

**Betty (Yunchen) Liu**  
Kelley School of Business | Indiana University  
1309 E 10<sup>th</sup> St, HH 5100  
Bloomington, IN 47405  
[bettyliu@iu.edu](mailto:bettyliu@iu.edu)

## **ACADEMIC POSITIONS**

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### **INDIANA UNIVERSITY**

*Assistant Professor of Accounting*

Bloomington, IN  
2022 - Present

## **EDUCATION**

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### **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**

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

### **PUBLICATIONS:**

Liu, B. and Moss, A. 2024. The Role of Accounting Information in the Era of Fake News. *Journal of Accounting and Economics*. Forthcoming.

- Workshop Presentation: The University of Iowa, 2020
- Conference Presentation: Accounting Innovations Research Conference, 2023; Midwest Accounting Research Conference, 2021

### **WORKING PAPERS:**

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

- Management Science – Under 2<sup>nd</sup> Round Review

*"Individual Investor Information Integration"* with David Volant

- Workshop Presentations: Indiana University, 2024

*"Pricing Earnings Season"* with Daniel Beneish and David Volant

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

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

*"Virtual Economies and Transaction Costs"* with Austin Moss, David Volant, and Brian Williams

- Workshop Presentations: Indiana University, 2023

## **INVITED PRESENTATIONS**

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

## **TEACHING**

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### **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**

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### Doctoral Dissertation Committees:

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

### Discussant:

FARS Midyear Meeting (2025)  
Disclosure, Information Sharing, and Secrecy Online Workshop (2024)  
AAA Annual Meeting (2023)  
AAA Annual Meeting (2022)

### Ad Hoc Reviewer:

*The Accounting Review*  
*Management Science*  
*Contemporary Accounting Research*  
*Journal of Business, Finance, and Accounting*  
*Journal of Financial and Quantitative Analysis*  
AAA Annual Meeting  
FARS Midyear Meeting

## **CONFERENCE PARTICIPATION**

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|  |      |
|--|------|
| FARS Midyear Meeting   | 2025 |
| Dopuch Accounting Research Conference                        | 2024 |
| Kelley Accounting Research Symposium                         | 2024 |
| Emerging Scholars Accounting Research Conference             | 2024 |
| Sydney G. Winter Lecture Series – University of Iowa         | 2024 |
| Disclosure, Information Sharing, and Secrecy Workshop Series | 2024 |
| FARS Midyear 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 |

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| 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 |
| FARS Midyear Meeting/Doctoral Consortium             | 2020 |
| Sydney G. Winter Lecture Series - University of Iowa | 2019 |
| FARS Midyear Meeting                                 | 2019 |
| UNC Tax Doctoral Seminar                             | 2018 |
| Sydney G. Winter Lecture Series - University of Iowa | 2016 |

### **AWARDS AND HONORS**

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|---|-----------|
| 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 |