financial Analyst</i>	1997-1998
<i>Manufacturing Engineer</i>	1995-1997

## EDUCATION

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Ph.D.	Accounting, Cornell University Dissertation: “ <i>Essays on the Motivating Effects of Goals in Accounting</i> ”	2014
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

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**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/10.1561/14000000062>

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](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](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).

## **INVITED PRESENTATIONS**

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- 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

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- 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

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### **Texas State University – McCoy College of Business**

Data Analytics for Accounting (ACC 3323)

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

Spring 2018

### **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), 3.4 / 5.0 (Summer 2016)

Fall 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

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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

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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). Under review, available upon request.

Merging Data in Pandas (2023). Under review, available upon request.

An Introduction to Databases for Accountants (2019).

<https://www.centerforanalytics.giesbusiness.illinois.edu/content/case-studies/database-for-accountants>

## RESEARCH FUNDING

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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

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- 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
  - *Journal of Financial Reporting* 2017
  - *Journal of Management Accounting Research* 2012, 2013, 2015, 2018, 2019, 2020, 2021, 2022
  - *Management Science* 2019, 2021 (x2), 2022, 2023, 2024
  - *Production and Operations Management* 2016, 2023, 2024
  - *Review of Accounting Studies* 2020
  - *The Accounting Review* 2015 (x2), 2024 (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

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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**

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*Languages in which I am proficient:* 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

*Languages with which I have familiarity:* R, F#, Windows PowerShell

## **PERSONAL INTERESTS**

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Motorcycle road racing, pistol shooting, boxing, running, computer programming.