RONG HUANG

Department of Accounting
School of Management
Fudan University

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EMPLOYMENT

Assistant Dean, School of Management, Fudan University, China, 2025-present
Lidasan Endowed Chair Professor, Fudan University, China, 2019-present
Associate Professor, Cheung Kong Graduate School of Business, China, 2018-2019
Associate Professor (with tenure), Baruch College-CUNY, USA, 2013-2018
Visiting Assistant Professor, China-Europe International Business School, China, 2012, 2013
Assistant Professor, Baruch College-CUNY, USA, 2006-2013

EDUCATION

Ph.D., Management Science (Accounting), University of Texas at Dallas
M.S., Accounting, University of Texas at Dallas
M.A., Economics, Mississippi State University
B.A., Economics, Dong Hua University, China
Computer Science, Dong Hua University, China

PUBLICATIONS

1. Managerial Sentiment and Short-Term Operating Decisions: Evidence from Terrorist Attacks (with Xia Chen, Yanmin Gao, and Yangxin Yu), ***Contemporary Accounting Research,*** forthcoming.

2. Flexible or Rigid? Evidence on Managerial Ability and Cost Structure (with Rajiv Banker, Yuxuan Wang, and Yan Yan), ***Contemporary Accounting Research,*** forthcoming.

3. Credit Default Swaps and Borrowers' Real Earnings Management: Evidence from CDS Initiation (with Yuxuan Wang, Ruirui Fang, and Nan Hu), ***Journal of Accounting, Auditing and Finance***, 2025, 40 (1): 3–36.

4. Market Reaction to CEOs' Dynamic Hemifacial Asymmetry of Expressions (with Rajiv Banker, Hui Ding, and Xiaorong Li), ***Management Science***, 2024, 70(7): 4847-4874.

5. Strategy Typology and Cost Structure: A Textual Analysis Approach (with Rajiv Banker, Xiaorong Li, and Yan Yan), ***Production and Operations Management***, 2024, 33(6): 1285-1305.

6. Revenue-Expense Matching and Performance Measure Choice (with Carol Marquardt and Bo Zhang), ***Review of Accounting Studies***, 2023, 28(3):1690-1720.

7. How Does Credit Risk Affect Cost Management Strategies? Evidence on the Initiation of Credit Default Swap and Sticky Cost Behavior (with Jing Dai, Nan Hu, and Yan Yan), ***Journal of Corporate Finance***, 2023, 80: 1-27.

8. Does CDS Market Price Intangible Asset Value? Evidence from SG&A Expenditure (with Xintian Lin and Yuan Xie), ***Review of Quantitative Finance and Accounting***, 2023, 61 (2): 701–728.

9. Do Accounting Standards Matter for Firm Productivity? (with Rajiv Banker, Yinghua Li, and Sha Zhao), ***Production and Operations Management***, 2021, 30 (1): 68-84.

10. Spillover Effect of Fraud Allegations and Investor Sentiment (with Masako Darrough and Sha Zhao), ***Contemporary Accounting Research,*** 2020, 37 (2): 982–1014.

11. Market Valuation of Intangible Asset: Evidence on SG&A Expenditure (with Rajiv Banker, Ram Natarajan, and Sha Zhao), ***The Accounting Review***, 2019, 94 (6): 61-90.

12. Acquirer Internal Control Weaknesses in the Market for Corporate Control (with Masako Darrough and Emanuel Zur), ***Contemporary Accounting Research***, 2018, 35 (1):211–244.

13. Is the Asymmetric Cost Behavior Affected by Competition Factors? (with Joonhei Cheung, Hyunpyo Kim, and Seungjun Kim), ***Asia-Pacific Journal of Accounting and Economics,*** 2018, 25 (1-2): 218-234.

14. Who Herds? Who Doesn't? Estimates for Analysts' Herding Propensity in Forecasting Earnings (with Murugappa Krishnan, John Shon, and Ping Zhou), ***Contemporary Accounting Research***, 2017, 34 (1): 374-399.

15. Why Do Managers Avoid EPS Dilution? Evidence from Debt-Equity Choice (with Carol Marquardt and Bo Zhang), ***Review of Accounting Studies***, 2014, 19(2), 877-912.

