

Mark B. Piorkowski

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Kelley School of Business
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ACADEMIC POSITIONS

Indiana University, Kelley School of Business

- Assistant Professor of Accounting
- Acting Assistant Professor of Accounting

Bloomington, IN

2023 – Present

2022

EDUCATION

Boston College, Carroll School of Management

- Ph.D., Accounting
- B.S., Management; Concentrations in Accounting and Finance (*summa cum laude*)

Chestnut Hill, MA

2017 – 2022

2011 – 2015

RESEARCH

Research Interests

Sell-Side Analysts, Regulation and Enforcement, Capital Markets, Voluntary Disclosure, Securities Litigation

Publications

“[Crypto-influencers](#)” (with Kenneth Merkley, Joseph Pacelli, and Brian Williams)

- *Review of Accounting Studies*, Vol. 29, No. 3 (2024): 2254-2297
- Presented at the *Review of Accounting Studies* 2023 Conference

“[CFO narcissism and the power of persuasion over analysts: a mixed-methods approach](#)” (with Charles Ham, Nick Seybert, and Sean Wang)

- *Review of Accounting Studies*, Vol. 30, No. 3 (2025): 2419-2467
- Presented at the *Review of Accounting Studies* 2024 Conference (by co-author)
- Received the 2023 ABO Conference Outstanding Manuscript Award

Working Papers

“The Role of Analysts’ Research in Securities Litigation: Evidence from Class Action Filings” (with Eric Gelsomin)

- Revising for 4th round review at the *Journal of Accounting Research*

“[The Whisper Before the Shout: Market Consequences of Implied versus Actual Recommendations Revisions](#)” (with Mark Bradshaw, Jared Flake, and Charles Ham)

- Revising for 2nd round review at *The Accounting Review*

“[Treading Lightly: Peer Firms’ Strategic Nondisclosure during Merger Antitrust Reviews](#)” (with Farzana Afrin, Natalie Berfeld, Lauren Vollon, and Ben Yost)

- Revising for 2nd round review at *The Accounting Review*

“[Analysts’ Use of Data Visualization and the Quality of Sell-Side Equity Reports](#)” (with Jared Flake, Nargess Golshan, and Kenneth Merkley)

“The Impact of Brokers’ Review Policies on Analysts’ Target Price Quality: Evidence from Oversight Committees”

- Dissertation Committee: Mark Bradshaw (Chair), Amy Hutton, and Lian Fen Lee

“Passing the Torch: Mentorship among Sell-Side Analysts” (with Nargess Golshan and Tzachi Zach)

“Accounting Expertise and Capital Market Outcomes: Evidence from Equity Research Analysts” (with Jesse Chan, Nargess Golshan, Lian Fen Lee, and Alvis Lo)

“Mutual Fund Managers and Accounting Backgrounds” (with Francois Brochet, Jesse Chan, Jena Santi, and Nicola Schumacher)

“Countering Activist Short Seller Campaigns: Firm Actions and Investor Reactions” (with Eric Holzman and Karan Thakkar)

INVITED RESEARCH PRESENTATIONS

Kelley Accounting Research Symposium (Bloomington, IN)	2026 (scheduled)
7 th Analyst Research Conference (Notre Dame, IN)	2026
Emerging Scholars Brownbag Series In-Person Event (Evanston, IL)	2026
ASU Cactus Conference (Tempe, AZ)	2026
FARS Midyear Meeting (San Antonio, TX)	2026
The Hong Kong Polytechnic University Accounting Research Conference (Hong Kong)	2025
Emerging Scholars Brownbag Series (virtual)	2025
The Ohio State University (Columbus, OH)	2024
5 th Analyst Research Conference (London, UK)	2024
<i>Review of Accounting Studies</i> Conference (Cambridge, UK)	2023
Midwest Accounting Research Conference (Notre Dame, IN)	2023
Boston College (Chestnut Hill, MA)	2022
3 rd Analyst Research Conference (London, UK)	2022
AAA Annual Meeting (San Diego, CA)	2022
Indiana University (Bloomington, IN)	2022
Baruch College (virtual)	2022
FARS Midyear Meeting (virtual)	2022

