

## HOJUN SEO

Accounting Area, Department of Management  
Mitchell E. Daniels Jr. School of Business, Purdue University  
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### EDUCATION:

Ph.D. in Business Administration (Accounting), Washington University in St. Louis, 2016  
Master of Science in Accounting, Korea University, 2011  
Bachelor of Business Administration, Korea University, 2007

### RESEARCH INTERESTS:

Financial Accounting and Reporting; Executive Compensation; CEO Turnovers; Peer Firm Effects

### ACADEMIC PUBLICATIONS:

1. [Issues Raised by Studying DeFond and Zhang: What Should Audit Researchers Do?](#)  
with John Donovan, Richard Frankel, Joshua Lee and Xiumin Martin  
*Journal of Accounting and Economics*, 2014 [Invited article]
2. [The Market's Reaction to Changes in Relative Performance Rankings](#)  
with Jared Jennings and Mark Soliman  
*Review of Accounting Studies*, 2020
3. [Peer Effects in Corporate Disclosure Decisions](#)  
*Journal of Accounting and Economics*, 2021 [Lead article]  
– Recognized as #1 top-cited article amongst those published in JAE since 2021 ([Elsevier](#))
4. [Product Market Peers and Relative Performance Evaluation](#)  
with Sudarshan Jayaraman, Todd Milbourn and Florian Peters  
*The Accounting Review*, 2021
5. [Enforceability of Noncompetition Agreements and Forced Turnovers of Chief Executive Officers](#)  
with Yupeng Lin and Florian Peters  
*Journal of Law and Economics*, 2022
6. [Earnings Performance Targets in Annual Incentive Plans and Management Earnings Guidance](#)  
with Xiumin Martin, Jun Yang, Daniel Kim and Jordan Martel  
*The Accounting Review*, 2023
7. [The Effect of Geographic Diversity on Managerial Earnings Forecasts](#)  
with Bright Gershion Godigbe, Jared Jennings and Lloyd Tanlu  
*European Accounting Review*, forthcoming
8. [Segment Disaggregation and Equity-Based Pay Contracts](#)  
with Young Jun Cho  
*Contemporary Accounting Research*, forthcoming

**WORKING PAPERS:**

9. Does Algorithmic Trading Affect Forced CEO Turnover?  
with Jaewoo Kim, Jun Oh, and Luo Zuo
10. Should I Stay or Leave? Employee Disapproval and CEO Departure  
with Jaewoo Kim and John (Yucheng) Yang
11. Wake-Up Call from the Past Investments  
with Seong Jin Ahn and Yupeng Lin
12. Do Managers Define Compensation Results to Meet or Beat Earnings Performance Targets in Annual Incentive Plans?  
with Daniel Kim and Jun Yang
13. The Usefulness of Accrual Accounting in Analysts' Forecasts of Accruals and Cash Flows  
with Srinivasan Sankaraguruswamy, Shiva Sivaramakrishnan, and Jinping Zhang

**ACADEMIC EXPERIENCE:**

Daniels School of Business, Purdue University, IN, United States  
Assistant Professor of Accounting, 2020–Present

NUS Business School, National University of Singapore, Singapore  
Assistant Professor of Accounting, 2016–2020

**INDUSTRY EXPERIENCE:**

PricewaterhouseCoopers LLP (Seoul Office, Samil PwC), South Korea  
Associate (2006-2008) and Senior Associate (2008-2009) in Transaction Services and Financial Advisory Services Group (Specialized in corporate restructuring and due diligence)  
Auditor (Certified Public Accountant licensed in South Korea)

**INVITED SEMINAR AND CONFERENCE PRESENTATIONS:**

- 2024 Temple University (*scheduled*); University of Notre Dame (Emerging Scholars Accounting Research Conference, *scheduled*); National University of Singapore (*scheduled*); Yonsei University (*scheduled*); Seoul National University (*scheduled*)
- 2023 American Accounting Association (AAA) Annual Meeting, Denver; Hawaii Accounting Research Conference (HARC), Honolulu; Financial Accounting and Reporting Section (FARS) Midyear Meeting, Phoenix
- 2022 Washington University in St. Louis; University of Oregon; Korea Advanced Institute of Science and Technology–Korea University seminar (virtual)
- 2021 Financial Management Association (FMA) Annual Meeting, Denver; Midwest Accounting Research Conference (MARC), organized by University of Iowa (virtual)

- 2020 University of Illinois Urbana-Champaign (virtual); American University (virtual); University of Tennessee Knoxville (virtual); Chinese University of Hong Kong (virtual)
- 2019 Purdue University; Financial Accounting and Reporting Section (FARS) Midyear Meeting, Seattle; Tri-Uni (NUS/NTU/SMU) Accounting Research Conference, Singapore; Conference on Current Issues in Finance and Accounting, Beijing
- 2018 Seoul National University; Korea University; Tri-Uni (NUS/NTU/SMU) Accounting Research Conference, Singapore; The Japanese Accounting Review International Conference, Plenary Session, Kobe
- 2017 City University of Hong Kong; Peking University HSBC Business School; MIT Asia Accounting Conference, Hangzhou
- 2016 University of Rochester; University of Georgia; London School of Economics; University of Illinois Chicago; National University of Singapore; Singapore Management University; Nanyang Technological University; Financial Accounting and Reporting Section (FARS) Midyear Meeting, Newport Beach; American Accounting Association (AAA) Annual Meeting, New York
- 2015 American Accounting Association (AAA) Annual Meeting, Chicago; Convergence of Financial and Managerial Accounting Research, Banff; Washington University Accounting Research Conference, Ph.D. poster session, St. Louis; American Accounting Association (AAA) Midwest Regional Meeting, St. Louis

