

**NEAL M. SNOW**  
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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

### Research Interests

Behavioral Accounting, Social Media, Crowdfunding, Content Analysis, XBRL,  
Accounting Information Systems (AIS), Behavioral AIS, Archival AIS, Design Science

### Accepted Papers

- Snow, N. and R. Marley. (2018) “An Empirical Investigation on Social Media Users’ Demand for Financial Information Distributed via Social Media Platforms” *Journal of Information Systems* Forthcoming in 2019
- 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)
- Taxonomy is the basis of XBRL.us Disclosure Modernization Working Group
  - Motivation for Florida HB 1073 signed March 2018, California SB 598

## Working Papers

Smith, T., J. Higgs, R. Pinsker, and N. Snow "XBRL Extension Tags and Breaches: The Other Side of the Story"

- Presented at the AIS Midyear Meeting 2019 San Antonio, TX, IJAIS Conference 2019 Lansing, MI
- Awarded best Established Scholar Paper at AIS Midyear Meeting 2019
- Under review at *Accounting Horizons*

Murthy, U.S., N. Snow and J. Whitworth. "Consequences of Using Internet Technology to Automate the Financial Reporting Process"

- Presented at Florida Atlantic University, International Symposium on Accounting Information Systems, Melbourne, Australia, 2014, AAA AIS Midyear Meeting 2015, University of South Florida, AAA Annual Meeting 2015 Chicago, IL
- Presented at the Sig-ASYS Pre-ICIS Conference Dublin, Ireland
- Under review at *Journal of Information Systems*

Seavey, S, N. Snow and J. Whitworth "Certainty and Realism in Earnings Announcements"

- Presented at 2016 AAA Annual Meeting New York, NY
- Under review at *Journal of Accounting, Auditing and Finance*

Kipp, P., E. Mauldin, and N. Snow "Blockchain's Impact on Auditor Legal Liability and the Moderating Effect of Jurors' Technology Bias"

- Revising for submission to *Accounting, Organizations and Society*

Schnatterly, K., Gangloff, A., Whitworth, J, N. Snow, and P. Wheeler "The Role of Voluntary Disclosure in Crowdfunding Success: Evidence from Kickstarter"

- Presented at the AAA Annual Meeting 2015, Chicago, IL, AIS Midyear Meeting 2016 Houston, TX
- Revising for submission to *Strategic Management Journal*

Snow, N. and J. Rasso "Financial Disclosures and Communication Channels: The Importance of Fit"

- Presented at AIS Mid-Year 2015 Charleston, SC, AAA Annual Meeting 2015, Chicago, IL, ABO Mid-Year 2016 Nashville, TN
- Revising for submission to *The Accounting Review*

## Works in Process

Kim, J.B., N. Snow and L. Doowon, "Common Ownership and Financial Statement Comparability and Consistency"

- Preparing for submission to *Journal of Accounting Research* conference

Brockman, P., D. Chung and N. Snow "Search-based Peers and Commonality in Liquidity"

- Final writeup phase

Chiorean, R. and N. Snow, "New Information, Readability and Market Response"

- Data analysis phase

Chiorean, R. and N. Snow, “Topic Readability and Market Response”

- Data collection phase

Asante-Appiah, B. and N. Snow, “Do Auditors Recognize Management Obfuscation in Conference Calls?”

- Data analysis phase

Kipp, P., U. Murthy and N. Snow, “Strategies for Debiasing Auditor Judgment of Automation”

- Instrument creation phase

### **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

### **Teaching Awards**

2019 Professor on the Year in Masters of Accounting and Information Analysis Program

### **Teaching Experience & Awards**

Managing Financial and Physical Resources (FLEX MBA) – Lehigh University: Fall 2017 - 2018, Spring 2018 – 2019

Data Analytics for Accountants (MSAIA & UG) – Lehigh University: Fall 2016 - 2017, Spring & Fall 2019

Accounting Information Systems (UG) – University of South Florida: 2013  
Lehigh University: Spring 2016

Principles of Financial Accounting (UG) – University of South Florida: 2012,  
Lehigh University: Fall 2015 & 2016,  
Spring 2016 & 2017

### **Presentations at Refereed Conferences**

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)

### **Invited Presentations**

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 – American Accounting Association**

AAA AIS Section Membership Service Committee Chair 2018, Northeast liaison 2018, Awards Committee 2020

### **Service – University**

College of Engineering Data Science Search Committee – Outside member 2018

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

### **Service – College**

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

### **Service - Department**

Coordinator: Outside speakers for departmental research workshops 2015-2018

Masters of Accounting Curriculum Committee

Database Assessment Committee

### **Ad-hoc Referee**

Journal of Information Systems

International Journal of Accounting Information Systems

AIS Educators Journal

Production and Operations Management

Information Systems Research

Accounting Horizons

### **Refereed Conferences: Reviewer, Discussant, Moderator**

Discussant for the AIS Section Midyear Meeting of the AAA 2013 - 2018

Manuscript reviewer for the IS Section Midyear Meeting of the AAA 2013 - 2019

Manuscript reviewer for the SET Section Midyear Meeting of the AAA 2015

Manuscript reviewer for the ABO Mid-Year Meeting 2015, 2018

### **Professional and Honorary Affiliations**

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

### **Professional Experience**

NRA Tax Specialist, Goldman Sachs & Co – Salt Lake City, UT 2008-2011

Tax Preparer, Jex H. Bjorn CPA – Bellevue, WA 2008

Associate, Deloitte & Touche LLP – Houston, TX 2007-2008