

Peina Liu

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ACADEMIC EMPLOYMENT

Washington State University Pullman, Washington
Assistant Professor August 2024 - Present

EDUCATION

Georgia Institute of Technology, Scheller College of Business Atlanta, Georgia
Doctoral of Philosophy, Concentration Area: Accounting, Minor: Psychology July 2024

University of Maryland - College Park, Robert H. Smith School of Business College Park, Maryland
Master of Science in Accounting, Concentration Area: Public Accounting December 2016

Southwestern University of Finance and Economics (SWUFE), Research Institute of Economics and Management Chengdu, China
Bachelor of Economics, Major: Finance, Minor: Accounting June 2015

RESEARCH

Research Interests

Judgment and decision-making research in financial accounting, with specific interests in sustainability disclosures, social media influence, investors' information search, and the impact of individual characteristics (e.g., gender) on investors' information processing

Working Papers

“The Effect of Environmental Affinity and Environment-Related Disclosure Nature on Investor Perceptions and Judgments” (Dissertation)

- Dissertation committee: Kathy Rupar (Chair), Xi (Jason) Kuang, Nikki Mackenzie, Jane Thayer, Kristy Towry (Emory University)
- Presented at the 2022 AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium, 2023 AAA Sustainability, ESG, and Accounting: Implications for the Academy and the Profession, 2023 Georgia Institute of Technology workshop, Western Michigan University, Cornell University, Washington State University, and 2025 Financial Accounting and Reporting Section Midyear Meeting (Scheduled)
- Revising manuscript for journal submission

“Impact of CEO Self-Disclosure on Investor Judgment” (with Kathy Rupar)

- Presented at the 2020 Georgia Institute of Technology workshop, 2023 AAA Spark Meeting, 2023 Graduate Research Accounting Conference at Emory, and 2023 AAA Accounting Behavior and Organizations Research Conference
- Revising manuscript for journal submission

“Psychological Distance and Investor Reliance on Outside Information” (with Kathy Rupar and Jane Thayer)

- Presented at the 2021 Georgia Institute of Technology workshop
- Revising manuscript for conference submission

Work in Progress

“Gender Differences in Investor Information Processing” (with Kathy Rupar and Jane Thayer)

- Collecting data

“Effects of Different Currency Rates and Magnitudes on Investors’ Risk-Taking Behaviors and Investment Likelihood” (with Seung Kyo Ahn)

- Developing theory

“Effects of ESG Framing and Investor Type on Investor Judgments” (with Yulin Zhu)

- Designing experimental instruments

“Your Boss Is Watching You: The Effect of Transparency and Intensity of Electronic Performance Monitoring on Employee Performance”

- Designing experimental instruments

“The Effect of Pay Transparency and Career Progression Guidance on Employee Performance”

- Designing experimental instruments

TEACHING

Instructor, Washington State University

Introduction to Managerial Accounting, undergraduate core

Fall 2024

Instructor, Georgia Institute of Technology

Financial and Managerial Accounting, undergraduate core

- Instructor Overall Effectiveness: 4.7/5.0
- Instructor Overall Effectiveness 4.3/5.0

