

Ruichao ZHU

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ACADEMIC APPOINTMENT

NEOMA Business School, Rouen, France | Sep 2024 – Present
Assistant Professor, Department of Accounting, Control & Legal Affairs

EDUCATION

Hong Kong University of Science and Technology (HKUST), Hong Kong SAR
Ph.D. in Accounting, 2024
Committee: Charles Hsu (Chair), Zhihong Chen, Vidhan Goyal, Arthur Morris, George Yang

Xiamen University, Xiamen, China
M.Phil. in Accounting, 2018

Ocean University of China, Qingdao, China
B.S. in Accounting, 2014

RESEARCH INTERESTS

Information Economics · ESG · Auditing · Real Effects

PUBLICATIONS

4. How Does Audit Quality Affect Firm Innovation? Evidence from China (*with Charles Hsu, Chaopeng Wu, Zehao Yan*)
 - *Journal of Business Finance & Accounting* (ABDC A*), 2025
3. Does Media Coverage Help Firms “Lobby” for Government Subsidies? Evidence from China (*with Jin-hui Luo, Zeyue Huang*)
 - *Asia Pacific Journal of Management* (ABDC A), 2021
2. When Are Pay Gaps Good or Bad for Firm Performance? Evidence from China (*with Jin-hui Luo, Yuangao Xiang*)
 - *Management and Organization Review* (ABDC A), 2020
1. Military Top Executives and Corporate Philanthropy: Evidence from China (*with Jin-hui Luo, Yuangao Xiang*)
 - *Asia Pacific Journal of Management* (ABDC A), 2017

WORKING PAPERS

5. How Does Product Market Competition Affect Disclosure of Management Forecasts: Evidence from China Imports (*with Zhihong Chen, Charles Hsu*), 2025
 - *R&R at Journal of Accounting and Economics* (UTD24/FT50)
 - *Presented at*: AAA Annual Meeting, HKUST

4. Non-GAAP Reporting and Innovation Efficiency (*with Charles Hsu, Kirill E. Novoselov*), 2025

- *Supported by:* Hong Kong Research Grants Council (RGC) fund
- *Presented at:* AAA Annual Congress, HKUST, CUHK, CUHK-Shenzhen, Monash University, Seoul National University, Simon Fraser University, Xiamen University

3. Non-fundamental Price Risk and Non-GAAP Reporting: Evidence from Stock Price Fragility (*solo-authored, based on Ph.D. dissertation*), 2025

- *Presented at:* EMFA, HKUST Business School PhD Student Conference, CUFE Doctoral Forum, HKUST

2. The Role of Real Assets in Voluntary Disclosure: Evidence From Asset Redeployability (*with Charles Hsu, based on second-year paper*), 2025

- *Presented at:* EAA Annual Congress, HKUST

1. Institutional Common Ownership and Non-GAAP Reporting (*with Charles Hsu, Irene Xiao*), 2025

- *Presented at:* AAA Annual Meeting, HKUST, Peking University, Xiamen University

WORK IN PROGRESS

2. Technological Geopolitics and Firm Rhetorical Nationalism: Evidence from U.S. Export Administration Regulations on Chinese Firms (*with Zehao Yan*)

1. Pay for Environment (*with Arthur Morris, Changlei Lyu*)

SELECTED HONORS, AWARDS, AND GRANTS

- Hong Kong PhD Fellowship (HK RGC, 2020-2024) - HK\$1,300,000 total
- Redbird Academic Excellence Awards (HKUST, 2022, 2023) - HK\$40,000 total
- Excellent Research Award (HKUST, 2020) - HK\$40,000
- Postgraduate Studentship (HKUST, 2018, 2019) - HK\$432,000 total
- University Research Travel Grant (HKUST, 2023, 2024) - HK\$24,000 total
- Business School Research Travel Grant (HKUST, 2023) - HK\$12,000
- FARS Doctoral Consortium Fellow (2021)
- MIT Asia Conference in Accounting Doctoral Consortium Fellow (2019)
- National Scholarship for Graduate Students (Ministry of Education of China, 2017) - CNY 20,000

SELECTED CONFERENCES & WORKSHOPS (*denotes presentations)

- AAA Annual Meeting (2023*, 2024*)
- EAA Annual Congress (2023*)
- EFMA Annual Meeting (2023*)
- HKUST Business School PhD Student Conference (2023*)
- HKUST Accounting Workshop (2021*, 2023* ×3)
- CUFE Doctoral Forum (2023*)
- MIT Asia Conference in Accounting (2019, 2023)
- HKUST Accounting Research Symposium (2018, 2019, 2021, 2022, 2023)
- CUHK Accounting Research Conference (2021, 2022)
- SMU SOAR Accounting Symposium (2021)
- FARS Midyear Meeting (2021)

TEACHING INTERESTS

Financial Accounting · Managerial Accounting · Auditing · Data Analytics · ESG Reporting

TEACHING EXPERIENCE

NEOMA Business School

- Sustainable Reporting (Master, Fall 2024)
- Financial Accounting (Undergraduate, Fall 2024)
- Management Accounting and Control (Undergraduate, Fall 2024)

HKUST Business School

- Accounting, Business and Society (Undergraduate, Summer 2021)
- Graduate Teaching Assistant Certificate (2019)

SERVICE & ENGAGEMENT

Editorial:

- Ad hoc reviewer: *AAA Annual Meeting, Asia Pacific Journal of Management*

Student Supervision:

- CESEM Program: 2 undergraduate theses (NEOMA)
- GBBA Program: 3 undergraduate theses (NEOMA)

TECHNICAL SKILLS

- Programming: Stata · SAS · Python
- Languages: English (fluent) · Chinese (native) · French (beginner)