

Yvonne Y. Lu

Leventhal School of Accounting
Marshall School of Business
University of Southern California
Los Angeles, CA 90089

Email: yvonne.lu@marshall.usc.edu
Office: (213) 821-6478
Fax: (213) 747-2815
Mobile: (626) 283-9771

EDUCATIONAL BACKGROUND

Ph.D., Business Administration; Major area: Accounting, July 2004
Graduate School of Business
Stanford University
Dissertation: “Earnings Management and Securities Litigation”
Best Dissertation Award, 2005, American Accounting
Association, Financial Accounting and Reporting Section.

Master in Public Accounting, December 1994
The University of Texas at Austin

Bachelor of Business Administration, with Highest Honors, December 1994
The University of Texas at Austin

ACADEMIC AND PROFESSIONAL EXPERIENCE

Assistant Professor Fall 2003—Current
Leventhal School of Accounting
University of Southern California, Los Angeles, CA

Auditor 1995—1997
PricewaterhouseCoopers, San Jose, CA

PRIMARY RESEARCH INTERESTS

Earnings management and earnings quality; securities litigation; economic consequences of accounting standards and securities regulation; corporate voluntary disclosure practices; initial public offerings; pension accounting; financial reporting issues

PUBLICATION

“Uniformity vs. flexibility: evidence from pricing of the pension obligation,” with Rebecca Hann and K.R. Subramanyam, *The Accounting Review* 82(1) (January 2007): 107-137.

WORKING PAPERS

“Earnings management at the segment level,” with Rebecca Hann.

“Is private securities litigation effective in detecting earnings manipulation?”

“Have defendant firms of securities litigation manipulated earnings?”

INVITED RESEARCH PRESENTATIONS

American University (2009), Boston University (2009), The Chinese University of Hong Kong (2009), Duke University (2003), Emory University (2003), Fudan University (2007), George Washington University (2008), Harvard Business School (2003), Hong Kong University of Science and Technology (2009), Iowa State University (2009), Lehigh University (2009), Nanyang Technological University (2009), National University of Singapore (2009), Northwestern University (2003), Singapore Management University (2009), University of California – Berkeley (2003), University of California – Davis (2003), The University of Hong Kong (2009), University of Houston (2008), University of Southern California (2003), American Accounting Association Annual Meeting (2005, 2006, 2009)

HONORS AND AWARDS

American Accounting Association, Financial Accounting and Reporting Section’s 2005 Best Dissertation Award for “Earnings Management and Securities Litigation.”

Stanford University Graduate Fellowship: 1998-2002

American Accounting Association Doctoral Consortium Fellow: 2000

Marquis G. Eaton Accounting Scholarship: 1994

Distinguished College Scholar, The University of Texas at Austin: 1993

Farmers Insurance Group Scholarship: 1993

The Honor Society of Phi Kappa Phi, member: 1993-94

Beta Alpha Psi–The National Honors Fraternity for Financial Information Professionals, member: 1993-94

PROFESSIONAL MEMBERSHIPS

American Accounting Association

American Finance Association

American Law and Economics Association

PROFESSIONAL CERTIFICATION

Certified Public Accountant (CPA), State of California