INVITED RESEARCH DISCUSSIONS

AAA Annual Meeting (San Diego, CA)	2022
Midwest Accounting Research Conference (Iowa City, IA)	2022
AAA Annual Meeting (virtual)	2021
FARS Midyear Meeting (Nashville, TN)	2020
Boston Empirical Accounting Conference (Chestnut Hill, MA)	2018

MEDIA MENTIONS

NewsNation (March 18, 2025): “[Is meme coin crypto the key to get rich quick or another scam?](#)”

Fortune (January 31, 2025): “[The FBI says crypto fraud cost Americans \\$5.6 billion a year. Here’s how you can stay safe](#)”

CBS4 News (January 23, 2025): “[IU Warns of Crypto Scammers](#)”

Kelley School of Business Research Creating Momentum (November 21, 2024): “[Research: Be cautious in following crypto-influencers’ investment advice; most gains disappear within days](#)”

DailyCoin (May 16, 2024): “[Crypto Influencer Advice Does Not Pay, Report Finds](#)”

ProMarket (April 17, 2023): “[Crypto-Influencers Give Poor Investment Advice — and the SEC is Taking Notice](#)”

Harvard Business School Working Knowledge (April 7, 2023): “[When Celebrity ‘Crypto-Influencers’ Rake in Cash, Investors Lose Big](#)”

ACADEMIC SERVICE

Journal Ad Hoc Reviewer:

- *The Accounting Review* 2024, 2026
- *Review of Accounting Studies* 2024 – 2025
- *Contemporary Accounting Research* 2023 – 2025
- *Management Science* 2022, 2024 – 2026
- *Journal of Financial Reporting* 2024 – 2025
- *Accounting and Business Research* 2024
- *Journal of Business Finance & Accounting* 2022

Conference Ad Hoc Reviewer:

- AAA Global Connect 2026
- 7th Analyst Research Conference 2025
- FARS Midyear Meeting 2020, 2024 – 2025
- AAA Annual Meeting 2019 – 2023, 2025
- Hawaii Accounting Research Conference 2022, 2024 – 2025

Indiana University:

- Intermediate Financial Accounting II Course Coordinator Fall 2024 – Present
- Workshop Series Co-Coordinator 2025 – 2026 Academic Year
- Social Event Planning Committee Member Fall 2024 – Present
- Kelley School Teaching and Service Excellence Committee Member 2025 – 2026 Academic Year
- PhD Student Co-Advisor (Karan Thakkar) Fall 2024 – Summer 2025
- PhD Student Summer Paper Co-Advisor (Austin Sharpe) Summer 2025
- Senior Honors Project Advisor (Erel Shapira) 2025 – 2026 Academic Year
- Knall-Cohen Investment Fund Stock Pitch Judge 2023 – 2024, 2026

CONFERENCE PARTICIPATION

Bocconi Accounting Symposium (Milan, Italy)	2026 (scheduled)
Penn State Accounting Research Conference (State College, PA)	2026 (scheduled)
7 th Analyst Research Conference (Notre Dame, IN)	2026
Emerging Scholars Brownbag Series In-Person Event (Evanston, IL)	2026
Utah Winter Accounting Conference (Salt Lake City, UT)	2026
FARS Midyear Meeting (San Antonio, TX)	2026
<i>Review of Accounting Studies</i> Conference (Hyderabad, India)	2025
Singapore Accounting Symposium (Singapore)	2025
The Hong Kong Polytechnic University Accounting Research Conference (Hong Kong)	2025
SMU-UTD Cowtown Accounting Research Conference (Richardson, TX)	2025
<i>Contemporary Accounting Research</i> Conference (Milan, Italy)	2025
Notre Dame Accounting Research Conference (Notre Dame, IN)	2025
UBCOW Conference (Seattle, WA)	2025
Midwest Accounting Research Conference (Minneapolis, MN)	2025

