

JOSEPH JOHNSON

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EXPERIENCE

University of South Carolina

Associate Professor (2026 – Present)
Faculty Fellow, Center for Sustainable Growth (2024 – Present)
Forvis Mazars Fellow (2026 – Present)
Dean's Fellow, Darla Moore School of Business (2025 – Present)
Assistant Professor (2023 – 2026)

University of Central Florida

Assistant Professor (2015 – 2023)

Georgia Institute of Technology

Instructor (2014 – 2015)

WPI Enterprises

Commercial Real Estate Asset Manager (2005 – 2010)

EDUCATION

Georgia Institute of Technology, Scheller College of Business

PhD in Accounting; Minor in Psychology (2015)

Brigham Young University, Marriott School of Management

Bachelor of Science, Master of Accountancy (2005)

RESEARCH

Publications

Johnson, J. A., K. Kelly, and Y. Tian. 2026. More Effort or More Misreporting? The Effects of Charitable Prosocial versus Cash Incentives When Employees Make Joint Effort and Misreporting Decisions. *Behavioral Research in Accounting*, 38 (1): 101-123, <https://doi.org/10.2308/BRIA-2023-034>

Durney, M.T., J. A. Johnson, R. K. Sinha, and D. Young. 2025. CEO (In)Activism and Investor Decisions. *Contemporary Accounting Research*, 42 (1): 525-552, <http://doi.org/10.1111/1911-3846.13004>

- Covered by the [Iowa Capital Dispatch](#) (January 9, 2025)

- Covered by the [Des Moines Register](#) (January 11, 2025)
- Cited by [CNBC](#) (January 28, 2026)

Johnson, J. A., K. Kelly, and W. Olczak. 2025. Is More Always Better? An Experimental Examination of the Effects of Feedback Frequency, Growth Mindset, and Narcissistic Oversensitivity on Performance Accuracy. *Contemporary Accounting Research*, 42 (1): 418-445, <https://doi.org/10.1111/1911-3846.13005>

Johnson, J. A., J. Theis, A. Vitalis, and D. Young. 2023. Greenhouse Gas Emissions Disclosures: A Look Back and a Look Forward. *Accounting in a Sustainable World Quarterly*, 1 (4): 133-140. [Link](#)

Johnson, J. A., J. Theis, A. Vitalis, and D. Young. 2022. Your Emissions or Mine? Examining How Emissions Management Strategies, ESG Performance, and Targets Impact Investor Perceptions. *Journal of Sustainable Finance & Investment*, 15 (4): 1021-1039 <https://doi.org/10.1080/20430795.2022.2140571>

Johnson, J. A., P. R. Martin, B. Stikeleather, and D. Young. 2022. Investigating the Interactive Effects of Prosocial Actions, Construal, and Moral Identity on the Extent of Employee Reporting Dishonesty. *Journal of Business Ethics*, 181 (3): 721-743, <https://doi.org/10.1007/s10551-021-04915-z>

Johnson, J. A., J. Theis, A. Vitalis, and D. Young. 2020. The Influence of Firms' Emissions Management Strategy Disclosures on Investors' Valuation Judgments. *Contemporary Accounting Research*, 37 (2): 642-664, <https://doi.org/10.1111/1911-3846.12545>

- Cited by the European Parliament's Economic and Monetary Affairs (ECON) Committee study titled [“The role of non-financial performance indicators and integrated reporting in achieving sustainable value creation”](#)
- Cited by ICAS's 2025 project on [Climate Change Reporting](#)

Baudot, L., J. A. Johnson, A. Roberts, and R. W. Roberts. 2020. Is Corporate Tax Aggressiveness a Reputation Threat? Corporate Accountability, Corporate Social Responsibility, and Corporate Tax Behavior. *Journal of Business Ethics*, 163: 197-215, <https://doi.org/10.1007/s10551-019-04227-3>

Johnson, J. A., S. G. Sutton, and J. C. Theis. 2020. Prioritizing Sustainability Issues: Insights from Corporate Managers about Key Decision-Makers, Reporting Models, and Stakeholder Communications. *Accounting and the Public Interest*, 20 (1): 28-60, <https://doi.org/10.2308/API-19-018>

Johnson, J. A. 2019. The Influence of Performance Reporting Attributes on Managers' Capital Allocation Decisions: An Examination of Reporting Audience and Location. *Journal of Financial Reporting*, 4 (1): 117-139, <https://doi.org/10.2308/jfir-52430>

Hales, J., and J. Johnson. 2015. Sustainability: What Is It and Why Should Accountants Care? *The CPA Journal*, 85 (4): 12-13.

