

FLORA SUN

Binghamton University
School of Management
Binghamton, New York

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ACADEMIC POSITIONS

Binghamton University	Binghamton, NY
Assistant Professor of Accounting	2024–Present

EDUCATION

Indiana University	Bloomington, IN
Ph.D., Accounting; Minor: Finance	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 INTERESTS

Capital Markets, Information Intermediaries, Voluntary Disclosure

PUBLICATIONS

“[Common Media Holding Companies and the Uniqueness of Business Press Content](#)” [2025]
(with Kenneth Merkley, Joseph Pacelli, and Brady Twedt). *The Accounting Review* 100: 381-405.

WORKING PAPERS

“After-Hours Market Reactions and Media Coverage of Firms’ Earnings Announcements”
“Performance Framing in Earnings News: Evidence from Media Headlines” (with Farzana Afrin and Kenneth Merkley)

WORKS IN PROGRESS

“Financial Literacy and the Media: Evidence from Illiquid After-Hours Markets” (with Sean Wang)
“Compensation Responses to SEC Investigations of Connected Firms” (with Terrence Blackburne and Jason Xiao)
“Media Coverage of Unionized Firms” (with Hunter Pearson)
“Material Weakness Severity and Disclosure Complexity” (with Millie Hutton and Marcy Shepardson)

MEDIA MENTIONS

[News Media Conglomeration and Financial Markets](#) – The Academic Minute, WAMC Northeast Public Radio (April 2025)

[Impact of Similar News on Markets: Investor Insights](#) – Mirage News (January 2025)

[How Do Similar News Stories Impact Financial Markets? Essential Insights for Investors](#) – ScienMag (January 2025)

[How similar news stories can influence financial markets](#) – MSN.com (January 2025)

[How can similar news stories influence financial markets? Here's what investors need to know](#) – BingUNews (November 2024)

[Media Consolidation Reduces the Diversity of Business News Coverage and Could Affect Investors](#) – The Associated Press (October 2024)

RESEARCH PRESENTATIONS

Southern Methodist University	(Scheduled) 2026
Binghamton University	2025
AAA Annual Meeting	2025
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

AAA Annual Meeting	2025
FARS Midyear Meeting	2025
AAA Annual Meeting	2023

CONFERENCE PARTICIPATION

FARS Midyear Meeting	2026
Villanova Accounting Research Conference	2025
UBC/Oregon/Washington (UBCOW) Conference	2025
AAA Annual Meeting	2025
IU Junior Financial Archival Research Conference	2025
New Faculty Consortium	2025
FARS Midyear Meeting	2025
IU Kelley Accounting Research Symposium	2024
Midwest Accounting Research Conference	2024
Accounting PhD Rookie Recruiting and Research Camp	2023
IU Kelley Accounting Research Symposium	2023
Kellogg Accounting Conference	2023

AAA Annual Meeting	2023
Midwest Accounting Research Conference	2023
FARS Doctoral Consortium	2023
FARS Midyear Meeting	2023
IU Kelley Accounting Research Symposium	2022
AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium	2022
Midwest Accounting Research Conference	2022
Duke Accounting Theory Summer School	2022
FARS Doctoral Consortium	2022
FARS Midyear Meeting	2022
Conference on Financial Economics and Accounting	2021
AAA Annual Meeting	2021
FARS Midyear Meeting	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium	2021
UT-Austin Salem Center for Policy Ph.D. Student Symposium	2020
Hoosier Accounting Research Conference	2019

ACADEMIC SERVICE

Journal Ad-Hoc Reviewer

<i>Business Horizons</i>	2025
<i>Journal of Business Finance and Accounting</i>	2024

Conference Ad-Hoc Reviewer

AAA Global Connect	2026
Hawaii Accounting Research Conference	2026
FARS Midyear Meeting	2023, 2025–2026
AAA Annual Meeting	2023–2025
Conference on Financial Economics and Accounting	2021

Binghamton University

Faculty Advisor – ALPFA Student Chapter	2025–Present
Member – Accounting Faculty Recruiting Committee	2024–Present
Member – School of Management Undergraduate Programs Committee	2024–Present

TEACHING EXPERIENCE

Binghamton University

Intermediate Accounting Theory II (Rating: 4.75/5)	Spring & Fall 2025
Cost Accounting (Rating: 4.91/5)	Fall 2024

Indiana University

Financial Reporting and Analysis, Associate Instructor (Rating: 6.30/7)	Fall 2021
Introduction to Financial Accounting, Associate Instructor (Rating: 6.40/7)	Fall 2020

The University of Texas at Austin

Financial Reporting and Analysis, Teaching Assistant	Spring 2019
Valuation, Teaching Assistant	Spring 2019
Intermediate Financial Accounting, Teaching Assistant	Fall 2018

PROFESSIONAL EXPERIENCE

Capco	Hong Kong
Compliance Specialist	2015–2017
PricewaterhouseCoopers	Hong Kong
Assurance Associate	2013–2015

HONORS AND AWARDS

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

ADDITIONAL SKILLS

Languages: English (Fluent), Mandarin (Native), Cantonese (Native)
Qualifications: CFA Level III (Passed), HKICPA Qualification Program (Passed)