

Rita Nevada Gunn
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Academic Appointment

Darden Graduate School of Business, University of Virginia; Charlottesville, VA
Assistant Professor of Business Administration; July 2024 – Present

Owen Graduate School of Management, Vanderbilt University; Nashville, TN
Assistant Professor of Accounting; June 2017 – July 2024

Education

Kellogg School of Management, Northwestern University; Evanston, IL
Ph.D. in Accounting; 2012 – 2017

North Carolina State University; Raleigh, NC
B.S. in Accounting (Valedictorian); 2009 – 2012
B.A. in Economics

Research

Interests: Disclosure; Investor Processing; Mergers and Acquisitions; Valuation; Regulation

Publications:

Gunn, R. N., S. Pierce, M. Romney. (2023). How do investors respond to targets' interim earnings? *The Accounting Review* 98 (7), 211-238.

Chaney, P., R. N. Gunn, D. Jeter. (2020). Implications of changes in GAAP for business combinations (and goodwill) on accounting and finance research. *The International Journal of Accounting* 55(2).

Working Papers:

“A Framework for Mitigating the Effects of Large Number Innumeracy in Corporate Disclosures” with Hunter Land (Vanderbilt University) and Erik Olson (University of Colorado)

“Shaping Future Earnings Through Voluntary Accounting Policy Changes: Consequences of SFAS 154” with Paul Chaney (Vanderbilt University), Michael Stuart (Oklahoma State University), and Jing Wang (Queen's University)

“Increasing informativeness through discretion in earnout fair values” (solo-authored)

“Early-career forecasting heuristics and long-term career outcomes of sell-side analysts” with Mark Bradshaw (Boston College) and Erik Olson (University of Colorado)

“Effects of financial statement scaling on market efficiency” with Erik Olson (University of Colorado)

“Target Organizational Structure and M&A Outcomes: The Impact of Asset Composition” with Thomas Lys (Northwestern University) and Nir Yehuda (University of Delaware)

“Analyzing taxation in totality: the paradoxical impact of corporate inversions on US tax revenue” with Thomas Lys (Northwestern University) and Miles Romney (Florida State University)

“Does a change in analyst following influence forward-looking MD&A disclosures? Evidence from Mergers and Acquisitions” with Sami Keskek and Mitch Stanton (Florida State University)

Works-in-Progress:

Merger Proforma Earnings with Will Cather (Florida State University), Spencer Pierce (Florida State University), and Miles Romney (Florida State University)

Moving Towards Core Goodwill

A Step in the Wrong Direction: Moving to One-Step Goodwill Impairment Testing with Miles Romney (Florida State University)

Fresh Meet or Beat: Assessing the Information Content of “Stale Earnings” (solo-authored)

Bargaining Power in M&A with Audra Boone (Texas Christian University) and Josh White (Vanderbilt University)

Teaching Experience

University of Virginia, Darden Graduate School of Business

MBA Core Accounting for Managers (2024 – Present)

Taxation and Management Decisions (2025 – Present)

Vanderbilt University, Owen School of Management

Essentials of Financial Reporting (BUS 1100) (2017 – 2024)

Teaching Evaluation 2022-2024: Mean 4.91/5, Median 5/5

Financial Reporting I (MGT 6410) (2020 – 2023)

Teaching Evaluation 2022-2024: Mean 4.75/5, Median 5/5

Runner-up for James A. Webb Award for Teaching Excellence 2023

Financial Fundamentals for Non-Accountants (2021 – 2023)

Student Advising Achievements

Danielle Williamson - “A model of a firm’s decision to invert”

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| Achievements: | Published in the <i>Journal of Undergraduate Research</i>
Presented at Financial Management Association Annual Meeting
Won the Mark Bertus Prize (2018) |
| Responsibilities: | Provided Danielle with research guidance
Assisted with journal submission and presentation
Attended conference to provide additional support |

Workshops, Conferences, and Service

Conference Leadership:

2022, 2023 Vanderbilt Music City Accounting Research Conference (**Founder; Chair**)
As founder, organized the inaugural year including conceptualizing and structuring the conference and acquiring funding from the Dean’s office. As chair, oversaw the formation of conference committees, selection of conference manuscripts, and planning of conference activities.

