

NEAL M. SNOW PHD
Assistant Professor
Wright State University
Raj Soin College of Business
School of Finance, Accounting, MIS and Economics
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CURRICULUM VITAE

EDUCATION

Doctor of Philosophy in Accounting – University of South Florida	2015
- Concentration: Accounting Information Systems	
- Minor: Management Information Systems	
Master of Accounting – Utah State University	2007
- Concentration: Taxation	
Bachelor of Science in Accounting – Utah State University	2006

ACADEMIC EXPERIENCE

Assistant Professor of Accounting – Wright State University	2024 - Present
Assistant Professor of Accounting – Lehigh University	2015 – 2022

PROFESSIONAL EXPERIENCE

Data Science Researcher – BlackRock	2022 – 2024
NRA Tax Specialist – Goldman Sachs & Co	2008-2011
Tax Preparer – Jex H. Bjorn CPA	2008
Associate – Deloitte & Touche LLP	2007-2008

Skills

Programming & ML Libraries: Python, SQL, Bash, SAS, R, Scikit-learn, TensorFlow, Keras, Gensim, Stata

ETL & Enterprise Coding: Spark, FastAPI, pandas, BeautifulSoup, Selenium, Numpy, Scipy, Git, Spyder, AWS(EC2)

Quantitative Methods: Descriptive, Exploratory, Regression, Classification, Time Series, Sampling, Regularization, Ensemble Methods, Decision Trees, Gradient Boosting, Anomaly Detection, Neural Networks (CNN, RNN, LSTM), Natural Language Processing (NLP), Large Language Models (LLMs), Transformers

RESEARCH

Research Interests

Peer Groups, Text Analysis, Natural Language Processing (NLP), Disclosure, eXtensible Business Reporting Language (XBRL), Earnings Calls, Technology Adoption, Social Media

Accepted Papers

Snow, N. and J. Rasso (in press) “If the Tweet Fits: How Investors Process Financial Information Received via Social Media” *Journal of Information Systems*

- Presented at AIS Mid-Year 2015 Charleston, SC, AAA Annual Meeting 2015, Chicago, IL, ABO Mid-Year 2016 Nashville, TN
- Accepted October 2024

Seavey, S, N. Snow and J. Whitworth (in press) “Earnings Announcement Content as a Signal of Reliability” *Journal of Accounting, Auditing and Finance*

- Presented at 2016 AAA Annual Meeting New York, NY
- Accepted July 2023

Schnatterly, K., Gangloff, A., Whitworth, J, N. Snow, and P. Wheeler (2023) “Lowering the Barrier for Funding: How the Influence of Engagement and Disclosure vary with Entrepreneurial Experience and Type of Project” *Accounting & Taxation* 15(2)

- Presented at the AAA Annual Meeting 2015, Chicago, IL, AIS Midyear Meeting 2016 Houston, TX

Brockman, P., D. Chung and N. Snow (2023) “Search-based Peers and Commonality in Liquidity” *Review of Finance* 27(1)

- Presented at Lehigh University and Michigan State University
- Accepted under Fast Track option, which has a 4.1% acceptance rate
- Financial Times 50 Journal, ABDC A*

Snow, N. and R. Marley. (2019) “An Empirical Investigation on Social Media Users’ Demand for Financial Information Distributed via Social Media Platforms” *Journal of Information Systems* Summer 33(2)

- Featured in IR Magazine, Yale School of Management website, Lehigh Research Review vol. 3, 2018

Nuttall, G., N. Snow, S. Summers, D.A. Wood. (2018) “Citation-Based Benchmarks and Individual Accounting Faculty Research Rankings by Topical Area and Methodology” *Journal of Information Systems* Summer 32(2)

Myers, N., N. Snow, S. Summers, D.A. Wood. (2016) “Citation-Based Accounting Institution Research Rankings by Topical Area and Methodology” *Journal of Information Systems* Fall 30(3)

Moffitt, K., V. Richardson, N. Snow, M. Weisner, D.A. Wood. (2016) “The Journal of Information Systems at Thirty – Looking Forward Thirty Years” *Journal of Information Systems* Fall 30(3)

Snow, N., and J. Reck. (2016) “Developing a Government Reporting Taxonomy” *Journal of Information Systems* Summer 30(2)