IU Junior Financial Archival Research Conference (Bloomington, IN)	2025
Emerging Scholars Brownbag Series In-Person Event (Boston, MA)	2025
Cherry Blossom Accounting Conference (Washington, DC)	2025
FARS Midyear Meeting (Atlanta, GA)	2025
<i>Review of Accounting Studies</i> Conference (Seattle, WA)	2024
<i>Contemporary Accounting Research</i> Conference (Toronto, CA)	2024
5 th Analyst Research Conference (London, UK)	2024
Workshop on Financial Institutions Research (St. Louis, MO)	2024
Midwest Accounting Research Conference (West Lafayette, IN)	2024
KPMG National Faculty Symposium (Orlando, FL)	2024
IU Spring Tax Camp (Bloomington, IN)	2024 – 2025
ASU Cactus Conference (Tempe, AZ)	2024, 2026
FARS Midyear Meeting (Denver, CO)	2024
<i>Review of Accounting Studies</i> Conference (Cambridge, UK)	2023
Dopuch Accounting Conference (St. Louis, MO)	2023 – 2025
Kellogg Accounting Conference (Evanston, IL)	2023
Midwest Accounting Research Conference (Notre Dame, IN)	2023
Risk Governance Research Symposium (Raleigh, NC)	2023, 2025
Emerging Scholars Research Conference (Notre Dame, IN)	2023 – 2024
Empirical Accounting Conference (Minneapolis, MN)	2023 – 2025
New Faculty Consortium (Leesburg, VA)	2023
FARS Midyear Meeting (Phoenix, AZ)	2023
Kelley Accounting Research Symposium (Bloomington, IN)	2022 – 2026 (scheduled)
3 rd Analyst Research Conference (London, UK)	2022
AAA Annual Meeting (San Diego, CA)	2022
Midwest Accounting Research Conference (Iowa City, IA)	2022
FARS Midyear Meeting (virtual)	2021 – 2022
Accounting PhD Rookie Recruiting and Research Camp (Miami, FL)	2021
Boston Empirical Accounting Conference (Boston, MA)	2018, 2019, 2021
AAA Annual Meeting (virtual)	2021
FARS Doctoral Consortium and Midyear Meeting (Nashville, TN)	2020
Hoosier Accounting Research Conference (Bloomington, IN)	2019
BYU SAS Boot Camp (Provo, UT)	2018
Boston Accounting Research Colloquium (Boston, MA)	2017 – 2018

TEACHING EXPERIENCE

Indiana University, Kelley School of Business

Bloomington, IN

Intermediate Financial Accounting II (BUS-A 312)

- Instructor Spring 2023 – Present
- Course Coordinator Fall 2024 – Present
- Average “Dean’s 8” Rating (out of 7.00): Spring 2023: 6.24; Spring 2024: 6.63; Spring 2025: 6.55
- Recipient of Indiana University Trustees Teaching Award (2025)
- Recipient of “Making a Difference at Kelley” recognition from Undergraduate Senior Exit Survey: Class of 2024, Class of 2025

Boston College, Carroll School of Management

Chestnut Hill, MA

Financial Accounting, Managerial Accounting, and Intermediate Accounting

- Teaching Assistant 2017 – 2022

HONORS AND AWARDS

Indiana University Trustees Teaching Award	2025
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April 2026

Excellence in Reviewing Award: AAA Annual Meeting	2020 – 2021
Excellence in Reviewing Award: FARS Midyear Meeting	2020
Elijah Watt Sells Award Recipient	2015
Rev. James D. Sullivan, S.J. Award (awarded to a senior outstanding in character and achievement)	2015
Carroll School of Management Honors Program Academic Accomplishment Award	2015

PROFESSIONAL EXPERIENCE AND CERTIFICATIONS

UBS Securities LLC	New York, NY
• Equity Research Associate, US Electric Utilities, Alt Energy, & IPPs Group	2016 – 2017
PricewaterhouseCoopers LLP	New York, NY
• Assurance Associate, Banking & Capital Markets Practice	2015 – 2016
Certified Public Accountant, New York (inactive)	2016 – 2019
• 2015 Elijah Watt Sells Award Recipient	
FINRA Series 7, 63, 86, 87 (inactive)	2016 – 2017