

## Vivi Z. Zhu, CFA

Cox School of Business  
Southern Methodist University  
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### CURRENT APPOINTMENT

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#### Southern Methodist University, Cox School of Business

Visiting Assistant Professor 2022 – present

#### Tulane University, A.B. Freeman School of Business

Visiting Assistant Professor 2021 – 2022

### EDUCATION

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#### Tulane University, A.B. Freeman School of Business

Ph.D. in Finance and Financial Accounting May 2021

#### State University of New York, University at Buffalo

B.S. Finance, with Summa Cum Laude, on Dean's List May 2012

Minor: Mathematics

### RESEARCH INTERESTS

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Corporate finance, analysts, conference calls, financial reporting

### PUBLICATION

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[1] Fixed income conference calls, *with Gus De Franco, Tom Shohfi, and Da Xu*  
**Journal of Accounting and Economics**, forthcoming

### WORKING PAPERS

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[2] Why do firms change fiscal year-ends?

- Under Review, **Journal of Business Finance and Accounting**
- Won Outstanding Doctoral Student Paper Award at 2020 AAA Southwest Region/ Federation of Business Disciplines (FBD) Meeting
- Presented at 2020 AAA Annual Meeting, 2020 AAA Southwest Region/ Federation of Business Disciplines (FBD) Meeting, 2019 AAA/Deloitte/J. Michael Cook Doctoral Consortium, Tulane University, Nanjing University, Chinese University of Hong Kong – Shenzhen, Stevens Institute of Technology, California State University-- Fullerton

[3] CEO activism and firm value

*with Anya Mkrtchyan and Jason Sandvik*

- **Reject and Resubmit, Management Science**
- Presented at Tulane University<sup>‡</sup>, Florida State University<sup>‡</sup>, University of North Texas<sup>‡</sup>, 2021 Eastern Finance Association (EFA) Meeting<sup>‡</sup>, 2021 Corporate Governance

Conference at Drexel University<sup>‡</sup>, 2021 Western Finance Association (WFA) Meeting<sup>‡</sup>,  
2021 Northern Finance Association (NFA) conference<sup>‡</sup>, University of North Texas<sup>‡</sup>,  
2022 Financial Accounting and Reporting Section (FARS) Midyear Meeting

- SSRN's Top Ten download list for multiple eJournals
- *Media Coverage: The FinReg Blog*

[4] Managers' personality, firm performance, and financial reporting quality  
*with Gus De Franco and Da Xu*

[5] Good or bad depends on in whose hands: CEO perks and firm value  
*with Xiaoqi Chen and Haoyi Yang*

(<sup>‡</sup> presented by co-author)

## **WORK IN PROCESS**

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[6] Media bias and analyst forecasts

## **OTHER PUBLICATIONS**

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[7] Y. Shi and Z. Zhu, 2017. Review on current corporate governance practice in foreign countries.  
*China Remuneration, 298, 27–29.*

[8] Y. Shi and Z. Zhu, 2017. Review on current corporate governance practice in China. *China Remuneration, 299, 21–24.*

## **TEACHING INTERESTS**

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Financial Management, Corporate Finance, Derivatives, Risk Management, Data Analytics

## **TEACHING EXPERIENCE**

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### **Tulane University**

#### **Instructor**

2022 Managerial Accounting (Rating: 4.5/5.0)

2018-2020 Financial Accounting (Rating: 4.1/5.0)

2015-2018 Risk Management (Graduate) (Crystal Ball & The Trillion Dollar Bet session)

2015-2018 Financial Modeling (Cost of Capital, Forecasting, Regression Forecasting Session)

#### **Teaching Assistant**

2022 Financial Reporting I (Graduate), Online section

2022 Financial Reporting II (Graduate), Online section

2015 Fixed Income Analytics & Model (Graduate)

2015-2018 Risk Management (Graduate)

2015-2018 Financial Modeling

## **AWARDS, GRANTS AND HONORS**

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AAA/Deloitte/J. Michael Cook Doctoral Consortium Fellow 2019

FARS Doctoral Consortium Grant 2019

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| American Finance Association (AFA) Doctoral Student Travel Grant | 2018        |
| A.B Freeman Scholarship & Assistantship                          | 2015 – 2021 |
| John G. and Elizabeth Gibbons Scholarship For Seniors            | 2012        |
| Greg Fisher’s Research Scholarship                               | 2012        |
| Dean’s List  | 2009 – 2012 |

### **CONFERENCE ATTENDANCE**

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(\* presenter, † discussant)

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|-----------------------------------|--------------------------|
| EFA Annual Meeting                | 2021†                    |
| AAA Annual Meeting                | 2020*– 2021              |
| AAA Southwest Region/FBD Meeting  | 2020*                    |
| FMA Annual Meeting                | 2019                     |
| CFEA                              | 2019                     |
| FARS Midyear Meeting              | 2018 – 2019, 2021 – 2022 |
| Tulane Mini Accounting Conference | 2017 – 2020              |
| AFA Annual Meeting                | 2016 – 2018, 2021        |

### **PROFESSIONAL SERVICE**

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| Ad hoc reviewer for FARS Midyear Meeting, AAA Annual Meeting | 2020 |
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### **INDUSTRY EXPERIENCE**

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**Canadian Solar**, Suzhou, China

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| Project Analyst | 2014 – 2015 |
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**JME Group**, Dallas, TX & Suzhou, China

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| Project Analyst | 2012 – 2014 |
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### **DESIGNATION**

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**Chartered Financial Analyst (CFA)**

### **TECHNOLOGY**

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SAS, Stata, Python, LaTeX, Machine Learning (NLP, supervised learning)