

# SHIRLEY SIMIAO LU

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## ACADEMIC POSITION

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**Assistant Professor** Boston, MA  
Harvard Business School July 2021 - Present

## EDUCATION

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**PhD in Accounting** Chicago, IL  
The University of Chicago – Booth School of Business June 2021  
Support area in Economics; Coordinated sequence in Finance

**MBA** Chicago, IL  
The University of Chicago – Booth School of Business June 2021

**MS in Accounting** New York, NY  
New York University – Stern School of Business September 2014

**BS in Accounting and Finance** New York, NY  
New York University – Stern School of Business; Summa cum laude May 2014

## RESEARCH INTERESTS

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My research interest relates to companies' climate change disclosures. My research examines the credibility of corporate emissions reduction targets, institutional frameworks that facilitate climate disclosures, and the drivers and implications of firms providing climate solutions.

## PUBLICATIONS

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**“Limited Accountability and Awareness of Corporate Emissions Target Outcomes”** (with Xiaoyan Jiang and Shawn Kim) ([link](#)) Nature Climate Change 2025

**“Financial Constraints and Short-term Planning are Linked to Flood Risk Adaptation Gaps in US Cities”** (with Anya Nakhmurina) ([link](#)) Communications Earth & Environment 2024

**“The Effect of Firms' Information Exposure on Safeguarding Employee Health: Evidence from COVID-19”** (with Lisa Liu) ([link](#)) Journal of Accounting Research 2023

## WORKING PAPERS

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**“Green bonds: Reputational Bonding via Media Coverage”** ([link](#)) (Minor revision)

Research Question: Can green bonds increase reputational bonding through heightened media coverage of a firm's environmental performance?

**“Gender Diversity Performance and Voluntary Disclosure: Mind the (Gender Pay) Gap”** (with June Huang) ([link](#)) (Minor revision)

Research Question: Whether voluntary gender diversity disclosure is predictive of gender pay gap performance.

**“Tracking Business Opportunities for Climate Solutions using AI in Regulated Accounting Reports”** (with George Serafeim, Simon Xu, and MarcAntonio Awada) (Revise and Resubmit)

Research Question: What is the landscape of climate solutions?

**“Climate Solutions, Transition Risk, and Stock Returns”** (with Edward Riedl, George Serafeim, and Simon Xu) ([link](#))

Research Question: How does the stock market value firms with high climate solutions?

**“Catalysts for Climate Solutions: Corporate Responses to Venture Capital Financing of Climate-tech Startups”** (with George Serafeim and Simon Xu) ([link](#))

Research Question: Can venture capital investments in climate-tech startups serve as a signal to validate the commercialization potential of climate solutions?

**“Managerial Incentive Diffusion and Decarbonization Rates”** (with Trang Nguyen and George Serafeim)

Research Question: How does the diffusion of decarbonization incentives relate to decarbonization rates?

**“Quota or Disclosure? Evidence from Corporate Board Gender Diversity Policies”** ([link](#))

Research Question: Comparing the effects of quota versus disclosure policies on board gender diversity

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**CASES**

**“CLSA: Integrating ESG in Stock Valuation”** (with Aaron Yoon and Billy Chan) ([link](#))

**“Harvard University and Urban Mining Industries: Decarbonizing the Supply Chain”** (with Robert S. Kaplan) ([link](#))

**“Driving Decarbonization at BMW”** (with George Serafeim and Michael W. Toffel) ([link](#))

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**PRACTITIONER PUBLICATIONS**

**“How AI will Accelerate the Circular Economy”** (with George Serafeim) ([link](#)) *Harvard Business Review Online*

**“Corporate Social Responsibility Metrics in S&P 500 Firms' Sustainability Reports”** (with Maggie Li and Salma Nassar) ([link](#)) *The Rustandy Center for Social Sector Innovation*

Research Question: How are firms measuring and disclosing CSR performance metrics?

Data: Hand-collected data on ten components of CSR that are disclosed in sustainability reports of S&P 500 firms.

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**CONFERENCE AND WORKSHOP PRESENTATIONS**

2024

TJAR Conference, PolyU Accounting Research Conference, Harvard Net-Zero Targets Workshop, Haskell & White Academic Conference, Fox and Haskayne Accounting Conference, AAA Annual Meeting, The China International Conference in Finance, CUHK Accounting Research Conference, Greater Boston Corporate Governance Workshop, MIT, SGFIN Research Conference on Sustainability, National University of Singapore, Columbia Junior Accounting Faculty Conference, Contemporary Issues in Sustainability Reporting Symposium, Financial Accounting and Reporting Section Midyear Meeting

2023

ARCS Annual Conference, Peking University, the University of Mannheim, the University of North Carolina Greensboro

2022

ARCS Annual Conference, Information, Markets, and Organizations (IMO) Conference, Journal of Accounting Research Conference, Centre for Accounting Ethics Symposium, Eastern Finance Association Annual Meeting, Financial Accounting and Reporting Section Midyear Meeting

2021

The Chinese University of Hong Kong, AAA Annual Meeting, Harvard University, London School of Economics, Rochester University, Singapore Management University, Texas A&M University, the National University of Singapore, the University of Chicago, the University of Colorado Boulder, the University of Hong Kong, Yale University

2020

Chicago Booth Rustandy Center and LSE Marshall Institute Economics of Social Sector Organizations Conference

2019

ARCS Annual Conference

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### HONORS AND AWARDS

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The Ho Bee Land Best Paper Award for Climate Finance Research	2024
AAA KPMG Best Paper Award (Gender Issues and Worklife Balance Section)	2021
Stigler Center PhD Dissertation Award (Bradley Fellowship)	2020
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow	2020
PhD Fellowship, The University of Chicago Booth School of Business	2016-2020
Dean's Office Commendation for Exceptional Teaching Service	2017-2019
New York University NYS Society of CPAs Award (Highest rank in the accounting major)	2014

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### ACADEMIC SERVICES

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Ad Hoc Reviewer: *Journal of Accounting Research*, *the Journal of Accounting and Economics*, *the Accounting Review*, *Contemporary Accounting Research*, *Review of Accounting Studies*, *Management Science*, *the Review of Financial Studies*, *Nature Climate Change*, *MIT Asia Conference*, *AAA Annual Meeting*, *FARS Midyear Meeting*, *ARCS Annual Conference*

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### PROFESSIONAL EXPERIENCES

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#### KPMG LLP

*Audit Associate in Financial Services, Data Analytics Champion*

New York, NY

Oct'14 – Apr'16

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### SKILLS AND INTERESTS

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**Certifications:** Certified Public Accountant (New York State)

**Languages:** Fluent in English, Cantonese Chinese and Mandarin Chinese

**Interests:** Horticulture, Pottery, Tea, Traveling and Map Reading