

## FLORA SUN

Binghamton University  
 School of Management  
 Binghamton, New York

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### ACADEMIC POSITIONS

Binghamton University, Binghamton, NY Assistant Professor of Accounting	2024Present
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### EDUCATION

Indiana University, Bloomington, IN Ph.D., Accounting; Minor: Finance Master of Business	2024 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 INTERESTS

Capital Markets|Information Intermediaries; Voluntary Disclosure; Information Production

### WORKING PAPERS

“Common Media Holding Companies and the Uniqueness of Business Press Content” (with Kenneth Merkley, Joseph Pacelli, and Brady Twedt)  
 Conditionally accepted at The Accounting Review

“After -Hours Market Reactions and Media Coverage of Firms’ Earnings Announcements (dissertation)  
 Preparing for submission

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

### RESEARCH PRESENTATIONS

Binghamton University	2024
Texas A&M University	2024
Accounting PhD Rookie Recruiting and Research Camp	2023
Indiana University	2023
AAA Annual Meeting	2023
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium	2022
Indiana University	2021

## RESEARCH DISCUSSIONS

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AAA Annual Meeting	2023
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## CONFERENCE PARTICIPATION

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IU Kelley Accounting Research Symposium, Bloomington, IN	(Scheduled) 2024
Midwest Accounting Research Conference, West Lafayette, IN	2024
Accounting PhD Rookie Recruiting and Research Camp, Dallas, TX	2023
IU Kelley Accounting Research Symposium, Bloomington, IN	2023
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
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
AAA FARS Midyear Meeting, Virtual	2022
Conference on Financial Economics and Accounting, Bloomington, IN	2021
AAA Annual Meeting, Virtual	2021
AAA FARS Midyear Meeting, Virtual	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium, Virtual	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium, Virtual	2020
Hoosier Accounting Research Conference, Bloomington, IN	2019

## PROFESSIONAL SERVICE

