

## Publication in *Strategic Management Journal* (SMJ) – Dr Yangxin Yu



Dr Yangxin Yu, a member of the Department of Accountancy, has had a paper published in the *Strategic Management Journal* (SMJ). This paper is titled “Financial Analyst Coverage and Corporate Social Performance: Evidence from Natural Experiments.”

The SMJ is one of the top academic journals in Management. Dr Yu’s paper examines the relationship between financial analysts, a key stakeholder group of the capital market, and a firm’s socially responsible activities. Using data from a sample of U.S. publicly listed firms during the period of 2001–2013, Dr Yu finds novel evidence that the pressure to meet earnings targets set by financial analysts hinders a firm’s socially responsible performance. In addition, this pressure is more salient for firms with analysts that work for large brokerage houses and have greater experience. Dr Yu’s findings provide new insights for corporate social responsibility research by evaluating the impact of financial analysts on firms’ social engagement.

This recent publication was reported by the *Network for Business Sustainability* at <https://www.nbs.net/articles/report-from-the-research-frontier-october-2019?rq=Report%20from%20the%20Research%20Frontier>

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