16. The Relation between CEO Compensation and Past Performance (with Rajiv Banker, Masako Darrough, and Jose Plehn-Dujowich), ***The Accounting Review***, 2013, 88 (1), 1-30 (lead article).

17. Warranty Reserve: Contingent Liability, Information Signal, or Earnings Management Tool? (with Daniel Cohen, Masako Darrough, and Tzachi Zach), ***The Accounting Review***, 2011, 86 (2), 569-604.

18. Equity Incentives and Long-Term Value Created by SG&A Expenditure (with Rajiv Banker and Ram Natarajan), ***Contemporary Accounting Research***, 2011, 28 (3), 794-830.

19. Incentive Contracting and Value-Relevance of Earnings and Cash Flows (with Rajiv

Banker and Ram Natarajan), ***Journal of Accounting Research***, 2009, 47 (3):767-797 (lead article).

20. Cost Behavior and Fundamental Analysis of SG&A Costs (with Mark Anderson, Rajiv Banker, and Surya Janakiraman), ***Journal of Accounting, Auditing and Finance***, 2007, 22 (1):1-28 (lead article).

21. Revenue Measurement and Performance Evaluation of the Internet of Things Ecosystem, (with Ruoqi Han, Shuhao Yao, and Yufei Shan), ***Management Accounting Studies***, 2024 (1): 75-84 (in Chinese).

22. Business Model Transformation, Organizational Structure Innovation and Enterprise Cost Management ——Case Study based on Haier Chain Group Organization (with Xiaoqiang Zhi, Zhihao Yang, and Chu Wang), ***China Soft Science*** 2022 (8): 92-102 (in Chinese).

WORKING PAPERS

1. The Impact of Private Channel on Information Disclosure: Evidence from Board Network and R&D Narrative (with Jing Dai, Nan Hu, and Xingnan Xue)

2. CEO-CFO Language Style Matching and Financial Reporting Quality (with Ruirui Fang and Nan Hu)

MEDIA COVERAGE

Yicai (https://www.yicai.com/news/101915356.html)

Financial Times (https://www.ft.com/content/1a5ecfc8-b99a-11e9-8a88-aa6628ac896c)

China Science and Technology Daily (http://www.stdaily.com/cxzg80/kejizixun/2018-11/30/content_735277.shtml)

China Youth Online (http://news.cyol.com/yuanchuang/201811/30/content_17831205.htm)

Forbes India (http://www.forbesindia.com/article/ckgsb/what-is-causing-gender-payment-gap-among-top-executives/52811/1)

The Economist (http://www.economist.com/node/21562929)

Columbia Law School's Blog on Corporations and the Capital Markets (http://clsbluesky.law.columbia.edu/2016/08/31/ma-buyers-pay-a-premium-for-their-weak-financial-controls/)

Harvard Law School Forum on Corporate Governance and Financial Regulation (http://blogs.law.harvard.edu/corpgov/2012/11/07/the-relation-between-ceo-compensation-and-past-performance/)

PROFESSIONAL ACTIVITIES, HONORS AND GRANTS

Associate Editor, Journal of Accounting, Auditing and Finance, 2021-present

Editor, The International Journal of Accounting, 2024-present

Editor, Management Accounting Studies (in Chinese), 2023-present

Editorial Board Member, Management Accounting Research, 2018-present

Business Studies Panel Member, Hong Kong Research Grants Council, 2024-present

International Committee Member, American Accounting Association Managerial Accounting Section, 2021-2022

Notable Contribution to Accounting Literature Award Committee Member, American Accounting Association, 2014-2015

Early Career Researcher Award Committee Member, American Accounting Association Managerial Accounting Section, 2017-2018, 2013-2014

KPMG Best Paper Award, American Accounting Association Gender Issues and Worklife Balance Section

Reviewer for Management Science, The Accounting Review, Journal of Accounting and Economics, Production and Operations Management, Review of Accounting Studies, Contemporary Accounting Research, Journal of Financial and Quantitative Analysis, Journal of Accounting, Auditing and Finance, European Accounting Review, MIS Quarterly, Accounting Horizons, AAA Annual Meeting, AAA MAS Meeting, AAA FARS Meeting, etc.

