



The Second Conference on Intelligent Information Retrieval in Accounting and Finance

July 13-14, 2019

Guanghua School of Management, Peking University

Organized by

Guanghua-Rotman Centre for Information and Capital Market Research

Shenzhen Finance Institute, CUHK-Shenzhen





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July 13, Saturday

- 08:15-08:45 Registration (Room 110, Bldg. #2, Guanghua School of Management)
- 08:45-08:50 Welcome Speech
Qiao Liu, Dean, Guanghua School of Management, Peking University
- Session 1** Chaired by Professor Hai Lu (Guanghua and Rotman)
- 08:50-09:50 *Engagement in Earnings Conference Calls: A Multi-Method Examination*
Kristina Rennekamp, Cornell University
Subramanian Sethuraman,* Cornell University
Blake Steenhoven, Cornell University
- 09:55 -10:55 *The Democratization of Investment Research: Implications for Retail Investor Profitability and Firm Liquidity*
Michael Farrell, University of Kentucky,
Clifton Green, Emory University,
Russell Jame, University of Kentucky,
Stanimir Markov,* University of Texas at Dallas
- 10:55 -11:15 Coffee Break
- 11:15 -12:15 *When Bankers Go to Jail: Insights on Fed-Bank Interactions from Taxi Cab Data*
Daniel Bradley, University of South Florida
David Andrew Finer, University of Chicago
Matthew Gustafson, Penn State University
Jared Williams, * University of South Florida
- 12:20 -13:45 Lunch Break
- Session 2** Chaired by Professor Seong Jin Ahn (Guanghua)
- 13:45 -14:45 *Textual Analysis of Bank's Pillar 3 Documents*
Minyue Dong,* University of Lausanne
Eric Jondeau, University of Lausanne
Michael Rockinger, University of Lausanne
- 14:50 -15:50 *Stiff Business Headwinds and Uncharted Economic Waters: The Use of Euphemisms in Earnings Conference Calls*
Kate Suslava*, Bucknell University
- 15:50 -16:10 Coffee Break

- 16:10-17:10 *When Less is not Necessarily More: Losing Meaning with Dedicated Dictionaries*
 Miles Gietzmann, University of Bocconi
Francesco Grossetti,* University of Bocconi
 Craig Lewis, Vanderbilt University
 Gabriel Pundritch, University of Bocconi
- 17:10-18:00 Tour to PKU Campus and Unnamed Lake (Led by Ph.D. students)
- 18:00-18:30 Reception (Bamboo Room on the 1st floor opposite the venue)
- 18:30 -20:00 Dinner with a 30 mins speech "*AI Applications in Financial Industry*"
 by Dr. Henry Zhao, Chairman, Harvest Fund Management
 (simultaneous translation from Chinese to English service is provided).

July14, Sunday

- Session 3** Chaired by Professor Tianyu Zhang (CUHK)
- 08:30-09:30 *Going "Digital": Implications for Firm Value and Performance*
Wilbur Chen,* Harvard Business School
 Suraj Srinivasan, Harvard Business School
- 09:35 -10:35 *Information Content of Credit Rating Reports: A Topic Modeling Approach*
 John Jiang, Michigan State University
 Jing Kong, Michigan State University,
Michael Shen,* National University of Singapore
- 10:35 -10:55 Coffee Break
- 10:55 -11:55 *Do Firms Tweet Social Responsibility? Evidence from Machine Learning Analysis*
Richard Crowley,* Singapore Management University
 Wenli Huang, Hong Kong Polytechnic University
 Hai Lu, University of Toronto and Peking University
 Wei Luo, Peking University
- 11:55 -12:00 Announcement about the Third Conference on Intelligent Information Retrieval in Accounting and Finance, Professor Tianyu Zhang
- 12:00 Lunch

Organizing Committee

Qiao Liu	Peking University
Hai Lu	Peking University and University of Toronto
Bohui Zhang	Chinese University of Hong Kong, Shenzhen
Tianyu Zhang	Chinese University of Hong Kong



Guanghua School of Management

Grounded in the rich cultural legacy of Peking University, Guanghua School of Management is at the forefront of China's social and economic progress. Over its more than 30-year history, Guanghua has become one of the leading business schools in Asia. At Guanghua, we share an unshakable commitment to advancing management knowledge, inspiring innovations and developing business leaders for China and the global community. Our faculty, known for their deep understanding of China's rapidly changing economy and complex business ecosystem, continue to redefine business education by mixing international perspectives with local knowledge and applying cutting-edge methodology to tackle economics and management issues on both a local and global scale.

Guanghua-Rotman Centre for Information and Capital Market Research

Guanghua-Rotman Centre for Information and Capital Market Research is a strategic partnership between Guanghua School of Management of Peking University and Rotman School of Management of University of Toronto. The Centre aims to deepen the understanding of Chinese capital markets and facilitate comparative research on developed and emerging markets through field studies and new technology.



