# Brian Williams Abridged CV: September 2026

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## Administrative Leadership Experience

2024 – Present: **Inaugural Faculty Chair: virtual Advanced Business Technologies Department**, Kelley School of Business, Indiana University

Key Accomplishments and Responsibilities:

- **Founder and Faculty Chair of the virtual Advanced Business Technologies Department (vABT), an interdisciplinary unit that has grown to have 100+ Kelley School faculty across 10 academic areas,** driving innovation and collaboration in generative AI and advanced business technologies across all programs and departments.
- **Developer and lead Instructor of GenAI 101, IU's skills-based Generative AI Course for current students, faculty, staff, and alumni at all IU Campuses.** The course has received national recognition for its innovative skills-based curriculum and approach focusing on foundational prompt engineering, GenAI as a thought partner, and GenAI as a productivity amplifier.
- **Developer and lead professor for X101 and X201, AI Skills courses required for every business student.** X101 is a credit-bearing, revamped, and expanded version of GenAI 101. X201: AI Skills in Business builds on X101 to build more advanced and business specific skills.
- **Spearheaded the creation and implementation of Kelley-GPT, one of the first business-school specific LLMs in higher education.** Kelley-GPT enables innovative faculty research with protected data and customizable model parameters, also serving to empower faculty to conduct hands-on teaching with generative AI, and in streamlining administrative activities.
- **Launched the inaugural Kelley Prompt-a-Thon, the first skills-based generative AI competition of its kind in business education**. The April 2025 event featured student teams across the undergraduate, graduate, and doctoral levels, establishing a blueprint for experiential generative AI learning at scale.
- **Pioneered and developed the Kelley School's first four generative AI focused courses**. My roles ranged from sole course creation and instruction to leading collaborative development and teaching teams of up to 10 faculty across multiple academic areas. These courses received overwhelmingly positive participant feedback and established a scalable model for skills-based, hands-on generative AI instruction in business education.

## Honors and Awards

- **Recipient, AnalytixIN AI Transformation Award** (with Anne Leftwich for GenAI 101/AI Education)
- **Named as one of the Top 50 Undergraduate Business School Professors by Poets and Quants (2024**)
- **American Taxation Association Manuscript Award for Significant Contribution to the Tax Literature**, for "Is Tax Avoidance Related to Firm Risk?", published with David Guenther and Steve Matsunaga (2019)
- **Journal of the American Taxation Association Outstanding Manuscript Award** for "Why Pay Our Fair Share? How Perceived Influence Over Laws Affects Tax Evasion?", published with Paul Mason and Steve Utke (2020)
- **Recipient – Kelley School of Business Service Award (2026)**
  - For work on AI Initiatives at Kelley and IU broadly
- **Recipient – Indiana University Innovative Teaching Award (2022)**
  - Received jointly with Jeff McMullin for developing a new accounting analytics course

and implementing analytics throughout the IU accounting curriculum

- **Recipient – Indiana University Sauvain Undergraduate Teaching Award (2021)**
- **Recipient – Indiana University Trustees Teaching Award (2022, 2017)**
- **Nominee – Indiana University Sauvain Undergraduate Teaching Award (2020, 2019)**

## Teaching

Teaching Awards:

- Named one of the Top 50 Undergraduate Business School Professors (Worldwide) by Poets and Quants (2024)
- Sauvian Undergraduate Teaching Award (2020-2021)
- Innovative Teaching Award (2021-2022)
    - Received jointly with Jeff McMullin for our work in developing a new accounting analytics course and implementing analytics into the accounting curriculum
- Trustees Teaching Award Recipient (2022, 2017)

Selected Classes Taught:

- GenAI 101 (Institution Wide Course for all IU Campuses: All IU Students automatically enrolled, Faculty and Staff can voluntarily enroll)
- X101: GenAI 101 – Required Course for Business Students (Scheduled Fall 2026)
- X201: AI Skills in Business - Required Course for Business Students (Scheduled Spring 2027)
- Introduction to Generative AI in Business (X-155 – Undergraduate, Course Coordinator)
- Introduction to Generative AI for Business Leaders (X-575 – Online MBA)
- Introduction to Generative AI for Business Leaders (X-507 – FTMBA Intensive)
- Generative AI for Business Leaders (Kelley Direct MBA Alumni Course)
- Basic Accounting Skills (A-100)
- Communicating Accounting Analytics (A-355, A-314)
- Introduction to Financial Accounting (A-229)
- Taxes and Decision Making (A-329)

