

FLORA SUN

Binghamton University
School of Management
Binghamton, New York

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ACADEMIC POSITIONS

Binghamton University, Binghamton, NY
Assistant Professor of Accounting 2024-Present

EDUCATION

Indiana University, Bloomington, IN
Ph.D., Accounting; Minor: Finance 2024
Master of Business 2021

The University of Texas at Austin, Austin, TX
M.P.A., Professional Accounting 2019

The Hong Kong Polytechnic University, Hong Kong
B.B.A., Accounting and Finance 2013

RESEARCH INTERESTS

Capital Markets; Information Intermediaries; Voluntary Disclosure; Information Production

WORKING PAPERS

“Common Media Holding Companies and the Uniqueness of Business Press Content” (with Kenneth Merkley, Joseph Pacelli, and Brady Twedt)
Conditionally accepted at The Accounting Review

“After-Hours Market Reactions and Media Coverage of Firms’ Earnings Announcements”
(dissertation)
Preparing for submission

“The Media’s Emphasis of Earnings Benchmarks” (solo-authored)
Preparing for submission

RESEARCH PRESENTATIONS

Binghamton University 2024
Texas A&M University 2024
Accounting PhD Rookie Recruiting and Research Camp 2023
Indiana University 2023
AAA Annual Meeting 2023
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium 2022
Indiana University 2021

RESEARCH DISCUSSIONS

AAA Annual Meeting	2023
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CONFERENCE PARTICIPATION

IU Kelley Accounting Research Symposium, Bloomington, IN	(Scheduled) 2024
Midwest Accounting Research Conference, West Lafayette, IN	2024
Accounting PhD Rookie Recruiting and Research Camp, Dallas, TX	2023
IU Kelley Accounting Research Symposium, Bloomington, IN	2023
Kellogg Accounting Conference, Evanston, IL	2023
AAA Annual Meeting, Denver, CO	2023
Midwest Accounting Research Conference, Notre Dame, IN	2023
FARS Doctoral Consortium, Phoenix, AZ	2023
AAA FARS Midyear Meeting, Phoenix, AZ	2023
IU Kelley Accounting Research Symposium, Bloomington, IN	2022
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium, Westlake, TX	2022
Midwest Accounting Research Conference, Iowa City, IA	2022
Duke Accounting Theory Summer School, Durham, NC	2022
FARS Doctoral Consortium, Virtual	2022
AAA FARS Midyear Meeting, Virtual	2022
Conference on Financial Economics and Accounting, Bloomington, IN	2021
AAA Annual Meeting, Virtual	2021
AAA FARS Midyear Meeting, Virtual	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium, Virtual	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium, Virtual	2020
Hoosier Accounting Research Conference, Bloomington, IN	2019

PROFESSIONAL SERVICE

Reviewer, AAA Annual Meeting	2024
Reviewer, AAA Annual Meeting	2023
Reviewer, AAA FARS Midyear Meeting	2023
Reviewer, Conference on Financial Economics and Accounting	2021
Ad-hoc Reviewer: <i>Journal of Business Finance and Accounting</i>	

TEACHING EXPERIENCE

Indiana University , Bloomington, IN	
Financial Reporting and Analysis, Discussion Section Instructor (Rating: 6.3/7.0)	Fall 2021
Introduction to Financial Accounting, Discussion Section Instructor (Rating: 6.4/7.0)	Fall 2020
The University of Texas at Austin , Austin, TX	
Financial Reporting and Analysis, Teaching Assistant	Spring 2019
Valuation, Teaching Assistant	Spring 2019
Intermediate Financial Accounting, Teaching Assistant	Fall 2018

PROFESSIONAL EXPERIENCE

Capco, Hong Kong Compliance Specialist	2015-2017
PricewaterhouseCoopers, Hong Kong Assurance Associate	2013-2015

SELECTED AWARDS AND HONORS

Doctoral Fellowship, Indiana University	2019-2024
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow	2022
Sommerfeld Scholar Award, The University of Texas at Austin	2019
Dean's Award for Academic Excellence, The University of Texas at Austin	2019

ADDITIONAL SKILLS

Languages: English (fluent), Mandarin (native), Cantonese (native)
Qualifications: CFA Level III (passed), HKICPA Qualification Program (passed)