

Tao Ma
November 2025

Lyons School of Accounting
Rawls College of Business
Texas Tech University
703 Flint St.
Lubbock, TX 79409

Office Tel: (806) 834-7222
Email: tao.ma@ttu.edu

<https://sites.google.com/view/taoma>

ACADEMIC EXPERIENCE

Texas Tech University		
Clark and Lois Webster Associate Professor	June 2023	– Present
Associate Professor	August 2022	– May 2023
Assistant Professor	July 2017	– July 2022
University of South Carolina		
Assistant Professor	August 2011	– May 2017

EDUCATION

Ph.D. in Accounting
Washington University in St. Louis

TEACHING

Accounting Research Method (PhD)	2022 – Present
Archive Research in Accounting (PhD)	2021
Measurement and Analysis for Business Decision Making (EMBA)	2017 – Present
Intermediate Financial Accounting I (Undergraduate)	2017 – 2023
International Accounting (Undergraduate)	2011 – 2017

PUBLISHED PAPERS

1. “Individual Auditor Turnover and Audit Quality – Large Sample Evidence from U.S. Audit Offices” (with Eric Wang, Chi Wan, and Yuping Zhao)
- *The Accounting Review*, 2024, 99(6): 297-324.
1. “Analyst Following and R&D Investment” (with Thomas Canace and Jiao Li)
- *Review of Accounting Studies*, 2024, 29(3): 2688-2732.
2. “The Economic Impact of Interim CEOs: The Case of Tax Avoidance” (with Kirsten Cook and Emily Wang)
- *The Journal of The American Taxation Association*, 2023, 45(2):147-173

3. “Accounting for R&D: Evidence and Implications” (with Thomas Canace, Scott Jackson, and Aaron Zimbelman)
 - *Contemporary Accounting Research*, 2022, 39(3): 2212-2233
4. “Bank Monitoring and Accounting Recognition: The Case of Aging-Reporting Requirements” (with Richard Frankel, Bong Hwan Kim, and Xumin Martin)
 - *Contemporary Accounting Research*, 2020, 37(4): 2120-2144.
5. “R&D Investments, Capital Expenditures, and Earnings Threshold” (with Thomas Canace and Scott Jackson)
 - *Review of Accounting Studies*, 2018, 23(1): 265-295.
6. “Option compensation, risky mortgage lending, and the financial crisis” (with Yongqiang Chu, Xinming Li, and Daxuan Zhao)
 - *Journal of Corporate Finance*, 2021, 70: 102052.
7. “Financial Reporting Quality and Noise in Stock Returns: Evidence from Chinese A-B Twin Shares” (With Liang Ma and Henry Friedman)
 - *Journal of Financial Reporting*, 2021, 6(1): 137-162.
8. “Economic Consequences of FAS 123R: Evidence from Private Loan Contracts” (with Yongqiang Chu, Xinming Li, and Ming Liu)
 - *Journal of Corporate Finance*, 2020, 64: 101683.
9. “Do Local Investors Always Know Better? Evidence from China's Market Segmentation” (with Sean Cao and Chi Wan)
 - *Accounting Horizons*, 2019, 33(1): 17-37.
10. “Accounting Quality and Trade Credit” (with Ming Liu, Xumin Martin, and Deqiu Chen)
 - *Accounting Horizons*, 2017, 31(3): 69-83.
11. “CEO Compensation Risk and Timely Loss Recognition” (with Paul Brockman and Jennifer Ye)
 - *Journal of Business Finance & Accounting*, 2015, 42(1): 204-236.

OTHER PUBLICATIONS

1. “Do Creditors Actively Influence Corporate Tax Planning? Evidence from Loan Covenants” (with Kirsten Cook and Yijia Zhao)
 - *Advances in Taxation*, 2020, 27: 1-42.
2. “Short-Selling and Cost of Equity: Evidence from China” (with Ning Hu, Siqi Lu, and Jennifer Ye)
 - *Accounting & Finance*, 2020, 60: 3681–3707.