Shenzhen Finance Institute

Shenzhen Finance Institute is established by the Chinese University of Hong Kong, Shenzhen with the support from the Shenzhen government. The institute aims to provide a globally recognized center in the field of economics and finance that nurtures innovative talents; cultivates an advanced global research base; and builds international academic exchange platforms.

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Dr. Henry Zhao

Chairman of Harvest Fund Management Co., Ltd.;
Professor of Distinguished Management Practice,
Guanghua School of Management, Peking University

Dr. Henry Zhao is the Chairman of Harvest Fund Management Co., Ltd. He worked in the financial industry for over 25 years. Henry joined Harvest in 2000 and he is the longest-serving CEO in asset management industry in China.

Dr. Zhao holds a PhD and master's degree in economics, and bachelor's degree in electronic engineering.



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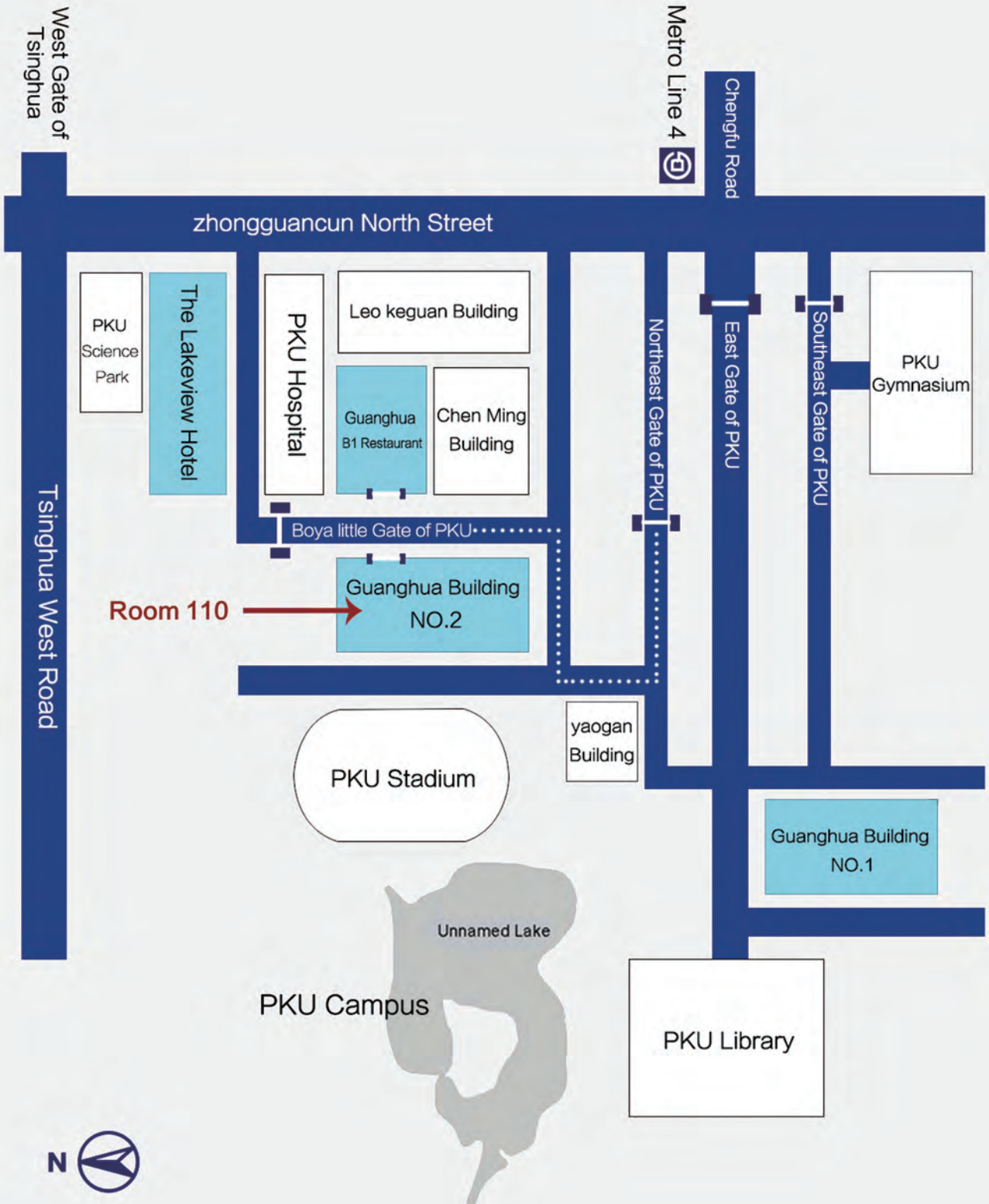
Note: The Information is provided for reference only.

Please pay attention to your personal and property safety while traveling outside PKU, and we are not responsible for any of the dispute that caused by the travel agency.

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Access: PKU-Visitor





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This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. At the bottom edge, there are two circular punch holes, one towards the left and one towards the right, suggesting it was part of a binder or folder. The paper appears slightly aged or off-white. There is no handwriting or other markings on the page.



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