

BRAD CANNON

Binghamton University, School of Management
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EMPLOYMENT

Binghamton University, School of Management, Binghamton, NY
Assistant Professor of Finance 2022-Present

Brigham Young University, BYU Marriott School of Business, Provo, UT
Visiting Assistant Professor of Finance 2020-2022

EDUCATION

Ohio State University, Fisher College of Business, Columbus, OH
Ph.D. in Finance 2015-2020

Utah State University, Jon M. Huntsman School of Business, Logan, UT
M.S. in Financial Economics 2014-2015
B.S. in Finance and Economics 2008-2014

PUBLICATIONS

[Does Cross-Sectional Return Extrapolation Explain Anomalies?](#) (with John Lynch)
Review of Finance (2025)

[The Asset Growth Return Premium and Anchoring on the 52-Week High](#) (with Ben Blau)
Journal of Financial Research (2025)

WORKING PAPERS

[Swimming Against the Current: Contrarian Retail Trading](#) (with Hannes Mohrschladt)
Journal of Financial and Quantitative Analysis, Revise and Resubmit

[Diagnostic Expectations and Hedge Fund Flows](#) (with Rui Gong and John Lynch)
Under Review

[Does Banking Competition Really Increase Credit for All? The Effect of Bank Branching Deregulation on Small Business Credit](#) (with John Lynch)
Under Review

[Friends with Benefits: Social Capital and Household Financial Behavior](#) (with David Hirshleifer and Josh Thornton)
Presentations: Chicago Booth Banking Conference, Conference on Network Science and Economics, Northern Finance Association, Research in Behavioral Finance Conference, Lonestar Finance Conference, Boulder Summer Conference on Consumer Financial Decision Making Poster, Georgia Tech-Atlanta Fed Household Finance Conference, Midwest Finance Association, New Zealand Finance Meeting
Media: [MarketWatch](#), [The Conversation](#), [Curious by Nature](#), [Academic Minute](#)

[Do Lenders Learn from Peer Firm Valuations?](#) (with John Lynch and Josh Thornton)
Financial Management Association, Yale Whitebox Advisors Graduate Student Conference, Brigham Young University, Ohio University, Ohio State University

[Perception Matters: How Executive Vocal Masculinity Influences CEO Selection and Compensation](#) (with John Lynch and Amin Shams)

Media: [Oxford Business Law Blog](#)

[Extreme Return Days and the Role of Purchase Prices](#) (with Hannes Mohrschladt)

China International Conference in Finance, Eastern Finance Association, French Finance Association, Academy of Behavioral Finance and Economics, Munster University

PROFESSIONAL ACTIVITIES

* = scheduled ** = coauthor

Conference Presentations

2025: Chicago Booth Banking Conference (2025)**, Conference on Network Science and Economics (2025)**

2024: Northern Finance Association, Research in Behavioral Finance Conference, Financial Management Association**, Lonestar Finance Conference**, Boulder Summer Conference on Consumer Financial Decision Making Poster, Georgia Tech-Atlanta Fed Household Finance Conference**, International Behavioural Finance Conference**, Midwest Finance Association**, Southwestern Finance Association**

2023: New Zealand Finance Meeting**, German Finance Association**

2022: Research in Behavioral Finance Conference Poster**

2021: Academy of Behavioral Finance and Economics, Behavioural Finance Working Group**, China International Conference in Finance, Eastern Finance Association, FDIC Bank Research Conference**, French Finance Association**, Frontiers in Factor Investing**

2019: Yale Whitebox Advisors Graduate Student Conference

Seminars:

2024: Baylor University**, Binghamton University

2023: Binghamton University

2021: Binghamton University, Brigham Young University, Ohio State University**, Securities and Exchange Commission, Southern Methodist University**

2019: Brigham Young University, Ohio State University, Ohio University

Discussant:

2025: American Real Estate and Urban Economics Association

2021: Academy of Behavioral Finance and Economics, China International Conference in Finance, Eastern Finance Association

2018: Ph.D. Conference on Real Estate and Housing

Other

2024: Friends of Women in Finance in Greater New York Symposium (Co-organizer), Financial Management Association (Program Committee)

2023: Friends of Women in Finance in Greater New York Symposium (Co-organizer)

2021: Academy of Behavioral Finance and Economics (Session Chair), Eastern Finance Association (Session Chair)

Referee: Review of Finance, Review of Asset Pricing Studies, Journal of Banking and Finance, Journal of Empirical Finance, Journal of International Financial Markets, Institutions & Money, Journal of Accounting, Auditing and Finance, PLOS One

AWARDS AND GRANTS

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| AFFECT Grant Recipient (with Danling Jiang, Padma Kadiyala, and Ying Wu) | 2023, 2024 |
| Dean's Honor Role for Teaching, Binghamton University | 2022-2024 |
| Graduate Assistantship | 2015-2020 |
| American Finance Association Doctoral Student Travel Grant | 2019 |
| Graduate Scholarship, Utah State University | 2014-2015 |
| Huntsman Scholar, Utah State University | 2012-2014 |
| Presidential Scholarship, Utah State University | 2008-2014 |
| Buehler Scholar, Utah State University | 2013 |

TEACHING

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| Binghamton University, School of Management , Binghamton, NY | |
| FinTech (Undergraduate and Graduate) | 2022-Present |
| Investments (Undergraduate) | 2023-Present |
| Brigham Young University, BYU Marriott School of Business , Provo, UT | |
| Investments (Undergraduate) | 2020-2022 |
| Ohio State University, Fisher College of Business , Columbus, OH | |
| Investments (Undergraduate) | 2019 |
| Utah State University, Jon M. Huntsman School of Business , Logan, UT | |
| Introduction to Economics (Undergraduate) | 2015 |
| Ohio State University, Fisher College of Business , Columbus, OH | |
| <i>Workshop Instructor</i> , Introduction to SAS Programming (MSF and PhD) | 2017-2018 |
| <i>Teaching Assistant</i> , Behavioral Finance (Undergraduate and Graduate) | 2016-2020 |
| <i>Teaching Assistant</i> , Fixed Income (Undergraduate and Graduate) | 2015-2020 |
| <i>Teaching Assistant</i> , Investments (Undergraduate) | 2015 |

UNIVERSITY SERVICE

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| School of Management Faculty Development Committee, Member | 2024-Present |
| Graduate Council, Member | 2023-Present |
| Graduate Council – Professional Development Committee, Member | 2023-Present |
| Koffman Finance Seminar, Coordinator | 2023-Present |
| SOM Brown Bags, Organizer | 2023-Present |
| Junior Faculty Lunch, Co-organizer | 2022-Present |
| School of Management Undergraduate Committee, Member | 2022-Present |
| Finance Faculty Search Committee, Member | 2023, 2024 |
| Finance PhD Search Committee, Member | 2023 |

OTHER INFORMATION

Hobbies: Basketball, Hiking, Pickleball, Racquetball
Languages: English, Intermediate French
Programming: Python, SAS, Stata