Working Papers

“Budget Induced SG&A Cost Stickiness” with Scott Jackson and Aaron Zimbelman

“The Politics of Climate Change in Accounting Disclosures: Evidence from Juror Judgments” with Mike Durney and Rick Warne

“Doing Good or Mitigating Bad? How Sustainability Fund Disclosure Frames Influence Nonprofessional Investors” with Clark Hampton and Robin Roberts

“Now You’re Speaking My Language!(?) An Examination of Carbon Pricing and its Influence on Managers’ Investment Decisions” with Conner Blake and Patrick Martin

- Won best paper award at the 2026 AAA Public Interest, Ethics, and Sustainability Section Midyear Meeting (Durham, NH)

“How socially responsible investment (SRI) funds’ investment selection criteria attract and retain retail investors’ capital” with Bryan Stikeleather and Donnie Young

Projects in Progress

“Scope Shifting: Investor Reactions to Firm Outsourcing of Greenhouse Gas Emissions” with Angie Fairchild, Jochen Theis, Adam Vitalis, and Donnie Young (*data collection stage*)

“Users’ Materiality Assessments of Emissions Intensity Ratios: Initial Evidence” with Ryan Guggenmos (*research design stage*)

“Looking Good While Doing Bad: The Impact of Shareholder versus Stakeholder Orientations on Perceptions of Competence and Trustworthiness in the Presence of Fraud” with Scott Jackson, Jesse Robertson, and Jeremy Vinson (*research design stage*)

Blog Posts

Durney, M. T., J. A. Johnson, R. K. Sinha, and D. Young. 2020. How Investors Respond to CEO (In)Activism. Published July 10. Retrieved from [Bluesky Blog](#)

Public Comment Letters

Durney, M. T., J. A. Johnson, and R. C. Warne. Response to SEC Invitation to Comment: The Enhancement and Standardization of Climate-Related Disclosures for Investors (Release No. 33-11042). *Submitted to SEC* on October 26, 2022.

SCHOLARLY PRESENTATIONS

2026

- Presented “How socially responsible investment (SRI) funds’ investment selection criteria attract and retain retail investors’ capital” at the European Network for Experimental Accounting Research (Bern, Switzerland)
- Presented “Now You’re Speaking My Language! (?) An Examination of Shadow Carbon Pricing and its Influence on Managers’ Investment Decisions” at the University of South Carolina

2025

- Presented “How socially responsible investment (SRI) funds’ investment selection criteria attract and retain retail investors’ capital” at the Brigham Young University Symposium
- Presented “Doing Good or Mitigating Bad? How Sustainability Fund Disclosure Frames Influence Nonprofessional Investors” at the European Accounting Association Annual Congress (Rome, Italy)

2024

- Presented “Doing Good or Mitigating Bad? How Sustainability Fund Disclosure Frames Influence Retail Investors” at the American Accounting Association – Accounting Behavior and Organizations Midyear Meeting
- Presented “Now You’re Speaking My Language! (?) An Examination of Shadow Carbon Pricing and its Influence on Managers’ Investment Decisions” at the Brigham Young University Symposium
- Presented “Doing Good or Mitigating Bad? How Sustainability Fund Disclosure Frames Influence Retail Investors” at Southern Denmark University

2023

- Coauthor presented “Is More Always Better? An Experimental Examination of the Effects of Feedback Frequency, Growth Mindset, and Narcissistic Oversensitivity on Performance” at the University of Massachusetts-Amherst
- Presented “The Politics of Climate Change in Accounting Disclosures: Evidence from Juror Judgments” at the Sustainability, ESG, and Accounting Meeting
- Presented “The Politics of Climate Change in Accounting Disclosures: Evidence from Juror Judgments” at the Financial Accounting and Reporting Section Mid-Year Meeting

2022

- Presented “CEO (In)Activism and Investor Decisions” at the University of Nevada Las Vegas
- Presented “The Politics of Climate Change in Accounting Disclosures: Evidence from Juror Judgments” at the Florida Behavioral Accounting Research Symposium
- Presented “CEO (In)Activism and Investor Decisions” at the University of South Carolina
- Presented “The Politics of Climate Change in Accounting Disclosures: Evidence from Juror Judgments” at the Brigham Young University Accounting Symposium
- Presented “Greenhouse Gas Emissions and Disclosures: Insights and Questions” at the CARE Conference, Accountability in a Sustainable World

