

HOJUN SEO

Accounting Area, Department of Management
Mitch Daniels 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 disclosure; CEO compensation and turnover; Peer effects and externalities

PUBLICATIONS

1. [Segment Disaggregation and Equity-Based Pay Contracts](#)
with Young Jun Cho
Contemporary Accounting Research, 2024
2. [The Effect of Geographic Diversity on Managerial Earnings Forecasts](#)
with Bright Gershion Godigbe, Jared Jennings, and Lloyd Tanlu
European Accounting Review, 2024
3. [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
4. [Enforceability of Noncompetition Agreements and Forced Turnovers of Chief Executive Officers](#)
with Yupeng Lin and Florian Peters
Journal of Law and Economics, 2022
5. [Product Market Peers and Relative Performance Evaluation](#)
with Sudarshan Jayaraman, Todd Milbourn, and Florian Peters
The Accounting Review, 2021
6. [Peer Effects in Corporate Disclosure Decisions](#)
Journal of Accounting and Economics, 2021
 - Recognized as #1 top-cited article amongst those published in JAE since 2021 ([Elsevier](#))
7. [The Market's Reaction to Changes in Relative Performance Rankings](#)
with Jared Jennings and Mark Soliman
Review of Accounting Studies, 2020
8. [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

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 Yucheng (John) Yang
11. Wake-Up Call from the Past Investments
with Seong Jin Ahn and Yupeng Lin
12. Mandatory Disclosure and Voluntary CEO Departure
with Young Jun Cho, Jaewoo Kim and Yucheng (John) Yang
13. Do Managers Define Compensation Results to Meet or Beat Earnings Performance Targets in Annual Incentive Plans?
with Daniel Kim and Jun Yang
14. 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 (corporate restructuring, due diligence and valuation)
Auditor (Certified Public Accountant licensed in South Korea)

RESEARCH PRESENTATIONS

- 2024 Temple University; University of Notre Dame (Emerging Scholars Accounting Conference); Asian Bureau of Finance and Economic Research (ABFER) Conference, Singapore; National University of Singapore; Yonsei University; Seoul National University; Fox and Haskayne Accounting Research Conference, Philadelphia
- 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 joint seminar, virtual

- 2021 Financial Management Association (FMA) Annual Meeting, Denver; Midwest Accounting Research Conference (MARC), 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; University of Illinois Chicago; London School of Economics; National University of Singapore; Singapore Management University; Nanyang Technological University; Financial Accounting and Reporting Section (FARS) Midyear Meeting, Newport Beach; American Accounting Association 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 a refereed conference, presented by coauthor

- 2024 Columbia Burton Accounting Research Conference (*scheduled*), New York (*ip*)
Contemporary Accounting Research Annual Conference (*scheduled*), Toronto (*ip*)
Washington University Accounting Research Conference, St. Louis (*ip*)
Fox and Haskayne Accounting Research Conference, Philadelphia (*d*)
- 2023 Kellogg Accounting Conference, Northwestern University (*ip*)
Minnesota Accounting Empirical Research Conference, University of Minnesota (*ip*)
Washington University Accounting Research Conference, St. Louis (*ip*)
Hawaii Accounting Research Conference (*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, Stanford University, virtual (*ip*)
Labor and Accounting Conference, 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*)

HONORS, GRANTS, AND AWARDS

Daniels School of Business Young Faculty Scholar Award, Purdue University, 2024
Robert M. Trueblood Seminars Fellow, AAA Deloitte Foundation, 2022
Start-up Research Grant, 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

REFEREEING

Ad-hoc reviewer – Refereed 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 – Refereed Conferences and 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)

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

UNIVERSITY SERVICES

Daniels School of Business, Purdue University

- Accounting External and Internal Seminar Committee Member, 2024
- Accounting Area Workshop Coordinator, 2022 – 2023
- Faculty Recruiting Search Committee Member, 2021 – 2023
- Data/Analytics Research/Teaching Committee Member, 2021
- Ph.D. Dissertation Committee Member
 - Chihoon Cho at Washington University in St. Louis, 2024; Benjamin Hubbard, 2023

NUS Business School, National University of Singapore

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

OTHER EXPERIENCE

The Republic of Korea Army, the 27th Infantry Division, South Korea

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

PERSONAL

Language: Korean (Native), English (Fluent)

Marital Status: Married, with three children