

Yuan Zou

+1 (617) 495-3840, yzou@hbs.edu

Academic Appointment

Harvard Business School

Assistant Professor of Business Administration

7/2019-Present

Education

Columbia Business School, Columbia University, New York, New York

Ph.D., Accounting, 2019

M.Phil., Accounting, 2017

2014-2019

David Eccles School of Business, University of Utah, Salt Lake City, Utah

Completed Ph.D. Coursework in Finance (Transferred to Columbia)

2012-2014

Whitman School of Management, Syracuse University, Syracuse, New York

M.S., Finance

2010-2012

School of Economics and Finance, Xi'an Jiaotong University (XJTU), China

B.S., Finance

2006-2010

Research Interests

Information processing, passive investing, and accounting-based valuation

Publications

“Uncertainty about Managers’ Reporting Objectives and Investors’ Response to Earnings Reports: Evidence from the 2006 Executive Compensation Disclosures” (with Fabrizio Ferri and Ronghuo Zheng)

- *Journal of Accounting and Economics* 66, 2018: 339-365
- Presented at the 2017 *Journal of Accounting and Economics* Conference

“ETF Activity and Informational Efficiency of Underlying Securities” (with Lawrence Glosten and Suresh Nallareddy)

- *Management Science* 67(1), 2020: 22-47
- Featured in Harvard Law School Forum on November 14, 2016
- Cited in *Yahoo! Finance* on June 21, 2017
- Cited in SEC commissioner speech on exchange-traded products on September 8, 2017
- Cited in SEC proposed rule 6c-11

“Complementarity between Audited Financial Reporting and Voluntary Disclosure: The Case of Former Andersen Clients” (with Richard Frankel, Alon Kalay, and Gil Sadka)

- *The Accounting Review* 96(6), 2021: 215-238

Working Papers

“Public Disclosure of Private Meetings: Does Transparency of Corporate Site Visits Affect Analysts’ Attention Allocation?” (with Yi Ru and Ronghuo Zheng)

- Revising for the third-round review, *Journal of Accounting Research*

“Passing the Mic: Career and Firm Outcomes of Executive Interactions” (with Wei Cai and Ethan Rouen)

- Revising for the second-round review, *Management Science*
- Winner of the 2022 American Accounting Association Diversity Section Innovation in Research Award
- Cited in *The Economist*
- Featured in Harvard Business School Working Knowledge

“Communicating Corporate Culture in Labor Markets: Evidence from Job Postings” (with Joseph Pacelli and Tianshuo Shi)

- Best Paper Award, 2022 MIT-Asia Accounting Conference
- Featured in The FinReg Blog

“Firm Visibility and Acquisition Likelihood: Evidence from Seeking Alpha Coverage” (with Pu Gu and Benjamin P. Yost)

“ETF Flows and Valuation”

“The ETF Tax Advantage and Firm Payout Policy” (with Ki-Soon Choi and Benjamin P. Yost)

“Benchmarking Investment Fund Performance for the Multiperiod Investor” (with Stephen Penman)

Work in Process

“The Capital Market Consequences of Firm Visibility” (with Pu Gu and Benjamin P. Yost)

“The Impact of Retail Investor Criticism on Financial Analysts” (with Yi Ru and Wei Zhao)

“Are Active ETFs Active?” (with Benjamin P. Yost)

Teaching Experience

Financial Reporting and Control, Harvard Business School (MBA Core) 2019-

Cases

“Brown and Coconut,” *Harvard Business School case* (with Paul Healy)

“Haidilao: Changing Your Future with Your Own Hands,” *Harvard Business School case* (with Dennis Campbell)

“Automation at Haidilao,” *Harvard Business School case* (with Dennis Campbell, Shu Lin, and Maxime Aymonod)

