

CHUCHU LIANG

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ACADEMIC APPOINTMENT

University of California - Irvine, The Paul Merage School of Business
Assistant Professor, July 2018 - present

EDUCATION

Cornell University, Samuel Curtis Johnson Graduate School of Management
Ph.D., Accounting, 2018; M.S., Accounting, 2017

Tsinghua University, School of Economics and Management
M.PAcc., 2013; B.S., Information Systems and Management, 2011

RESEARCH

Publication

1. “The Effect of Major Customer Concentration on Firm Profitability: Competitive or Collaborative?”, with Kai Wai Hui and P. Eric Yeung, *Review of Accounting Studies* 24 (2019): 189-229
2. “Advertising Rivalry and Discretionary Disclosure”, *Journal of Accounting and Economics*, forthcoming
 - Best Paper Award at 2019 MIT Asia Conference in Accounting

Working Papers

- [WP.1] “Corporate ESG Sentiment and Employee Turnover”, with Ming Leung, Ben Lourie and Chenqi Zhu
- Conferences: 2021 Academy of Management Annual Meeting
- [WP.2] “Too Much of a Good Thing? Administrative Support, Innovation, Employee Satisfaction, and Firm Performance”, with Ben Lourie, Alex Nekrasov, and Shijun (Tonni) Xia
- Conferences: 2021 American Accounting Association Annual Meeting, 2022 Hawaii Accounting Research Conference

[WP.3] “Does the Risk-Aversion of Accountants Matter? Female Rank-and-File Accounting Employees and Internal Control Quality”, with Ben Lourie, Alex Nekrasov and P. Eric Yeung

- Conferences: 2019 Academic Conference of the Auditing Committee of the Chinese Accounting Society, 2020 American Accounting Association Annual Meeting, 2021 Tel Aviv Accounting Conference, 2021 UCI/UCLA/USC/UCSD/UCR Joint Conference

[WP.4] “The Gender Position Gap and Firm Performance”, with Ben Lourie, Alex Nekrasov, and Terry Shevlin

- Conferences: 2021 American Accounting Association Annual Meeting, 2021 American Accounting Association Financial Reporting Section Midyear Meeting

[WP.5] “Voluntary Disclosure of Workforce Gender Diversity”, with Ben Lourie, Alex Nekrasov, and Il Sun Yoo

- Conferences: 2022 American Accounting Association Western Region Meeting, 2022 American Accounting Association Annual Meeting

[WP.6] “Market Reactions to Intangibles Surprises”, with P. Eric Yeung

- Conferences: 2017 American Accounting Association Financial Reporting Section Midyear Meeting, 2017 MIT Asia Conference in Accounting, 2017 American Accounting Association Annual Meeting, 2019 UCI/UCLA/USC/UCSD/UCR Joint Conference, 2021 CSU Fullerton Accounting Theory and Research Symposium

[WP.7] “Suppliers’ Public Relations Efforts and Trade Credit Provision”, with Jeffery Ng, Walid Saffar, and Hanzhong Shi

- Conferences: 2023 American Accounting Association Financial Reporting Section Midyear Meeting (roundtable session), 2023 JCAE Annual Symposium

TEACHING EXPERIENCE

University of California – Irvine, Paul Merage School of Business

Instructor:

- Intro to Data Analytics for Accounting (MPAc) (average student evaluation: 3.84/4), 2021- present; Financial Statement Analysis (Undergraduate and MFIN) (average student evaluation: 3.77/4), 2020- present; Principles of Accounting I (Undergraduate) (average student evaluation: 3.40/4), 2018-2020

Faculty Advisor: Capstone Project (MFIN), Summer 2021

Guest Lecturer:

- Capital Market Research Seminars (PhD), 2019, 2020
- Faculty-PhD Exchange Seminar, 2022

Cornell University, Samuel Curtis Johnson Graduate School of Management

Instructor: Financial Accounting (non-MBA graduate), Spring 2017, Spring 2016 (average student evaluation: 4.50/5)

CONFERENCE AND SEMINAR PRESENTATIONS

2023: American Accounting Association Financial Reporting Section Midyear Meeting, Haskayne and Fox Accounting Conference (scheduled), Rutgers Business School, Southern California Accounting Research Forum, The Journal of Contemporary Accounting & Economics (JCAE) Symposium, The Annual Conference on Pacific Basin Finance, Economics, Accounting, and Management (PBFEM) (scheduled), University of California – Irvine

