

Betty (Yunchen) Liu
Kelley School of Business | Indiana University
1309 E 10th St, HH 5100
Bloomington, IN 47405
bettyliu@iu.edu

ACADEMIC POSITIONS

INDIANA UNIVERSITY

Assistant Professor of Accounting

Bloomington, IN
2022 - Present

EDUCATION

THE UNIVERSITY OF IOWA

Ph.D. in Business Administration (Accounting)

Dissertation: *"Retail Investors and the Pricing of Accounting Information: Evidence from Brokerage Website Outages"*

Committee: Daniel Collins (Co-Chair), Paul Hribar (Co-Chair), Dain Donelson, Cristi Gleason, and Erik Lie

Iowa City, IA

2016 - 2022

THE UNIVERSITY OF CHICAGO

Bachelor of Arts in Economics

Bachelor of Arts in Computer Science

Chicago, IL

2012 - 2016

RESEARCH

AREAS OF INTEREST: Technological Advances in Financial Markets; Retail Investor Trading and Behavior; Voluntary and Mandatory Disclosures; Social Welfare

WORKING PAPERS:

"The Role of Accounting Information in the Era of Fake News" with Austin Moss

- Journal of Accounting and Economics – Revising for 5th Round Review
- Workshop Presentation: The University of Iowa, 2020
- Conference Presentation: Accounting Innovations Research Conference, 2023; Midwest Accounting Research Conference, 2021

"Bad News Bearers: The Negative Tilt of the Financial Press" with Marina Niessner and Eric So

- Management Science – Revising for 2nd Round Review

"Retail Investors and the Pricing of Accounting Information: Evidence from Brokerage Website Outages"

- Dissertation
- Workshop Presentations: Indiana University, 2022; The University of Iowa, 2021

"Transaction Costs and Virtual Economies" with Austin Moss and David Volant

- Workshop Presentations: Indiana University, 2023

"Do Mandatory Financial Reporting Disclosures Affect the Future Innovations of Peers?" with Samuel Melessa and Jaron Wilde

- Workshop Presentation: The University of Iowa, 2019

INVITED PRESENTATIONS

Rotman-CPA Centre for Accounting Innovation Research Conference	2023
Indiana University	2022

TEACHING

INDIANA UNIVERSITY, KELLEY SCHOOL OF BUSINESS

Intermediate Accounting I (3 sections)	Spring 2024
Intermediate Accounting I (3 sections)	Spring 2023

UNIVERSITY OF IOWA, TIPPIE SCHOOL OF BUSINESS

Introduction to Managerial Accounting (2 sections)	Fall 2017
Introduction to Managerial Accounting (2 sections)	Spring 2017

PROFESSIONAL ACTIVITIES AND SERVICE

Doctoral Dissertation Committees:

Yanhao Wang (Business Economics & Public Policy), 2023, External Examiner

Discussant:

Disclosure, Information Sharing, and Secrecy Online Workshop (2024)

AAA Annual Meeting (2023)

AAA Annual Meeting (2022)

Ad Hoc Reviewer:

Contemporary Accounting Research

Journal of Business, Finance, and Accounting

AAA Annual Meeting

Financial Accounting Reporting Section of AAA

CONFERENCE PARTICIPATION

AAA FARS Mid-year Meeting	2024
Kelley Accounting Research Symposium	2023
Dopuch Accounting Research Conference	2023
AAA Annual Meeting	2023
Midwest Accounting Research Conference	2023
Emerging Scholars Accounting Research Conference	2023
AAA New Faculty Consortium	2023
Kelley Accounting Research Symposium	2022
AAA Annual Meeting	2022
Midwest Accounting Research Conference	2022
Sydney G. Winter Lecture Series – University of Iowa	2022
Miami Rookie Camp	2021
Midwest Accounting Research Conference	2021
Deloitte Doctoral Consortium	2020
AAA FARS Mid-year Meeting/Doctoral Consortium	2020
Sydney G. Winter Lecture Series - University of Iowa	2019
AAA FARS Mid-year Meeting	2019
UNC Tax Doctoral Seminar	2018

AWARDS AND HONORS

Graduate Fellowship, University of Iowa	2016-2021
Graduate College Post-Comprehensive Research Fellowship, University of Iowa	2020
Dean's List, University of Chicago	2012-2016