Selected Panels and Seminars:

- Research in the Age of AI (Nvidia + Google Event 2026)
- Artificial Intelligence – Opportunities and Challenges in Research and Teaching (American Taxation Association Doctoral Consortium 2024)
- Responsible Use of AI (Kelley School of Business 2024)
- Generative AI in Accounting (Kelley School of Business 2024)

## Publications

**Please Note – In accounting it is standard to order co-authors alphabetically.**

Mullaney, Michele., Stomberg, Bridget., and Williams, Brian. Forthcoming. Financial Statement Audits of Private Firms and IRS Enforcement Outcomes. The Accounting Review

Merkley, Ken., Pacelli, Joseph., Piorkowski, Mark., and Williams Brian. 2024. Crypto-Influencers. *Review of Accounting Studies.* Forthcoming. [*Review of Accounting Studies Conference Paper*]

Hutchens, Michelle., Rego, Sonja., and Williams, Brian. 2024. Tax Avoidance and Firm Risk: New Insights from a Latent Class Mixture Model. *The Accounting Review.* 99 (1). 285-313.

Hutchens, Michelle., Rego, Sonja., and Williams, Brian. 2024. The Impact of Standard Setting on Individual Investors: Evidence from SFAS 109. *Review of Accounting Studies.*

Guenther, Dave. Peterson, Kyle, Searcy, Jake, and Williams, Brian. 2023. How Useful are Tax

Disclosures in Predicting Effective Tax Rates? A Machine Learning Approach. *The Accounting Review.* 98 (5). 297-322.

De Simone, L. Stomberg, B., and Williams, B. 2023. Does Tax Enforcement Disparately Affect Domestic versus Multinational Corporations around the World? *Contemporary Accounting Research.* 40 (4). 2816-2845

Miller, Brian., Sheneman, Amy., and Williams, Brian. 2022. The Impact of Control Systems On Corporate Innovation. *Contemporary Accounting Research.* 39 (2). 1425-1454.

Schwab, Casey., Stomberg, Bridget., and Williams, Brian. 2022. Effective Tax Planning [A Data Envelopment Analysis Approach]. *The Accounting Review.* 97 (1) 413-437

Mason, Paul., and Williams, Brian. 2022. Does IRS Monitoring Deter Managers From Committing Accounting Fraud? *Journal of the Accounting, Auditing, and Finance.* 37 (3). 700-722.

Williams, Brady., and Williams, Brian. 2021. Real effects of financial reporting on innovation: Evidence from tax law and accounting standards. *The Accounting Review.* 96 (6). 397-425.

Holzman, Eric., Miller, Brian., and Williams, Brian. 2021. The Local Spillover Effect of Corporate Accounting Misconduct: Evidence from City Crime Rates. *Contemporary Accounting Research.* 38. (3). 1542-1580.

Guenther, Dave., Krull, Linda, and Williams, Brian. 2021. Identifying Various Types of Tax Avoidance: Implications for Empirical Research. *Journal of the American Taxation Association.* 43 (1) 27-50.

Guenther, Dave., Njoroge, Ken., and Williams, Brian. 2020. Allocation of Internal Cash Flow When Firms Pay Less Tax. *The Accounting Review.* 95 (5): 185-210.

Mason, Paul., Utke, Steve., and Williams, Brian. 2020. Why Pay Our Fair Share? How Perceived Influence Over Laws Affects Tax Evasion? *Journal of the American Taxation Association* 42 (1): 133–156.

- Recipient of the 2020 JATA Outstanding Manuscript Award

Guenther, Dave., Matsunaga, Steve., and Williams, Brian. 2017. Is Tax Avoidance Related to Firm Risk?, *The Accounting Review.* 92 (1): 115-136.

- Recipient of the 2019 American Taxation Association Manuscript Award for Significant Contribution to the Tax Literature

Davis, Angela., Guenther, Dave., Krull, Linda., and Williams, Brian. 2016. Do Socially Responsible Firms Pay More Tax?, *The Accounting Review.* 91 (1): 47-68.

