

CHUANCAI ZHANG

Orfalea College of Business
 California Polytechnic State University ▪ San Luis Obispo, CA 93407
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ACADEMIC EXPERIENCE

California Polytechnic State University	San Luis Obispo, CA, USA
<ul style="list-style-type: none"> Assistant Professor of Accounting (Sep 2021- present) 	
Hong Kong Baptist University	Hong Kong, China
<ul style="list-style-type: none"> Research Assistant (Oct 2014-Jun 2016) 	
City University of Hong Kong	Hong Kong, China
<ul style="list-style-type: none"> Research Assistant (Apr 2014-Aug 2014) 	

EDUCATION

University of Kentucky (Lexington, KY, USA)	
<ul style="list-style-type: none"> Ph.D. in Business Administration-Accounting 	May 2021
Xiamen University (Xiamen, Fujian, China)	
<ul style="list-style-type: none"> Ph.D. in Business Administration-Accounting 	June 2016
Dongbei University of Finance and Economics (Dalian, Liaoning, China)	
<ul style="list-style-type: none"> Mater of Business Administration-Accounting 	January 2012
Shandong Agricultural University (Taian, Shandong, China)	
<ul style="list-style-type: none"> Bachelor of Business Administration-Accounting 	June 2009

RESEARCH INTERESTS

Textual Analysis of Corporate Disclosure; Internal Control and Capital Market; Analyst and Investor Behavior; Information Technology and Accounting; Auditing

PUBLICATIONS

- [1] Liao, F. N., C. Zhang, J. Zhang, X. Yan, and T. Chen. 2024. "Hyperbole or Reality? The Effect of Auditors' AI Education on Audit Report Timeliness." *International Review of Financial Analysis* 91:103050.
- [2] Liu, S., X. Liu, C. Zhang, and L. Zhang. 2023. "Institutional and Individual Investors' Short-term Reactions to the COVID-19 Crisis in China." *Accounting & Finance* 63(4):4333-4355.
- [3] Zhang, C., and D. Stone. 2023. "Integrating Alteryx Designer and Tableau Desktop into the AIS Course: An Analytics Mindset Model." *Issues in Accounting Education* 38 (2):35-61.
- [4] Chen, H., T. Li, and C. Zhang. 2021. "Going Too Far is as Bad as not Going Far Enough: An Inverted U-shaped Relationship between Internal Control and Operational Efficiency." *Journal of International Accounting Research* 20 (2):25-50.

- [5] Zhang, M. C., D. Stone, and H. Xie. 2019. "Text Data Sources in Archival Accounting Research: Insights and Strategies for Accounting Systems' Scholars." [*Journal of Information Systems* 33 \(1\):145-180.](#)
- [6] Zhang, C., and H. Chen. 2016. "Product market competition, state ownership and internal control quality." [*China Journal of Accounting Studies* 4 \(4\):406-432.](#)

ACADEMIC CONFERENCE ATTENDANCE

Hawaii Accounting Research Conference, Honolulu, HI (2024)
AAA Joint Midyear Meeting of the AIS, SET and International Sections, Las Vegas, NV (2023)
AAA Annual Meeting, San Diego, CA (2022)
AAA New Faculty Consortium, Leesburg, VA (2022)
AAA Virtual Annual Meeting (2020, 2021)
AIS Educator Conference (2021)
AAA Financial Accounting and Reporting Section Midyear Meeting, Nashville, TN (2020)
AAA Financial Accounting and Reporting Section Midyear Meeting, Seattle, WA (2019)
AAA Annual Meeting, Washington, DC (2018)
AAA Southeast Region Meeting, Greenville, SC (2018)
AAA Financial Accounting and Reporting Section Midyear Meeting, Austin, TX (2018)
The 1st Commonwealth Computing Summit at University of Kentucky, Lexington, KY (2017)
Graduate Research in Accounting Conference at Emory University, Atlanta, GA (2017)
The Eighth International Symposium of Corporate Governance, Tianjin, China (2015)
Accounting Society of China and China Journal of Accounting Studies Conference, University of International Business and Economics, Beijing, China (2014)
The 2012 Annual Academic Meeting of Financial Cost Branch of Accounting Society of China and the 25th Theory Seminar, Nanjing, China (2012)
The Sixth International Symposium of Corporate Governance, Dalian, China (2011)

ACADEMIC SERVICE

Journal Reviewer:

- *Accounting Forum*
- *Asian Review of Accounting*
- *International Journal of Accounting, Auditing and Performance Evaluation*
- *Issues in Accounting Education*
- *Journal of Business Ethics*
- *Journal of Information Systems*

Conference Reviewer/Discussant:

- Reviewer for the Auditing Section AAA Annual Meeting, 2017
- Discussant at AAA Annual Meeting, 2018
- Discussant at AAA Financial Accounting and Reporting Section Midyear Meeting, 2020

Textbook Reviewer:

- Accounting Information Systems, 1st Edition (Wiley)

OTHER SERVICES

Committee member of the Cal Poly OCOB Graduate Program Committee, 2024-2026
Mentor of the Cal Poly Summer Undergraduate Research Program (2023,2024)
Committee member of the Cal Poly OCOB Learning Technology Task Force (2021-2022)

INDUSTRY CONFERENCE ATTENDANCE

Alteryx Inspire 2024, Las Vegas, NV (2024)
Alteryx Inspire 2023, Denver, CO (2024)

TEACHING INTERESTS

Accounting Information Systems; Data Analytics; Financial Accounting; Auditing

TEACHING EXPERIENCE

Cal Poly

- BUS-319 Accounting Information Systems (2021 - present)
- BUS-463 Moss Adams Data Analytics Senior Project (2022 - present)
- GSB-S510 Data Visualization and Communication in Business (2025)

University of Kentucky

- ACC324-Accounting Information Systems (Spring 2020, Summer 2020, Spring 2021)
- ACC590-Data Visualization in Accounting and Business (Teaching Assistant for Dr. Dan Stone, Fall 2019)
- AN306-Business Intelligence and Data Visualization (Teaching Assistant for Dr. Dan Stone, Fall 2019)

HONORS AND AWARDS

Cal Poly, Teacher-Scholar Awards (*Learn by Doing*) (2025)
Cal Poly, The 2023-2024 Teacher-Scholar Mini Grant Award (2023)
Cal Poly, PwC INquires Proposal Grant (2022)
The University of Kentucky, Lockett Fellowship (2020)
The University of Kentucky, Von Allmen Fellowship (2016-2020)

PROFESSIONAL AFFILIATIONS

Member, American Accounting Association (2016-2024)
Member, AAA Financial Accounting and Reporting Section (2016-2024)
Member, AAA Accounting Information Systems Section (2023-2024)

CERTIFICATIONS

DEIB Foundations II Certification, 2022
DEIB Foundations I Certification, 2022
Alteryx Designer Advanced Certification, 2022
Alteryx Designer Core Certification, 2021

Tableau Desktop Specialist Certification, 2020

TECHNOLOGY SKILLS

Programming Language: *Python, C*

Coding Based Data Analytics Tools: *Stata, SAS*

Non-Coding Based Data Analytics Tools: *Alteryx, Tableau*

Web Design Tools: *WordPress, HTML, CSS*