2021

- Presented “The Effect of Charitable Prosocial Contracts versus Cash Contracts on Employee Effort and Misreporting” at the Management Accounting Section Mid-Year Meeting

2020

- Co-author, Jochen Theis, presented “Prioritizing Sustainability Issues: Insights from Corporate Managers” to the consulting firm Hildebrandt & Brandi
- Presented “CEO (In)Activism and Investor Decisions” at the University of Central Florida
- Co-author, Rosh Sinha, presented “CEO (In)Activism and Investor Decisions” at the University of Massachusetts – Amherst
- Co-author, Rosh Sinha, presented “CEO (In)Activism and Investor Decisions” at the Accounting, Behavior, and Organizations Mid-Year Meeting
- Co-author, Mike Durney, presented “CEO (In)Activism and Investor Decisions” at the Brigham Young University Accounting Symposium
- Co-author, Adam Vitalis, presented “Your Emissions or Mine? Examining How Emissions Management Strategies, CSR Performance, and Targets Attract Equity Capital” at the East Coast Behavioral Accounting Workshop
- Co-author, Rosh Sinha, presented “CEO (In)Activism and Investor Decisions” at a Cornell University PhD student brownbag workshop

2019

- Presented “The Effect of Prosocial Rewards on Employee Effort and Misreporting” at the Brigham Young University Accounting Research Symposium
- Co-author, Khim Kelly, presented “Is More Always Better? An Experimental Examination of the Effects of Feedback Frequency, Reward Frequency, and Narcissism on Effort Persistence” at Monash University
- Co-author, Khim Kelly, presented “Is More Always Better? An Experimental Examination of the Effects of Feedback Frequency, Reward Frequency, and Narcissism on Effort Persistence” at Maastricht University
- Co-author, Khim Kelly, presented “Is More Always Better? An Experimental Examination of the Effects of Feedback Frequency, Reward Frequency, and Narcissism on Effort Persistence” at the University of Amsterdam

2018

- Presented “The Effect of Prosocial Rewards on Employee Effort and Misreporting” at the Florida Accounting Behavioral Research Symposium
- Co-author, Donnie Young, presented “The Influence of Firms’ Emissions Management Strategy Disclosures on Investors’ Valuation Judgments” at the American Accounting Association – Accounting Behavior and Organizations Midyear Meeting
- Presented “Doing Good or Mitigating Bad? How Corporate Social Responsibility Disclosure Language Influences Investors’ Judgments” at the American Accounting Association – Accounting Behavior and Organizations Midyear Meeting
- Presented “Prosocial Rewards and Employee Misreporting” at the Brigham Young University Accounting Research Symposium

- Presented “Doing Good or Mitigating Bad? How Corporate Social Responsibility Disclosure Language Influences Investors’ Judgments” at the University of Rhode Island invited workshop
- Presented “Determining Sustainability Materiality: Insights from Corporate Professionals” at the American Accounting Association – Public Interest Midyear Meeting
- Presented “Doing Good or Mitigating Bad? How Corporate Social Responsibility Disclosure Language Influences Investors’ Judgments” to the University of Central Florida Psychology department

2017

- Presented “Determining Sustainability Materiality: Insights from Corporate Professionals” at the Florida Accounting Behavioral Research Symposium
- Presented “Doing Good or Mitigating Bad? How Corporate Social Responsibility Disclosure Language Influences Investors’ Judgments” at the Brigham Young University Accounting Research Symposium
- Presented “How CSR Spills Over to Influence Managers’ Ethical Behavior: An Experimental Investigation” at the American Accounting Association – Public Interest Midyear Meeting
- Co-author, Donnie Young, presented “The Influence of Firms’ Emissions Management Strategy Disclosures on Investors’ Valuation Judgments” at Indiana University

2016

- Co-author, Robin Roberts presented “Is Corporate Tax Aggressiveness a Reputation Threat? Corporate Accountability, Corporate Social Responsibility, and Corporate Tax Behavior” at the 2016 NYU/Oxford Corporate Affairs, Accountability, and Reputation Workshop
- Presented “Managerial Optimism and Real Earnings Management” at the Brigham Young University Accounting Research Symposium
- Presented “Doing Good or Mitigating Bad? How Corporate Social Responsibility Disclosure Language Influences Investors’ Judgments” at the University of Central Florida
- Presented “The Influence of Performance Reporting Attributes on Managers’ Capital Allocation Decisions: An Examination of Reporting Audience and Location” at the American Accounting Association – Annual Meeting
- Presented “Managerial Optimism and Real Earnings Management” at the University of Central Florida