Invited Presentations/Discussions

HBS Information, Markets, and Organizations Conference (presenter, scheduled)	2023
Fordham University	2023
UIUC Young Scholar Conference (presenter)	2023
Chinese University of Hong Kong	2023
Xi’an Jiaotong University	2023
Harvard Business School Junior Research Workshop	2023
National University of Singapore	2022
Third Analyst Research Conference	2022
Syracuse University (Finance Department)	2022
Renmin University	2022
Peking University	2022
MIT-Asia Accounting Conference (presenter)	2022
Nanyang Business School Accounting Conference	2022
INSEAD	2022
SMU Accounting Conference (presenter)	2021
HKUST Accounting Conference (presenter)	2021
Chinese Accounting Professors’ Association of North America Conference (presenter)	2021
MIT-Asia Accounting Conference (discussant)	2021
University of Southern California	2021

Hawaii Accounting Conference (presenter)	2021
Harvard Business School Brownbag Seminars	2020, 2021
Early Insights of Accounting Research Webinar	2020
New York University	2019
University of California, Berkeley	2019
University of Toronto	2019
London Business School	2019
Harvard Business School	2019
Boston College	2019
Northwestern University	2019
University of North Carolina	2019
Stanford University	2019
UCLA	2019
University of Rochester	2019
Indiana University	2019
CMU Accounting Mini Conference Emerging Scholar Session (presenter)	2018
SEC Ph.D. Symposium (presenter)	2018
Washington Univ. St. Louis Conference Ph.D. Poster Session (presenter)	2018
Wharton Women in Business Academia Conference (presenter)	2018
Columbia Deming Center Doctoral Fellow Seminar (presenter)	2018
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium (presenter)	2017
China Europe International Business School Seminar Series (presenter)	2017
China International Conference in Finance (presenter)	2017
Conference on Convergence of Financial and Managerial Accounting Research (presenter)	2017
Financial Management Association Annual Meeting (discussant)	2017
MIT-Asia Accounting Conference (presenter)	2016
London Business School Transatlantic Doctoral Conference (presenter and discussant)	2016
AAA Annual Meeting (discussant)	2016, 2018
Columbia Business School Brownbag Seminars	2015, 2017, 2018

Referee Service

Ad Hoc Referee: *Management Science; Review of Accounting Studies; Journal of Financial and Quantitative Analysis; European Accounting Review; Journal of Banking and Finance; Journal of Financial Markets; Contemporary Accounting Research*

Conference Reviewer: *AAA Annual Meeting 2016, 2018, 2021; FARS Mid-Year Meeting 2016, 2020, 2022; Hawaii Accounting Conference 2020, 2023; MIT-Asia Accounting Conference 2023*

Invited Conference Participation

London Business School Accounting Symposium (scheduled)	2023
Columbia Junior Accounting Conference	2022
Review of Accounting Studies Annual Conference	2020, 2021
AAA/Deloitte Foundation Trueblood Seminar	2021
HBS Information, Markets, and Organizations Conference	2019-2023
NASDAQ ETF Academic Summit	2018
<i>Journal of Accounting and Economics</i> Conference	2017, 2018
Washington Univ. in St. Louis Dopuch Conference	2018
CMU Accounting Mini Conference	2018
SEC Ph.D. Student Symposium	2018

Wharton Spring Accounting Conference	2018
Cherry Blossom Accounting Conference (George Washington University)	2018
Austin Spring Accounting Theory Conference (UT Austin)	2018
Purdue Accounting Theory Conference	2017
SEC Annual Conference on Financial Regulation	2017
Cornell Accounting Conference	2016
Columbia Accounting Burton Conference	2014-2022
Utah Winter Finance Conference	2012-2014

Awards, Honors, and Fellowships

MIT-Asia Accounting Conference Best Paper Award	2022
AAA Innovation in Research Award (Diversity Section)	2022
AAA FARS Excellence in Reviewing Award	2018
Columbia Accounting Ph.D. Alumni Award (selected by alumni)	2017
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow	2017
W. Edwards Deming Center Doctoral Fellowship (school-level competitive research grant)	2017
Asenath Marie and Duncan Merriwether Fellowship, Columbia Business School	2016
Ph.D. Fellowship, Columbia Business School	2014-2019
Graduate Scholarship, University of Utah	2012-2014
Academic Excellence Award (selected by finance faculty members), Syracuse University	2012
Beta Gamma Sigma Honors Society	2012
Phi Kappa Phi Honors Society	2011