Certified Management Accountant (CMA) Chinese Exam Consultant, 2011-2015

New York Institute of Finance Consultant, 2013-2015

National Natural Science Foundation of China, 2022-2025, 2023, 2014-2016

The Professional Staff Congress-City University of New York (PSC-CUNY) Research Award, 2007-2010, 2014, 2016

Eugene Lang Junior Faculty Fellowship Award, City University of New York-Baruch College, 2012

Faculty Scholarship and Creative Achievement, Baruch College, 2011, 2009

Stan Ross Scholar, Stan Ross Department of Accountancy, Zicklin School of Business,

Baruch College, 2011, 2010

Irving Weinstein Scholar, Stan Ross Department of Accountancy, Zicklin School of Business, 2007-2008

TEACHING

Course taught at Fudan University, China;
- Accounting Data Analytics (EMBA, MBA, MPACC elective course)
- Financial Accounting (Fudan-BI English MBA core course)
- Accounting for Business Decisions (Fudan-HKU English MBA core course)
- Financial and Managerial Accounting (Executive Education course)
- PhD Seminar on Managerial Accounting Research
- PhD Seminar on Financial Accounting Research

Course taught at Cheung Kong Graduate School of Business, China:
- Managerial Accounting (EMBA core course)
- Financial Accounting and Financial Statement Analysis (Finance MBA core course)
- Financial Accounting and Financial Statement Analysis (MBA core course)
- Investment Valuation (MBA elective course)

Course taught at City University of New York-Baruch College, USA:
- PhD Seminar
- Managerial Accounting (Executive M.S. in Financial Statement Analysis required course)
- Financial Statement Analysis (Executive M.S. in Finance required course)
- Advanced Accounting (Executive M.S. in Financial Statement Analysis required course)
- Managerial Accounting (MBA and M.S. Accountancy required course)
- Managerial Accounting (BBA Accountancy required course)
- Cost Accounting (BBA Business required course, offline, hybrid and online sections)
- Accounting Information Systems (BBA Accountancy required course)

Course taught at China-Europe International Business School, China:
- Managerial Accounting (MBA core course)

Course taught at University of Texas at Dallas, USA:
- Evaluating Information Systems and Technology
- Cost Accounting

Course taught at Southwestern University of Finance and Economics, Chengdu, China:
- PhD Seminar in Agency Theory, Performance Evaluation and Compensation Contracts

Course taught at Sungkyunkwan University, Seoul, South Korea,
- PhD Seminar

Training for China State Administration of Foreign Experts Affairs Delegation, Headquarter

of Institute of Management Accountant, Montvale, NJ:
Managerial Accounting Topics

SERVICE

Faculty Promotion Committee Member, School of Management, Fudan University, 2021-present

Academic Committee Member, School of Management, Fudan University, 2021-present

Recruiting Committee Member, Department of Accounting, School of Management, Fudan University, 2019-present

PhD Program Committee Member, Department of Accounting, School of Management, Fudan University, 2019-present

Stan Ross Department of Accountancy Executive Committee Member, Baruch College, 2017-2018

Zicklin School of Business Undergraduate Assurance of Learning Committee Member, Baruch College, 2014-2018

Zicklin School of Business Undergraduate Curriculum Committee Member, Baruch College, 2008-2015

PhD Program Committee Member, Stan Ross Department of Accountancy, Baruch College, 2013-2018

PhD Student Dissertation Co-Chair, Jing Dai (2017), Nicole Heron (2016)

PhD Student Dissertation Committee Member, Sunqian Ren (2019), Sha Zhao (2013), Bo Zhang (2012), Cary Lange (2010)

PhD Student Position Paper Chair, Xintian Lin (2018), Binghao Zhao (2016), Sunqian Ren (2015)

PhD Student Position Paper Committee Member, Yuan Xin (2017), Jing Dai (2014), Elisabeth Peltier Wagner (2009)

PWC XTAX Competition Faculty Supervisor, fall 2010 (team won 1st place of Baruch College)

PWC XACT Competition Faculty Supervisor, fall 2008 (team won 3rd place of Baruch College)

