

# Ruichao ZHU

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## ACADEMIC APPOINTMENT

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

## EDUCATION

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**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

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Information Economics · ESG · Auditing · Real Effects

## PUBLICATIONS

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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

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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, CUF 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**

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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**

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- 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)**

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- 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)
- CUF 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**

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

## **TEACHING EXPERIENCE**

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### **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**

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### **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**

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