2022: American Accounting Association Annual Meeting, The Hong Kong Polytechnic University, The University of Hong Kong (invited to present at their PhD seminar)

2021: American Accounting Association Annual Meeting, American Accounting Association Financial Reporting Section Midyear Meeting, California State University – Fullerton Accounting Theory and Research Symposium, Huazhong University of Science and Technology, National University of Singapore, University of California – Irvine, UCI/UCLA/USC/UCSD/UCR Joint Conference

2020: American Accounting Association Annual Meeting, University of California – Irvine

2019: American Accounting Association Financial Reporting Section Midyear Meeting, American Accounting Association Western Regional Meeting, MIT Asia Conference in Accounting, University of California – Irvine, UCI/UCLA/USC/UCSD/UCR Joint Conference

2018: American Accounting Association Annual Meeting, City University of Hong Kong, Nanyang Technological University, National University of Singapore, Singapore Management University, SUNY Binghamton, The Chinese University of Hong Kong – Shenzhen, The Hong Kong Polytechnic University, Tsinghua University, University of California – Irvine, University of Florida, University of Texas at Austin, University of Toronto

2016-2017: American Accounting Association Annual Meeting (2016, 2017), American Accounting Association Financial Reporting Section Midyear Meeting (2016, 2017), Cornell University (2016, 2017), MIT Asia Conference in Accounting (2016, 2017)

CONFERENCE PARTICIPATION

Conference Discussions

American Accounting Association Annual Meeting, 2022 (San Diego, CA), 2020 (virtual), 2016 (New York, NY), 2015 (Chicago, IL)

American Accounting Association Financial Reporting Section Midyear Meeting, 2023 (Phoenix, AZ)

American Accounting Association Western Regional Meeting, 2019 (Newport Beach, CA)

China International Conference in Finance, 2021 (virtual)

Hawaii Accounting Research Conference, 2023, Honolulu, HI

MIT Asia Conference in Accounting, 2017 (Hangzhou, China)
The Annual Conference on PBFEM, 2023 (scheduled in June 2023)

Other Invited Conference Participation

American Accounting Association New Faculty Consortium, 2019 (Leesburg, VA)
Contemporary Accounting Research Conference, 2021 (virtual), 2022 (virtual)
Cornell Financial Reporting Mini-Camp, 2019 (Ithaca, NY)
Review of Accounting Studies Conference, 2020 (virtual), 2021 (virtual)
UCI/UCLA/USC/UCSD/UCR Joint Conference, 2020 (Los Angeles, CA)

SERVICE

Ad-hoc Reviewer

Journals: *Management Science*, *International Review of Economics and Finance*, *Journal of Business Finance and Accounting*, *Journal of Contemporary Accounting & Economics*, and *Journal of International Accounting Research*, *China Journal of Accounting Research*
Conferences: American Accounting Association Annual Meeting, 2022, 2021, 2020, 2018, 2016, 2015. American Accounting Association Financial Reporting Section Midyear Meeting, 2023, 2022, 2021, 2019, 2018, 2016. American Accounting Association Western Regional Meeting, 2022, 2020, 2019. Academy of Management Annual Meeting, 2022. Hawaii Accounting Research Conference, 2023, 2021. MIT Asia Conference in Accounting, 2021, 2019. The Chinese Accounting Professors' Association of North America Conference, 2019.

University/School Service

Member of Academic Senate – Council on Equity and Inclusion, UC Irvine, AY 2021-2024
PhD Committee Member (Merage School of Business), UC Irvine, AY 2021-2022
Workshop Coordinator (Accounting area), UC Irvine, AY 2018-2020
PhD Admission Committee Member (Accounting area), UC Irvine, 2019, 2020, 2021
Assistant Professor Recruiting Committee Member (Accounting area), UC Irvine, 2019
Independent Study Advisor (Undergraduate, MPAC, PhD), UC Irvine, 2020-
Honor Thesis Advisor (Undergraduate), UC Irvine, 2021-
First-year Summer Paper Advisor (PhD), UC Irvine, 2022-

HONORS AND AWARDS

CORCL Research Grant, UC Irvine, AY 2019-2021, 2022-2023
MIT-Asia Conference in Accounting Best Paper Award, 2019
Bartholomew Family Ph.D. Scholarship, Cornell University, AY 2017-2018
Conference Travel Grants, Cornell University, AY 2015-2018
Doctoral Fellowship, Cornell University, AY 2013-2018