- Motivation for Florida HB 1073 signed March 2018, California SB 598

Working Papers

- Kipp, P., E. Mauldin, and N. Snow “Client Autonomous Technology and Auditor Legal Liability”
- Under 2nd round review at *Journal of Information Systems*
- Kipp, P., U. Murthy and N. Snow, “When Bots Take Over: How Auditors Respond to Clients’ Implementation of RPA”
- Under 1st round review at *Contemporary Accounting Research*
- Smith, T., J. Higgs, R. Pinsker, and N. Snow "The Association Between Unique Financial Statement Tags and Reported Hacks"
- Presented at the AIS Midyear Meeting 2019 San Antonio, TX, IJAIS Conference 2019 Lansing, MI
- Award Best Paper by Established Authors at AIS Midyear Meeting 2019
- Revising for submission to *Accounting Horizons*
- Snow, N.S., P. Kipp, J. Rasso "Investor Processing of Differing Information Streams Disseminated via Social Media"
- Presented at the AIS Midyear Meeting 2022 Orlando, FL, All Ohio Accounting Conference 2025 Dublin, OH
- Revising for submission to *European Accounting Review*
- Chiorean, R., K. Hanley and N. Snow, “The Pricing and Liquidity Impact of Information Generation Over the Reporting Cycle”
- Presented at the American Finance Association Meeting 2025, Calgary Accounting Conference 2024
- Revising for submission to *Journal of Accounting Research*
- Kim, J.B., N. Snow and L. Doowon, “Common Ownership and Financial Statement Comparability and Consistency”
- Preparing for submission to *Contemporary Accounting Research*

Works in Process

- Asante-Appiah, B. and N. Snow, “Do Auditors Recognize Management Obfuscation in Conference Calls?”
- Korth, H. and N. Snow “Zero Knowledge Proofs for Financial Statement Attestation”

Other Publications

Contributed to:

Gelinas, U.L., R.B. Dull, and P.R. Wheeler. 2014 *Accounting Information Systems*, 10 ed. South-Western/Cengage Learning: Mason, OH.

Competitive Grants

2015 PwC INquiries “Enhanced Financial and Internal Control Audits Using Data Analytics”,
(with H. Korth, J. Hall, P. Gupta) \$25,000

- Created custom postgresql of SEC Financial Statement database going back to 2009,
hosted on Lehigh University servers to support course and research

Selected Academic Honors

AIS Midyear, Best Established Scholar Paper Award, 2019

Ranked 17th (51st) worldwide in Experimental (Overall) Accounting Information Systems
publications in byuaccounting.net journals for most recent six years in 2025

Ranked 50th (9th) worldwide in Topic Other (Other, Archival) publications in byuaccounting.net
journals for most recent six years for 2025

Ranked 58th worldwide in Experimental Financial publications in byuaccounting.net journals for
most recent six years for 2025

TEACHING

Wright State University

ACC 4440 Federal Income Tax II, taught 2 times

ACC 3430 Federal Income Tax I, taught 2 times

Lehigh University

MBA 402 Managing Financial and Physical Resources, taught 7 times

ACCT 330 Accounting Data and Analytics, taught 3 times

MACC 430 Data Analytics for Accountants, taught 4 times

ACCT 151 Introduction to Financial Accounting, taught 4 times

ACCT 311 Accounting Information Systems, taught 4 times

Teaching Awards

Masters of Accounting and Information Analysis Class of 2019 Excellence in Teaching Award

Teaching evaluations average 4.21 out of 5 at Lehigh University for all courses. 4.47 out of 5 for
analytic courses.