**Working Papers**

Rosanzski, Abigail., Williams, Brian., and Wilson, Ryan. 2026. Beyond Havens: The Association between U.S. Multinationals' Tax Burdens and their Network of Global Operations

Rego, Sonja., Xia, Junwei., Williams, Brian., and Wilson, Ryan. 2026. Types of Tax Avoiders: An Unsupervised Machine Learning Approach

Liu, Betty., Moss, Austin., Volant, D., and Williams, Brian 2026. Virtual Economies and Transaction Taxes

Harré, Simon; Merkley, Kenneth; Miller, Brian; Williams, Brian. 2026. Fundamentals in Cryptocurrency valuation: Evidence from DeFi Markets

Kartapanis, Antonis., Merkley, Ken., and Williams, Brian. 2026. Crypto Asset Markets and SEC Enforcement Actions.

De Simon, Lisa., Kroeger, Kaitlyn, Stomberg, Bridget., and Williams, Brian. 2026. Political Advertisements and Personal Income Tax Compliance.

De Simone, Lisa., Stomberg, Bridget., and Williams, Brian. 2026. How Does Tax Enforcement Impact Tax Rates Globally? An Explainable AI Approach.

Daugherty, Katie., Stomberg, Bridget, and Williams, Brian. 2026. Do tax regulations reduce uncertainty? Evidence from Transfer Pricing Regulations.

Beardsley, Erik., Huang, Youkun., Richter, Stefan., and Williams, Brian. 2026 Voluntary Tax Forecasts as a Signal of Firm Performance.

Mullaney, Michele., Stomberg, Bridget., and Williams, Brian. 2026. Spillover Benefits of Financial Statement Audits: Evidence from IRS Enforcement Outcomes

**Selected National Service Activities**

Ad-hoc Editor, Contemporary Accounting Research, 2024-Present
Editorial Board, The Accounting Review 2021-Present
Editorial Board, Contemporary Accounting Research, 2023-Present
Board of Trustees, American Taxation Association, 2025-Present
Editorial Board, Journal of the American Taxation Association 2020-2023
Member, 2024-2025 American Taxation Association Publications Committee 2024-2025
Chair, ATA Research Resources and Methodologies Committee 2021-2022
Vice Chair, ATA Research Resources and Methodologies Committee 2020-2021

**Selected University Service Activities**

Chair, Virtual Advanced Business Technologies Department, Kelley School of Business 2024-Present
Member, IU-Bloomington Quantum Degree Committee 2026-Present
Member, IU AI Faculty Steering Committee, 2025-Present
Member, Kelley School of Business Teaching and Service Awards Steering Committee 2024-2025
Chair, Kelley School of Business Teaching and Service Excellence Committee, 2022-2023
Co-Chair and Member, Data Analytics Task Force, Indiana University Accounting Department, 2020-2023
Member, Kelley School of Business Jellison Studios Steering Committee, 2022-2023

**Doctoral Dissertation Committees**

Katie Daugherty, Indiana University, In Progress, Committee Member
Simon Harré, Indiana University, In Progress, Committee Member
Abigail Rozanski, Texas A&M University, In Progress, Committee Member
Brian Grant, Indiana University, 2024, Committee Member
Stefan Richter, Indiana University, 2023, Committee Member

**Academic and Professional Positions Held**

2024 – Present: Inaugural Faculty Chair: Virtual Advanced Business Technologies Department, Kelley School of Business, Indiana University
2025 – Present: Sam Frumer Professor of Accounting, Kelley School of Business, Indiana University
2024 – Present: Professor, Kelley School of Business, Indiana University
2024 – 2025: Fettig/Whirlpool Faculty Fellow, Kelley School of Business, Indiana University
2023 – 2024: Professor, Mays Business School, Texas A&M University
2015 – 2023: Assistant Professor [2015-2022] and Associate Professor [2022-2023], Kelley School of Business, Indiana University
2010 – 2015: Instructor and Research Assistant, Lundquist College of Business, University of Oregon
2009: Deloitte and Touche, Tax Staff (Intern)

**Education**

University of Oregon, Accounting, Ph.D., 2015
Texas A&M University, Accounting, M.S., 2010
Texas A&M University, Accounting, B.B.A, 2010

