

FLORA SUN

Indiana University
Kelley School of Business
Bloomington, Indiana

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EDUCATION

Indiana University	Bloomington, IN
Ph.D., Accounting (Minor: Finance)	(Expected) 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

Working Papers

Dissertation: “After-Hours Market Reactions and Media Coverage of Firms’ Earnings Announcements”

- Committee: Kenneth Merkley (chair), Brian Miller, Noah Stoffman, and Jim Wahlen

“Business Press Independence: Evidence From Media Common Ownership” (with Kenneth Merkley, Joseph Pacelli, and Brady Twedt)

- Under second round review at *The Accounting Review*
- Developed from second-year summer paper
- Presented at Bayes Business School (*Merkley*), Texas A&M University (*Twedt*), The Hong Kong Polytechnic University (*Twedt*), 2022 Universities of British Columbia, Oregon, and Washington Conference (*Twedt*), and 2023 AAA Annual Meeting (*Sun*)

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

- Presented at Indiana University

Work-in-Progress

“Wealth Transfer Effects of Media Coverage” (with Kenneth Merkley and Anish Sharma)

TEACHING EXPERIENCE

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

CONFERENCE PARTICIPATION

AAA Annual Meeting (Reviewer)	2024
AAA Annual Meeting (Presenter; Discussant; Reviewer)	2023
AAA FARS Midyear Meeting (Reviewer)	2023
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium (Presenter)	2022
Conference on Financial Economics and Accounting (Reviewer)	2021

CONFERENCE ATTENDANCE

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, 2023
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
Conference on Financial Economics and Accounting, Bloomington, IN	2021
AAA Annual Meeting, Virtual	2021
AAA FARS Midyear Meeting, Virtual	2021, 2022
UT-Austin Salem Center for Policy Ph.D. Student Symposium, Virtual	2020, 2021
Hoosier Accounting Research Conference, Bloomington, IN	2019

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

ACADEMIC AND PROFESSIONAL EXPERIENCE

Indiana University <i>Research Assistant</i>	Bloomington, IN 2019 - Present
The University of Texas at Austin <i>Research Assistant</i>	Austin, TX 2018 - 2019
Capco <i>Compliance Specialist</i>	Hong Kong 2015 - 2017
PricewaterhouseCoopers <i>Assurance Associate</i>	Hong Kong 2013 - 2015

ADDITIONAL SKILLS

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