2015

- Presented “The Influence of Performance Reporting Attributes on Managers’ Capital Allocation Decisions: An Examination of Reporting Audience and Location” at the University of Central Florida
- Presented “The Influence of Performance Reporting Attributes on Managers’ Capital Allocation Decisions: An Examination of Reporting Audience and Location” at the University of Massachusetts, Amherst
- Presented “The Influence of Performance Reporting Attributes on Managers’ Capital Allocation Decisions: An Examination of Reporting Audience and Location” at the University of Alberta

- Presented “The Influence of Performance Reporting Attributes on Managers’ Capital Allocation Decisions: An Examination of Reporting Audience and Location” at Florida Atlantic University

ATTENDANCE AT PROFESSIONAL MEETINGS AND CONFERENCES

2026

- Managerial Accounting Section (MAS) Mid-Year Meeting; Nashville, TN

2025

- Accounting Behavior and Organizations (ABO) Mid-Year Meeting; Indianapolis, IN
- Brigham Young University Accounting Research Symposium; Provo, UT
- European Accounting Association Annual Congress; Rome, Italy
- Palmetto Symposium; University of South Carolina; Columbia, SC
- European Accounting Association Sustainability Reporting Standards Education Workshop; Frankfurt, Germany

2024

- Accounting Behavior and Organizations Mid-Year Meeting; Montreal, QC
- Brigham Young University Accounting Research Symposium; Provo, UT
- American Accounting Association Sustainability, ESG, and Accounting Conference; Washington DC

2023

- Palmetto Symposium; University of South Carolina; Columbia, SC
- American Accounting Association Sustainability, ESG, and Accounting Conference; Washington DC
- Financial Accounting and Reporting (FARS) Mid-Year Meeting; Phoenix, AZ

2022

- Florida Behavioral Accounting Research Symposium; Tampa, FL
- Brigham Young University Accounting Research Symposium; Provo, UT
- CARE Conference, Accountability in a Sustainable World; Online
- American Accounting Association Annual Meeting; San Diego, CA
- Deloitte Foundation FSA Faculty Consortium; Deloitte University, Westlake, TX

2020

- Contemporary Accounting Research Conference; Virtual
- University of Toronto Professional Accounting Center Future Conference; Virtual
- Brigham Young University Accounting Research Symposium; Virtual
- Florida Behavioral Accounting Research Symposium; Virtual

2019

- Brigham Young University Accounting Research Symposium; Provo, UT
- Management Accounting Section (MAS) Mid-Year Meeting; Ft. Lauderdale, FL

2018

- Florida Accounting Behavioral Research Symposium
- Accounting Behavior and Organizations Mid-Year Meeting; Phoenix, AZ
- Brigham Young University Accounting Research Symposium; Provo, UT
- Deloitte Foundation FSA Faculty Consortium; Deloitte University, Westlake, TX

- Public Interest Mid-Year Meeting; Chicago, IL
- Financial Accounting and Reporting (FARS) Mid-Year Meeting; Austin, TX
- 2017
 - Brigham Young University Accounting Research Symposium; Provo, UT
 - Public Interest Mid-Year Meeting; Washington DC
 - Financial Accounting and Reporting (FARS) Mid-Year Meeting; Charlotte NC
- 2016
 - Brigham Young University Accounting Research Symposium; Provo, UT
 - American Accounting Association Annual Meeting; New York, NY
 - New Faculty Consortium sponsored by the AAA; Leesburg, VA
- 2015
 - Florida Accounting Symposium; Gainesville, FL
- 2014
 - Accounting PhD Rookie Recruiting and Research Camp; Miami, FL
 - Financial Accounting Standards Board's Doctoral Student Program; Norwalk, CT
 - Chapman University Nineteenth Annual Visiting Graduate Student Workshop in Experimental Economics; Orange, CA
 - Accounting, Behavior, and Organizations (ABO) Mid-Year Meeting and Doctoral Consortium; Philadelphia, PA
 - Brigham Young University Accounting Research Symposium; Provo, UT
 - American Accounting Association Annual Meeting; Atlanta, GA
 - Southeast Summer Accounting Research Conference; Atlanta, GA
- 2013
 - AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium; Tahoe City, CA
 - Accounting, Behavior, and Organizations (ABO) Mid-Year Meeting and Doctoral Consortium; San Diego, CA
 - Brigham Young University Accounting Research Symposium; Provo, UT
 - Southeast Summer Accounting Research Conference; Atlanta, GA
- 2012
 - Accounting, Behavior, and Organizations (ABO) Mid-Year Meeting and Doctoral Consortium; Atlanta, GA
 - Brigham Young University Accounting Research Symposium; Provo, UT
 - Southeast Summer Accounting Research Conference; Atlanta, GA
- 2011
 - Accounting, Behavior, and Organizations (ABO) Mid-Year Meeting and Doctoral Consortium; Kansas City, MO
- 2010
 - Accounting, Behavior, and Organizations (ABO) Mid-Year Meeting and Doctoral Consortium; Denver CO