3. "Accruals Quality and Cost of Capital: Evidence from Chinese Stock Market" (with Keejae Hong and Guochang Zhang)
 - *Journal of International Accounting Research*, 2019, 18 (1): 71-95.

WORKING PAPERS

1. "Lender-Affiliated Analysts and Syndicated Loans" (with Yongqiang Chu and Roman Wang)
 - Under review
2. "Remote Work and Audit Quality of Accounting Estimates" (with Roman Wang and Yi-Jing Wu)
 - Under review
3. "Mandatory Disclosure of R&D Expenditures and Innovation" (with Guochang Zhang)
4. "R&D Investment and Firm Innovation: A Tale of Two Sides" (with Thomas Canace and Dongmei Li)
5. "Does XBRL Improve Usefulness of Financial Information to Investors? Evidence from Investors' Assessment of M&As" (with Kirsten Cook and Jiao Li)

WORK IN PROGRESS

"R&D Disclosure, Signaling, and Firm Innovation" (With Mary Hayward)

"Share Repurchases and Firm Investment" (With Shengbai Zhang)

"Accruals Characteristics and Earnings Management" (With Thomas Canace and John Campbell)

"Why Do Disclosure Readability and CEO Attractiveness Influence Investors' Judgments? Evidence from Eye Tracking and FaceReader" (With Fred Davis, Jeremy Richardson, and Yi-Jing Wu)

"Financial Tie Transparency: An Elixir or a Double-edged Sword?" (With Sue Yang)

EDITORIAL BOARD

November 2025 – Present *Abacus* (Associate Editor)

Ad Hock Journal Reviewer
The Accounting Review
Contemporary Accounting Research
Review of Accounting Studies
Management Science

Accounting Horizons
Advances in Accounting
Applied Economics
International Journal of Accounting
Journal of Accounting and Public Policy
Journal of International Accounting Research

AWARDS AND RESEARCH GRANTS

1. Texas Tech University Outstanding Researcher Award, 2024
2. Carl & Linda Stem Distinguished Faculty Research Award, 2021
3. Rawls College of Business Summer Research Grant, 2021, 2022, 2023
4. Institute for Inclusive Excellence Grant, 2019
5. Top 10% of Authors by Total New Downloads at SSRN in 2019, 2020, and 2021.

CONFERENCE AND WORKSHOP PRESENTATIONS

Koc University, February 2025
PCAOB Conference, October 2023
Seoul National University, September 2022
University of South Florida, April 2021
University of North Texas Accounting Research Conference, March 2021
University of Macau, December 2019
American Accounting Association Annual Meeting, August 2019
Global and China Accounting and Finance Conference, May 2019
American Accounting Association Annual Meeting, August 2018
Shanghai Science and Technology University, July 2018
University of International Business and Economics, July 2018
Accounting Horizons China Special Forum, November 2017
American Accounting Association Annual Meeting, August 2016
New York University, April 2016
Fixed Income Conference, April 2016
Kennesaw State University, April 2016
International Accounting Section Midyear Meeting, February 2016
Financial Reporting Section Midyear Meeting, January 2016
The University of North Carolina at Charlotte, October 2015
Journal of Accounting, Audit & Finance Conference, May 2015
William and Mary University, November 2014
American Accounting Association Annual Meeting, August 2014
Financial Reporting Segment Midyear Meeting, January 2014
American Accounting Association Annual Meeting, August 2013 (Discussant)
Hong Kong Baptist University, November 2012
American Accounting Association Annual Meeting, August 2012
Rutgers University at Camden, February 2011

Indiana University at Bloomington, February 2011

American Accounting Association Annual Meeting, August 2010 (Discussant)

Financial Management Association Annual Meeting, October 2009

American Accounting Association Annual Meeting, August, 2009