**Invited Research Presentations and Discussions (P = Presentation, PA = Panelist, D = Discussant)**

2026, Research in the Age of AI (Nvidia + Google Event) (PA)
2024, Central Texas Tax Symposium
2024, American Taxation Association Midyear Meeting – (P)
2024, American Taxation Association Doctoral Consortium – (P) "Artificial Intelligence – Opportunities and Challenges in Research and the Classroom"
2023, University of Notre Dame (P)
2023, Texas A&M University (P)
2021, University of North Texas (P)
2021, University of Texas – San Antonio (P – Virtual)
2020, American Taxation Association Midyear Meeting (D)
2020, Swiss Accounting Research Alpine Camp (P)
2020, Auditing Midyear Meeting (P)
2019, Duke University (P)
2019, Baylor University (P)
2019, Virginia Tech University (P)
2019, ATA Midyear Meeting – JATA Conference (P)
2018, University of North Carolina Tax Symposium (P)
2018, ATA Midyear Meeting (P)
2017, Indiana University (P)
2017, AAA Annual Meeting (P)
2017, European Institute for Advanced Studies in Management Conference on Current Research in Taxation (P, D)
2017, ATA Midyear Meeting (D)
2016, ATA Midyear Meeting (D)
2015, University of Notre Dame (P)
2015, Indiana University (P)
2015, Florida State University (P)
2015, University of Kansas (P)
2015, Baylor University (P)
2015, University of Connecticut (P)

2015, University of Oregon (P)
2014, Accounting PhD Rookie Recruiting and Research Camp (P)
2013, University of British Columbia, Oregon, Washington Conference (P)
2013, AAA Annual Meeting (P, D)

**Media References**

Inside Higher Ed. August 2026. With AI Requirements and Courses, Colleges Eye AI Fluency

Indiana Business Journal. May 2026. 2026 Innovation Issue: How an expert on AI uses the technology in the classroom

Poets and Quants: Meet Crimson, Indiana Kelley's AI Co-Teacher For The Largest GenAI Course In Higher Ed

Inside Higher Ed. August 2025. Indiana U to Launch GenAI 101 Course for Students, Staff. https://www.insidehighered.com/news/student-success/academic-life/2025/08/13/college-creates-101-course-gen-ai-students-faculty?

Poets & Quants For Undergrads. 2024 Best Undergraduate Professors. Poets&Quants For Undergrads - 2024 Best Undergraduate Professors: Brian Williams, Indiana University Kelley School of Business

Harvard Business Review. September-October 2019. Idea Watch: Corporate Contagion. In print, Page 26)
University of North Carolina Tax Center Write-off Blog. August 2019 https://tax.unc.edu/index.php/news-media/how-do-individual-investors-think-about-corporate-taxes/

Columbia Law School's Blog on Corporations and The Capital Markets: October 2018. http://clsbluesky.law.columbia.edu/2018/10/05/the-local-spillover-effect-of-corporate-accounting-misconduct/

CFO.com: January 2017. http://ww2.cfo.com/tax/2017/01/tax-rates-excess-risk-study/

Accounting Today: January 2017. http://www.accountingtoday.com/news/corporate-tax-avoidance-not-a-sign-of-risky-management

Accounting Web: January 2017. http://www.accountingweb.com/tax/business-tax/are-low-taxes-a-sign-of-risky-business-management

CPA Practice Advisor: January 2017. http://www.cpapracticeadvisor.com/news/12293400/is-tax-avoidance-related-to-business-risk

The Economist: December 2015. http://www.economist.com/news/business-and-finance/21684770-social-saints-fiscal-fiends-opinions-vary-whether-firms-can-be-socially-responsible

Business Insider: December 2015. http://www.businessinsider.com/socially-responsible-companies-tend-to-pay-less-taxes-2015-12

CFO.com: December 2015. http://ww2.cfo.com/tax/2015/12/socially-responsible-companies-pay-lower-taxes-csr/

TaxProf Blog: December 2015. http://taxprof.typepad.com/taxprof_blog/2015/12/-socially-responsible-firms-pay-less-taxes.html

Accounting Today: December 2015. http://www.accountingtoday.com/news/tax-practice/socially-responsible-companies-avoid-paying-taxes-76695-1.html

TaxProf Blog: October 2012. http://taxprof.typepad.com/taxprof_blog/2012/10/corporate-tax.html