University of South Florida

ACG 2021 Introduction to Financial Accounting, taught 1 time

ACG 3401 Accounting Information Systems, taught 1 time

PRESENTATIONS AT REFEREED CONFERENCES

- All Ohio Accounting Conference, 2025, Dublin, OH “Investor Processing of Differing Information Streams Disseminated via Social Media” (with P. Kipp and J. Rasso)
- AAA Annual Meeting, 2023, Denver, CO “When Bots Take Over: How Auditors Respond to the Automation of Accounting Processes.” (with U. Murthy* - presenter and P. Kipp)
- AIS Midyear Meeting, 2022, Orlando, FL “Investor Processing of Differing Information Streams Disseminated via Social Media.” (with P. Kipp and J. Rasso)
- AIS Midyear Meeting, 2021, Virtual “Common Ownership and Financial Statement Comparability and Consistency.” (with J.B. Kim and D. Lee)
- AIS Midyear Meeting, 2020, Orlando, FL “Blockchain’s Impact on Auditor Legal Liability and the Moderating Effect of Jurors’ Technology Bias.” (with P. Kipp, E. Mauldin)
- AIS Midyear Meeting, 2019, San Antonio, TX, “XBRL Extension Tags and Breaches: The Other Side of the Story.” (with T. Smith* - Presenter, J. Higgs, R. Pinsker)
- AAA Annual Meeting, 2016, New York, NY, “Certainty and Realism in Earnings Announcements.” (with S. Seavey and J. Whitworth* - Presenter)
- AIS Midyear Meeting, 2016, Houston, TX, “The Role of Information Content in Unverifiable Disclosures on Crowdfunding Success: Evidence from Kickstarter.” (with James Whitworth and Patrick Wheeler)
- AAA ABO Meeting, 2015, Nashville, TN, “Retail Investors’ Perceptions of Financial Disclosures on Social Media: An Experimental Investigation Using Twitter
- AAA Annual Meeting, 2015, Chicago, IL, “The Journal of Information Systems at Thirty - Looking Forward Thirty Years.” (with Vicky Arnold, Kevin Moffitt, Vernon Richardson, Martin Weisner, David Wood)
- AAA Annual Meeting, 2015, Chicago, IL, “An Empirical Investigation on Social Media Users’ Demand for Accounting Information Distributed via Social Media Platforms.” (with Robert Marley)
- AAA Annual Meeting, 2015, Chicago, IL, “The Role of Information Content in Unverifiable Disclosures on Crowdfunding Success: Evidence from Kickstarter.” (with James Whitworth and Patrick Wheeler)
- AAA Annual Meeting, 2015, Chicago, IL, “Retail Investors’ Perceptions of Financial Disclosures on Social Media: An Experimental Investigation Using Twitter.”
- AIS Midyear Meeting, 2015, Charleston, SC “Retail Investors’ Perceptions of Financial Disclosures on Social Media: An Experimental Investigation Using Twitter.”
- AIS Midyear Meeting, 2015, Charleston, SC “Timeliness of 10-K Filings and the Usability of Interactive Data under the SEC’s XBRL Mandate.” (with Uday S. Murthy and James Whitworth)
- International Symposium on Accounting Information Systems, 2014, Melbourne, Australia, “Timeliness of 10-K Filings and the Usability of Interactive Data under the SEC’s XBRL Mandate” (with Uday S. Murthy* - presenter)

Invited Presentations

Wright State University	2024
Empire State University	2024
Salisbury University	2024
Thompson Rivers University	2024
Wright State University	2024
Butler University	2024
Elon University	2024
Seton Hall University	2024
Simon Fraser University	2024
Rochester Institute of Technology	2023
Vrije Universiteit Amsterdam	2021
Michigan State University	2020
Villanova University	2019
Southern Illinois University - Carbondale	2019
University of Auckland	2019
University of Waterloo	2018
University of Missouri	2018
University of South Carolina	2016
Clemson University	2015
University of Memphis	2015
Lehigh University	2015
University of North Texas	2014
Mississippi State University	2014
PyData 2014, New York City, New York	2014

SERVICE

Lehigh University

University

COVID Faculty Compliance Task Force Panel – 2020 - 2022

College of Engineering Computer Science Search Committee – Outside Member 2019-2020

College of Engineering Data Science Search Committee – Outside Member 2018

College of Engineering Computer Science Search Committee – Outside Member 2019-2020

College of Business

College of Business and Economics Management and Information Systems Professor of Practice Search Committee – Outside Member 2021

College of Business and Economics Management and Information Systems Search Committee – Outside member 2018

College of Business and Economics Professor of Practice Search Committee – Outside member 2018

Department of Accountancy

Masters of Accounting Steering Committee

Coordinator: Outside speakers for departmental research workshops 2015-2018

Masters of Accounting Curriculum Committee

Database Assessment Committee

EXTERNAL SERVICE

Editorial Board Member

International Journal of Accounting Information Systems

Ad-hoc Referee

Journal of Information Systems

AIS Educators Journal

Production and Operations Management

Information Systems Research

Accounting Horizons

Journal of International Accounting

Refereed Conferences: Reviewer, Discussant, Moderator

Discussant for the All Ohio Accounting Conference	2025
Discussant for the AIS Section Midyear Meeting of the AAA	2013 - 2022
Manuscript reviewer for the IS Section Midyear Meeting of the AAA	2013 - 2021
Manuscript reviewer for the SET Section Midyear Meeting of the AAA	2015
Manuscript reviewer for the ABO Mid-Year Meeting	2015, 2018

American Accounting Association

AAA AIS Section Membership Service Committee Chair 2018, Northeast Liaison 2018, Awards Committee 2020-2021

Professional and Honorary Affiliations

American Accounting Association – ABO, AIS, Emerging Technologies sections.