

BRANDON LOCK

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ACADEMIC EMPLOYMENT

Baruch College, City University of New York (New York, NY)
Assistant Professor of Accounting, 2018 – Present

EDUCATION

Northwestern University, Kellogg School of Management (Evanston, IL)
Ph.D. in Accounting Information & Management, 2018
M.S. in Finance, 2014

Emory University (Atlanta, GA)
B.B.A. in Finance, Computer Science (B.A.), 2012

RESEARCH INTERESTS

Information Intermediaries, Corporate Disclosure, Machine Learning, Textual Analysis

PUBLICATIONS

Soft Information in the Financial Press and Analyst Revisions, with Mark Bradshaw, Xue Wang, and Dexin Zhou. *The Accounting Review*: September 2021, Vol. 96, No. 5, pp. 107-132.

Executive Extraversion: Career and Firm Outcomes, with T. Clifton Green and Russell Jame. *The Accounting Review*: May 2019, Vol. 94, No. 3, pp. 177-204.

WORKING PAPERS AND WORK-IN-PROGRESS

Optimistic Gatekeepers: Credit Rating Optimism in M&A Deals, with Samuel Bonsall, Kevin Koharki, and Monica Neamtiu. Working Paper.

Rating Agencies' Forecasts and Credit Rating Quality, with Samuel Bonsall, Kevin Koharki, and Monica Neamtiu. Working Paper.

Analyst Risk Ratings and Macroeconomic Volatility, with T. Clifton Green, Russell Jame, and Stanimir Markov. Work-in-Progress.

Measuring Disclosure Quality: A Machine Learning Approach, with Adam Booker and Andrew Stephan. Work-in-Progress.

CEO Emotion and Earnings Quality, with Edward Li and Mengtian Sui. Work-in-Progress.

The Impact of the Media on Voluntary Disclosure. Working Paper.

External Reviews and Green Bond Credibility, with Elsa Allman. Working Paper.

Dissemination and Competition Among Analysts. Working Paper.

TEACHING EXPERIENCE

Data Analytics in Accounting, Masters Course

Instructor, Baruch College, (Spring 2019, Spring 2020, Summer 2020, Spring 2022).

Awarded Zicklin Excellence & Innovation in Teaching Award (2022)

Nominee, Presidential Excellence Award in Distinguished Teaching (2022)

Awarded Curriculum Innovation Award (2020, 2019), financed by the EY Excellence Fund, in recognition of development of new course and casework on data analytics and emerging technologies.

Accounting Information Systems, Undergraduate Course

Instructor, Baruch College (Spring 2020, Summer 2020, Spring 2022)

Zicklin School of Business Mini-Class: “The Future of Accounting: What Machine Learning Is and How It Is Transforming the Industry”

Instructor, Baruch College, Summer 2021

Empirical Accounting Research Doctoral Seminar: “Machine Learning in Accounting Research”

Guest Lecturer, Baruch College, Spring 2021

Empirical Accounting Research Doctoral Seminar: “New Technologies in Accounting Research”

Guest Lecturer, Baruch College, Fall 2018

Financial Accounting, Masters Course

Teaching Assistant, Northwestern University, Summer 2016

Equity Market Anomalies, Doctoral Course

Teaching Assistant, Northwestern University, Fall 2015

Empirical Capital Markets Research in Accounting, Doctoral Course

Teaching Assistant, Northwestern University, Fall 2014

Mergers & Acquisitions, Masters Course

Teaching Assistant, Northwestern University, Fall 2014, Fall 2015

FELLOWSHIPS AND AWARDS

Irving Weinstein Distinguished Scholar Award, 2022

Zicklin Excellence & Innovation in Teaching Award, 2022

PSC-CUNY Research Grant, 2022

Nominee, Presidential Excellence Award in Distinguished Teaching, 2022

PSC-CUNY Research Grant, 2021
Best Reviewer Award, Hawaii Accounting Research Conference, 2021
Curriculum Innovation Award, Baruch College (EY Excellence Fund), 2020
Curriculum Innovation Award, Baruch College (EY Excellence Fund), 2019
PSC-CUNY Research Grant, 2019
Thomas Z. Lys Fellowship, Kellogg School of Management, 2017-2018
Kellogg Teaching/Research Assistant Doctoral Scholarship, 2012-2017
Goodrich C. White Dean's Achievement Scholarship, Emory University, 2009-2012
Placed 132nd of 1515 international teams in IEEEExtreme 5.0 Programming Competition (2011)
Placed 1st in PricewaterhouseCoopers xTREME Accounting Competition (2009)