HONORS AND FELLOWSHIPS

2026 AAA Public Interest, Ethics, and Sustainability Section Midyear Meeting (Durham, NH) – received best paper award for “Now You’re Speaking My Language! (?) An Examination of Carbon Pricing and its Influence on Managers’ Investment Decisions”

2025 Dean's Fellow – Darla Moore School of Business, University of South Carolina

2025 Faculty Fellow – Center for Sustainable Growth, Darla Moore School of Business, University of South Carolina

2025 Cramer Fellow – Darla Moore School of Business, University of South Carolina

2024 Faculty Fellow – Center for Sustainable Growth, Darla Moore School of Business, University of South Carolina

2024 Cramer Fellow – Darla Moore School of Business, University of South Carolina

2023 Cramer Fellow – Darla Moore School of Business, University of South Carolina

2023 Professor of the Year – Dixon School of Accounting, University of Central Florida

2018 Public Interest Midyear Meeting – received best paper award for “Prioritizing Sustainability Issues: Insights from Corporate Managers”

2017 Public Interest Midyear Meeting – received best paper by an early scholar for “How Key Aspects of the Social Responsibility Reporting Process Affect Managers’ Unethical Behavior: The Role of Moral Identity”

2013 AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow

PROFESSIONAL SERVICE

Ad Hoc Journal Reviews

- Accounting Forum – 2019, 2020, 2021, 2024
- Accounting Horizons – 2015
- Accounting, Organizations and Society – 2023, 2024, 2025, 2026
- Auditing: A Journal of Practice and Theory – 2015, 2024
- Behavioral Research in Accounting – 2015, 2018, 2019, 2022, 2023
- Contemporary Accounting Research – 2017, 2018, 2019, 2020, 2021, 2024, 2025, 2026
- European Accounting Review – 2020, 2022
- Journal of Behavioral Finance – 2015
- Journal of Business Ethics – 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2026
- Management Accounting Research – 2020, 2025
- Management Science – 2024, 2025, 2026
- The Accounting Review – 2021, 2024, 2025

Conference Reviews/Discussions

- American Accounting Association (AAA) Annual Meeting – 2016, 2026

- Accounting Behavior and Organizations (ABO) Mid-Year Meeting – 2011, 2012, 2013, 2014, 2016, 2017, 2018, 2024
- Brigham Young University Accounting Research Symposium – 2012, 2013, 2014, 2016, 2017, 2018, 2019, 2020, 2024
- Canadian Academic Accounting Association (CAAA) Annual Meeting – 2020
- European Network for Experimental Accounting Research (ENEAR) – 2026
- Financial Accounting and Reporting Section (FARS) Mid-Year Meeting – 2019, 2024
- Management Accounting Section (MAS) Mid-Year Meeting – 2021
- Public Interest Mid-Year Meeting – 2017, 2018
- Research Symposium on Taxes, Transparency, and Social Responsibility – 2019
- AAA Sustainability, ESG, and Accounting Conference – 2023

Honors Thesis Supervision

- Allison Philpot, Undergraduate, University of South Carolina – 2026 (second reader)
- Courtney Anderson, Undergraduate, University of South Carolina – 2024/2025 (co-director with Susan Brinson)
- Gloria Estein, Undergraduate, University of South Carolina – 2024/2025 (second reader)

Independent Study Sponsorship

- Luke Avant, Undergraduate, University of South Carolina – 2024

PROFESSIONAL QUALIFICATIONS

Passed the CPA Exam