INVITED PRESENTATIONS AND DISCUSSIONS

2024:
City University of Hong Kong (September)
Southwestern University of Finance and Economics (September)
American Accounting Association (AAA) Annual Meeting (August)
Journal of Accounting, Auditing and Finance Conference (July)
Xi'an Jiaotong University (April, November)
Renmin University of China (April)
China-Europe International Business School (March)

2023:
Peking University (December)
Southwestern University of Finance and Economics (September)
American Accounting Association (AAA) Annual Meeting (August)
City University of Hong Kong (June)
Shanghai Lixin University of Accounting and Finance (June)
Journal of Accounting, Auditing and Finance Conference (May)
Asian Bureau of Finance and Economics Research (ABFER) 10th Annual Conference (May)
Xiamen University (April, December)
Tsinghua University (March)
Chinese University of Hong Kong-Shenzhen Campus (January)

2022:
American Accounting Association (AAA) Annual Meeting (August)
MIT-Asia Conference (July)
Lanzhou University (May)
Peking University (April)
Shanghai University of Finance and Economics (March)
Dongbei University of Finance and Economics (January)

2021:
Shanghai University of Finance and Economics (December)
Zhongnan University (November)
AAA Annual Meeting (August)
Lingnan University of Hong Kong (May)
Jinan University (April)
Wuhan University (March)
AAA Mid-Year Managerial Accounting Section Meeting (January)
AAA Mid-Year Financial Accounting and Reporting Section Meeting (January)

2020:
Zhongnan University of Economics and Law (December)
Shanghai Jiao Tong University (November)
Shanghai University of Finance and Economics (October)
AAA Mid-Year Managerial Accounting Section Meeting (January)

AAA Annual Meeting (August)

2019:
Peking University (May)
Quantitative Investment Conference—CFA Institute China (March)
Fudan University (March)
Chinese University of Hong Kong (January)

2018:
Renmin University of China (December)
MIT-Asia Conference in Accounting (July)

2017:
AAA Annual Meeting (August)
Chinese Accounting Professors' Association of North America Conference (July)
University of Calgary Research Conference (June)
Cheung Kong Graduate School of Business (April)
AAA Mid-Year Managerial Accounting Section Meeting (January)
Shanghai University of Finance and Economics (January)

2016:
AAA Annual Meeting (August)
Temple University Research Conference (August)
Remin University of China (March)
AAA Mid-Year Managerial Accounting Section Meeting (January)

2015:
National Taiwan University (November)
AAA Annual Meeting (August)
University of Calgary Research Conference (June)
Temple University (April)

2014:
Rutgers Business School (September)
Temple University Research Conference (August)
AAA Annual Meeting (August)
Sungkyunkwan University (July)
National Accounting Institute of China (July)
Xiamen University (July)
AAA Mid-Year Managerial Accounting Section Meeting (January)

2013:
Temple University Research Conference (August)
European Accounting Association Annual Congress (April)
AAA Mid-year International Accounting Section Meeting (February)
AAA Mid-year Financial Accounting and Reporting Section Meeting (January)

2012:
Temple University Research Conference (August)
China-Europe International Business School (January)

2011:
China-Europe International Business School (July)
Southwestern University of Finance and Economics (July)
AAA Annual Meeting (August)
AAA Mid-year Managerial Accounting Section (MAS) Meeting (January)

2010:
University of Texas at Dallas (October)
Journal of Accounting Research Conference (May)
Financial Economics and Accounting Conference (January)

2009:
Contemporary Accounting Research Conference (November)
AAA Annual Meeting (August)
AAA Mid-year Managerial Accounting Section (MAS) Meeting (January)

2008:
Four Schools (Baruch College, Columbia University, New York University, Rutgers University) Conference
AAA Annual Meeting (August)
AAA Mid-year Managerial Accounting Section (MAS) Meeting (January)

2007:
Academy of Management (AOM) Annual Meeting, 2007 (August)
AAA Annual Meeting (August)
AAA Mid-year Managerial Accounting Section (MAS) Meeting (January)

2006:
AAA Annual Meeting (August)
AAA Mid-year Managerial Accounting Section (MAS) Meeting (January)
Temple University (April)
Texas Christian University (March)
Oklahoma State University (March)
Baruch College (February)