

# CHUCHU LIANG

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## ACADEMIC APPOINTMENT

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**University of California - Irvine, The Paul Merage School of Business**

Assistant Professor, July 2018 - present

## EDUCATION

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**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

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### Publication

[P.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

[P.2] “Advertising Rivalry and Discretionary Disclosure”, *Journal of Accounting and Economics* 77 (2024): 101611.

- Best Paper Award at 2019 MIT Asia Conference in Accounting

[P.3] “Does the Risk-Aversion of Accountants Matter? Female Rank-and-File Accounting Employees and Internal Control Quality”, with Ben Lourie and Alex Nekrasov, *Journal of Accounting and Public Policy*, forthcoming

### Working Papers

[WP.1] “Voluntary Disclosure of Workforce Gender Diversity”, with Ben Lourie, Alex Nekrasov, and Il Sun Yoo

[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

[WP.3] “The Gender Position Gap and Firm Performance”, with Ben Lourie, Alex Nekrasov, and Terry Shevlin

[WP.4] “Voting with their feet: Employee responses to ESG news”, with Ming Leung, Ben Lourie and Chenqi Zhu

[WP.5] “Market Reactions to Intangibles Surprises”, with P. Eric Yeung

[WP.6] “Suppliers’ Public Relations Efforts and Trade Credit Provision”, with Jeffery Ng, Walid Saffar, and Hanzhong Shi

[WP.7] “Pay Ratio Disclosure and Employee Turnover” with Ben Lourie, Hao Qu, and Fiona Yingfei Wang

## **TEACHING EXPERIENCE**

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### **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, MFIN, and MPAC) (average student evaluation: 3.81/4), 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) (average student evaluation: 4.50/5), Spring 2016, Spring 2017

## **CONFERENCE AND SEMINAR PRESENTATIONS**

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**2024:** *Journal of Business Finance & Accounting* Capital Market Conference, Southern California Accounting Research Forum, University of California – Irvine

**2023:** American Accounting Association Financial Reporting Section Midyear Meeting, The Haskayne and Fox Accounting Conference, 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), 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 DISCUSSIONS**

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American Accounting Association Annual Meeting, 2022, 2020, 2016, 2015

American Accounting Association Financial Reporting Section Midyear Meeting, 2023

American Accounting Association Western Regional Meeting, 2019

China International Conference in Finance, 2021

Hawaii Accounting Research Conference, 2023

MIT Asia Conference in Accounting, 2017

The Annual Conference on PBFEM, 2023

The Haskayne and Fox Accounting Conference, 2023

## **SERVICE**

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### **Ad-hoc Reviewer**

Journals: *Contemporary Accounting Research*, *Management Science*, *Journal of Business Finance and Accounting*, *Journal of Contemporary Accounting & Economics*, *Journal of International Accounting Research*, *Applied Economics Letters*, *International Review of Economics and Finance*, *Quarterly Review of Economics and Finance*, *China Journal of Accounting Research*

Conferences: American Accounting Association Annual Meeting, American Accounting Association Financial Reporting Section Midyear Meeting, American Accounting Association Western Regional Meeting, Academy of Management Annual Meeting, Hawaii Accounting

Research Conference, MIT Asia Conference in Accounting, The Chinese Accounting Professors' Association of North America Conference (CAPANA)

### **Academic Community/University/School Service**

Member of the *Management Science* Reproducibility Project (<https://osf.io/mydzv/>), 2023

Member of Academic Senate – Council on Equity and Inclusion, UC Irvine, 2021-2024

PhD Committee Member (Merage School of Business), UC Irvine, 2021-2022

Organizer of the 2024 UCI Accounting Mini-Conference, March 2024

Workshop Coordinator (Accounting area), UC Irvine, 2018-2020, 2023-present

PhD Admission Committee Member (Accounting area), UC Irvine, 2019-present

Assistant Professor Recruiting Committee Member (Accounting area), UC Irvine, 2019

First-year Summer Paper Advisor (PhD), UC Irvine, 2022

Independent Study Advisor (Undergraduate, MPAc, PhD), UC Irvine, 2020-2023

Honor Thesis Advisor (Undergraduate), UC Irvine, 2021

### **HONORS AND AWARDS**

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Excellence in Teaching Award for MPAc, 2024

Best Reviewer for *Journal of International Accounting Research*, 2023

CORCL Research Grant, UC Irvine, 2019-2020, 2020-2021, 2022-2023, 2023-2024

MIT-Asia Conference in Accounting Best Paper Award, 2019

Bartholomew Family Ph.D. Scholarship, Cornell University, 2018

Conference Travel Grants, Cornell University, 2015-2018

Doctoral Fellowship, Cornell University, 2013-2018