Spring 2023

Fall 2021

Teaching Assistant, Georgia Institute of Technology

Financial and Managerial Accounting I, MBA core

Fall 2022, Fall 2019

Data Analytics in Accounting, undergraduate elective & graduate elective

Fall 2022

Analysis of Unstructured Data, graduate elective

Fall 2023

Financial and Managerial Accounting, undergraduate core

Fall 2023, Summer 2023, Fall 2022, Spring 2022

Accounting I (Financial Accounting), undergraduate core

Spring 2024, Fall 2023, Spring 2022, Spring 2021, Fall 2020, Spring 2020

Auditing and Financial Control System, undergraduate elective

Fall 2019

Financial Planning for Development Projects, graduate core

Spring 2024

CONFERENCE PARTICIPATION AND SERVICE¹

2025 AAA New Faculty Consortium (Scheduled)

2025 AAA Financial Accounting and Reporting Section Midyear Meeting (Scheduled; P, R)

2025 AAA Management Accounting Section Midyear Meeting (Scheduled)

2024 AAA Accounting Behavior and Organizations Research Conference (R)

2024 Accountability in a Sustainable World Conference

2024 AAA Financial Accounting and Reporting Section Midyear Meeting and Doctoral Consortium (R, M)

2024 AAA Management Accounting Section Midyear Meeting and Doctoral Colloquium (R, D, M)

2023 AAA Accounting Behavior and Organizations Research Conference and Doctoral Consortium (P, R, D, M)

2023 AAA Annual Meeting (R)

2023 Graduate Research Accounting Conference at Emory (P)

2023 AAA Spark Meeting (P, D)

2023 Palmetto Symposium on Experimental Accounting Research

2023 AAA Sustainability, ESG, and Accounting: Implications for the Academy and the Profession (P, R, D, M)

2023 AAA Management Accounting Section Midyear Meeting and Doctoral Colloquium

2023 AAA Financial Accounting and Reporting Section Midyear Meeting and Doctoral Consortium (R, M)

2022 AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium (P)

2022 AAA Financial Accounting and Reporting Section Midyear Meeting and Doctoral Consortium

2022 AAA Management Accounting Section Midyear Meeting (R)

2022 AAA Accounting Behavior and Organizations Research Conference (R*2, D, M)

2021 AAA Annual Meeting (R)

2021 Palmetto Symposium on Experimental Accounting Research

2021 Performance Management Field Research Symposium
 2021 AAA Financial Accounting and Reporting Section Midyear Meeting
 2021 AAA Management Accounting Section Midyear Meeting and Doctoral Colloquium
 2021 AAA Accounting Behavior and Organizations Research Conference and Doctoral Consortium
 2020 AAA Accounting Behavior and Organizations Research Conference and Doctoral Consortium
 2023 East Coast Behavioral Accounting Workshop Series
 2020- 2023 Junior Accounting Scholars Organization (JASO) Seminar Series
 2020- 2022 European Network for Experimental Accounting Research (ENEAR) Seminar Series

† P = Presenter; R = Reviewer; D = Discussant; M = Moderator

OTHER SERVICES

Ad-Hoc Reviewer for Behavioral Research in Accounting
 Ad-Hoc Reviewer for Journal of Management Control
 Undergraduate Honors Thesis Committee (Riggs Darwin; Expected Graduation Year: 2025)

AWARDS AND HONORS

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| Sandra and Ronald Slaughter Ph.D. Fellowship | 2024 |
| Outstanding Graduate Student Instructor for Scheller College of Business | 2024 |
| AAA Management Accounting Section Midyear Meeting Outstanding Reviewer Award | 2024 |
| AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium Fellow | 2022 |
| Academic Scholarship of SWUFE * 4 times | 2013- 2015 |
| Merit Student of SWUFE | 2014 |
| 1st Prize in Global Social Entrepreneurship Competition (Boston) | 2013 |
| Annual Outstanding Employee of Suitshow Image Design Co., Ltd * twice | 2011- 2013 |
| Entrepreneurship Scholarship of SWUFE | 2012 |

PROFESSIONAL EXPERIENCE AND AFFILIATIONS

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| Member, American Accounting Association | 2019- Present |
| Member, Junior Accounting Scholars Organization | 2020- Present |
| Administrator of School of Business Administration, SWUFE, Chengdu, China | 2017- 2018 |
| Tax Intern, Ernst & Young, Chengdu, China | 2016 |
| Tax Assistant, Volunteer Income Tax Assistance (VITA) Program, Maryland, USA | 2016 |
| Intern of Business Department, China Citic Bank, Chengdu, China | 2015 |
| Audit Intern, Sichuan Zhongfa Public Accounting Firm, Chengdu, China | 2014 |
| Manager of Business Department, Suitshow Image Design Co., Ltd, Chengdu, China | 2011- 2013 |

CERTIFICATIONS AND SKILLS

Data Analytics Certification

Accounting Data Analytics with Python- Grade: 100% ([Certificate](#))
 Machine Learning for Accounting with Python- Grade: 99.5% ([Certificate](#))
 Fundamentals of Visualization with Tableau- Grade: 100% ([Certificate](#))

Sustainability Courses Certification

Carbon Taxation ([Certificate](#)), Introduction to Sustainable Finance ([Certificate](#)), Integrating Climate Risk Information into NAPs ([Certificate 1](#), [Certificate 2](#)), Green Economy and Trade ([Certificate](#)), Green Fiscal Policy ([Certificate](#))

Software/ Programming Skills

SPSS, R, Python, Stata, Eviews, AMOS, Tableau