#### CONFERENCE PARTICIPATIONS:

(*d*) discussant; (*ip*) invited participant; (*pp*) paper in refereed conference, presented by coauthor

- 2023 Kellogg Accounting Conference at the Northwestern University (*ip*)  
Minnesota Accounting Empirical Research Conference at the University of Minnesota (*ip*)  
Washington University Accounting Research Conference, St. Louis (*ip*)  
Hawaii Accounting Research Conference (HARC), Honolulu (*d*)  
American Accounting Association (AAA) Annual Meeting, Denver (*d*)
- 2022 St. Louis Fed / Indiana University Workshop on Financial Institutions (*ip*)  
Washington University Accounting Research Conference, St. Louis (*ip*)
- 2021 St. Louis Fed / Indiana University Workshop on Financial Institutions, virtual (*ip*)  
Stanford Accounting Summer Camp, organized by Stanford University, virtual (*ip*)  
Labor and Accounting Conference, organized by Stanford University, virtual (*ip*)
- 2019 Review of Accounting Studies Annual Conference, Singapore (*ip*)  
Conference on Current Issues in Finance and Accounting, Beijing (*d*)  
CAPANA Accounting Conference, Harbin (*pp*)  
Financial Accounting and Reporting Section (FARS) Midyear Meeting, Seattle (*d*)
- 2018 Society of Financial Studies, SFS Cavalcade Asia-Pacific, Singapore (*d*)  
Conference on Financial Economics and Accounting (CFEA), New Orleans (*pp*)  
Washington University Accounting Research Conference, St. Louis (*ip*)

Financial Accounting and Reporting Section (FARS) Midyear Meeting, Austin (*pp*)  
European Accounting Association (EAA) Annual Meeting, Milan (*pp*)

2017 Conference on Financial Economics and Accounting (CFEA), Philadelphia (*pp*)

2016 American Finance Association (AFA) Annual Meeting, San Francisco (*pp*)  
Colorado Summer Accounting Research Conference (*pp*)  
MIT Asia Accounting Conference, Xiamen (*pp*)  
Financial Management Association (FMA) Annual Meeting, Las Vegas (*pp*)  
Washington University Accounting Research Conference, St. Louis (*ip*)

2015 Conference on Financial Economics and Accounting (CFEA), New Brunswick (*d*)  
American Accounting Association (AAA) Midwest Regional Meeting, St. Louis (*d*)

#### **TEACHING EXPERIENCE:**

Daniels School of Business, Purdue University

- Intermediate Accounting II (for accounting-major students), 2020–present
- Intermediate Accounting for Non-Accounting Majors, 2021–2023

NUS Business School, National University of Singapore

- Corporate Accounting and Reporting (undergraduate core), 2016 – 2020
- Empirical Research in Accounting (Ph.D. Seminar), 2018

Olin Business School, Washington University in St. Louis

- Introductory Financial Accounting, Teaching Assistant, 2015
- Applied Accounting Research, Ph.D. seminar, Teaching Assistant, 2014

#### **OTHER EXPERIENCE:**

The Republic of Korea Army, the 27<sup>th</sup> Infantry Division, South Korea

National Military Service (Final Rank – Sergeant, Honorable Discharge), 2001 – 2003

#### **REFEREEING:**

Ad-hoc reviewer – Journals

*The Accounting Review, Review of Accounting Studies, Management Science, Journal of Financial Economics, Journal of Financial and Quantitative Analysis, Journal of Law and Economics, Journal of Management Accounting Research, European Accounting Review, Journal of Business Finance and Accounting, Journal of Contemporary Accounting and Economics, Quarterly Review of Economics and Finance, Pacific-Basin Finance Journal*

Ad-hoc reviewer – Others

Research Grants Council of Hong Kong, American Accounting Association (AAA) Annual and regional meetings, Financial Accounting and Reporting Section (FARS) Midyear meetings, Hawaii Accounting Research Conference (HARC)

**UNIVERSITY SERVICES:**

Daniels School of Business, Purdue University

- External Ph.D. Dissertation Committee Member – Chihoon Cho (Washington University), 2024
- Accounting Area Workshop Coordinator, 2022 – 2023
- Ph.D. Dissertation Committee Member – Benjamin Hubbard, 2023
- Faculty Recruiting Search Committee Member, 2021, 2022

NUS Business School, National University of Singapore

- Ph.D. Dissertation Committee Member - Yuehua Li, 2017; Manyi Fan, 2020
- Faculty Recruiting Search Committee Member, 2016 – 2020

**HONORS, GRANTS, AND AWARDS:**

Robert M. Trueblood Seminars Fellow, AAA Deloitte Foundation, 2022

Start-up Research Grant (S\$90,000), Ministry of Education in Singapore, 2016 – 2019

Doctoral Fellowship, Washington University in St. Louis, 2011 – 2016

J. Michael Cook Doctoral Consortium Fellow, AAA Deloitte Foundation, 2015

Graduate Scholarship, Korea University, 2009 – 2011

Academic Excellence Scholarships, Korea University, 2004 – 2006

**PERSONAL:**

Language: Korean (Native), English (Fluent)

Marital Status: Married, with three children