PRESENTATIONS AND CONFERENCE PARTICIPATION

University of California, Berkeley, Accounting Seminar (Presenter), 2022 (Scheduled)
American Accounting Association Annual Meeting (Presenter), 2022
American Accounting Association Annual Meeting (Discussant), 2022
Ernst & Young Academic Resource Center Colloquium, 2022
The Emanuel Saxe Distinguished Lecture: Impact of Data Analytics on Audits, Baruch College & Grant Thornton LLP (Moderator), 2022
Contemporary Accounting Research Event on Textual Analysis, 2021
University of Illinois, Chicago Accounting Research Conference, 2021
Penn State University Accounting Research Colloquium (Presenter), 2021
Baruch College Accountancy Brown Bag Research Series (Presenter), 2021
Hawaii Accounting Research Conference (Discussant), 2021
Financial Management Association Annual Meeting (Discussant), 2020
American Accounting Association Annual Meeting (Presenter), 2020
American Accounting Association Annual Meeting (Discussant), 2020
Accounting Horizons Conference on Data Analytics in Accounting (Discussant), 2019
American Accounting Association Annual Meeting (Discussant), 2019
New Faculty Consortium, 2019
American Finance Association Annual Meeting, 2017
American Accounting Association Midwest Region Meeting, 2016
Princeton Quant Trading Conference, 2015
American Accounting Association Annual Meeting, 2015
Computational Social Science Summit, 2015
Kellogg Accounting Research Conference, 2014
Nick Dopuch Annual Accounting Research Conference, 2014
VSCSE Data Intensive Summer School, 2014

ACADEMIC SERVICE

Book Reviewer:

Data and Analytics in Accounting: An Integrated Approach 1st Edition (Dzuramin, Geerts, and Lenk), Wiley Education Publishing, Forthcoming

Data Analytics for Accounting 1st Edition (Richardson, Terrell, and Teeter), 2019

Journal Reviewer:

The Accounting Review
Management Science
Contemporary Accounting Research
Journal of Accounting, Auditing, and Finance
Journal of Banking & Finance
Accounting Horizons

Conference Reviewer:

Hawaii Accounting Research Conference, 2020, 2021, 2022, 2023
Emerging Technologies in Accounting and Financial Economics, 2020
FARS Midyear Meeting 2018, 2020, 2022
American Accounting Association, Annual Meeting, 2019, 2020, 2022

Scientific Committee Member, Accounting Horizons Conference on Data Analytics in Accounting, 2019

University Service

PSC CUNY Grant Reviewer, 2022
Accounting Department Workshop Coordinator 2021-2022
Committee Member, Zicklin Graduate Committee on Academic Standing, 2020 – Present
Member, Ph.D. Dissertation Committee for Elsa Allman (2021)

Student Advising

Dissertation Committee Member: Elsa Allman (2021, Placement: French Prudential Supervisory Authority)

TEACHING AND FACULTY DEVELOPMENT ACTIVITIES

Ernst & Young Academic Resource Center Colloquium in Boston, MA, 2022
Center for Teaching and Learning, Video Oral Communication Assessment Tool (Vocat), 2022
Center for Teaching and Learning, Webcam Alternatives for Classroom Participation, 2022
American Accounting Association, Data Automation Using Alteryx: Hands-on Training and Resources for your Classroom, 2022
Deloitte Audit & Assurance Faculty Symposium in Westlake, TX, 2019

OTHER RESEARCH ACTIVITIES

Presentation at CogSci 2011 in Boston, MA: Lock, Agichtein, Holmes, and Wolff (2011). *Using Web Corpus Statistics to Infer Conceptual Structure*.

TECHNICAL KNOWLEDGE

Languages and Applications: Python, SAS, Stata, Weka, Java, C/C++, Perl, R, SPSS, MATLAB, VBA, Oracle RDBMS, SQLite, Tableau, Alteryx, Mindbridge Ai

OTHER INFORMATION

President and Founder, Emory Robotics and Computer Engineering Club (2009-2012)