Presentations:

Effects of financial statement scaling on market efficiency with Erik Olson
University of California San Diego (2025)

Voluntary accounting policy changes and earnings informativeness: the impact of re-recognized earnings with Paul Chaney, Michael Stuart, and Jing Wang

Hawaii Accounting Research Conference (2025)
Darden School of Business, University of Virginia (2023)
Wake Forest University (2023)
Georgia State University (2023)
The Ohio State University (2023)

Early-career firm coverage and long-term career outcomes of sell-side analysts with Erik Olson

Florida State University (2026)
Analyst Research Conference (2025)
Vrije University (2025)
Fostering Inclusion (2024)

How do investors respond to targets’ interim earnings? with Spencer Pierce and Miles Romney

Hawaii Accounting Research Conference (2022)
American Accounting Association Annual Meeting (2021)

Asset composition and the (lack of) acquisition discount for private targets with Thomas Lys and Nir Yehuda

North Carolina State University (2018)

Increasing informativeness through discretion in earnout fair values

American Accounting Association Annual Meeting (2018)
University of Notre Dame (2017)
University of California at Los Angeles (2017)
University of Minnesota (2017)
University of Illinois at Urbana-Champaign (2017)
Vanderbilt University (2017)
University of British Columbia (2017)
Accounting PhD Rookie Recruiting and Research Camp (2016)

Analyzing taxation in totality: the paradoxical impact of corporate inversions on US tax revenue
with Thomas Lys and Miles Romney

University of Technology Sydney Emerging Accounting Researcher Consortium (2016)
American Accounting Association Annual Meeting (2016)

Discussant:

Supply Chain Network Centrality and Sell-Side Analyst Research: Evidence from a Portfolio-Level Analysis by Juan Castillo, Rebecca Hann, Ted Fikret Polat, and Musa Subasi
Analyst Research Conference (2025)

Disloyal Managers and Going Silent Evidence from Corporate Opportunity Waiver Laws by Luofan Bu, Jeffrey Ng, Byron Song, and Mark Yan
Hawaii Accounting Research Conference (2025)

Senior Leadership over Financial Reporting: Does Female Representation on the Audit Committee Impact the Association between Executive Gender and Reporting Failures?
by Adrienne Rhodes and Dan Russomanno
Financial Accounting and Reporting Section Midyear Meeting (2022)

Rights Issues and Earnings Management: New Evidence on Tunneling by Varun Jindal and Rama Seth
Hawaii Accounting Research Conference (2022)

Why Do Advisors use Trailing Multiples? Accounting Reports as Arbiters of Value by Katherine Bruere and Matthew Shaffer
Hawaii Accounting Research Conference (2022)

Meet, Beat, and Pollute by Jake Thomas, Wentao Yao, Frank Zhang, and Wei Zhu
American Accounting Association Annual Meeting (2021)

The Effect of Financial Reporting for Restructuring on Firm Choice of Divestiture Form by Diana Lynn Weng
American Accounting Association Annual Meeting (2021)

Winning, Dining, and Contracting in M&A by Alex G.H. Chu and Vicki Wei Tang
Hawaii Accounting Research Conference (2021)

Acquiring to Sell: Acquisition Flippers and Earnings Management by Lyungmae Choi, Shawn Huang, and Min Kim
Financial Accounting and Reporting Section Midyear Meeting (2020)

Accounting Conservatism and the Timing of M&A by Claudia Imperatore and Gabriel Pereira Pundrich
American Accounting Association Annual Meeting (2019)

Customer Concentration of Targets in Mergers and Acquisitions by Mei Cheng, Jacob Jaggi, and Spencer Young

American Accounting Association Annual Meeting (2019)

The Relation between Tax Risk and Firm Value: Evidence from the Luxembourg Tax Leaks by Wayne Nesbitt, Edmund Outslay, and Anh Young

American Accounting Association Annual Meeting (2016)

Other Conference Attendance:

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| 2026 | Labor and Accounting Conference
Conference on Financial Market Regulation
SFS Cavalcade North America |
| 2025 | Hawaii Accounting Research Conference
Financial Accounting and Reporting Section Midyear Meeting
Arizona State University Cactus Conference
North Carolina State Risk Governance Research Symposium
Kellogg Accounting Conference
Washington University at St. Louis Accounting Dopuch Research Conference |
| 2024 | Financial Accounting and Reporting Section Midyear Meeting
FASB Emerging Financial Reporting Issues Research Symposium
Washington University at St. Louis Accounting Dopuch Research Conference
Cowntown Accounting Research Conference |
| 2023 | Cambridge Disinformation Summit
American Accounting Association Annual Meeting
Notre Dame Accountancy Research Conference
Washington University at St. Louis Accounting Dopuch Research Conference |
| 2022 | Hawaii Accounting Research Conference
Financial Accounting and Reporting Section Midyear Meeting
Virginia Tech Accounting Research Conference
Washington University at St. Louis Accounting Dopuch Research Conference |
| 2021 | Hawaii Accounting Research Conference
Financial Accounting and Reporting Section Midyear Meeting
Mergers and Acquisitions Research Centre Conference
American Accounting Association Annual Meeting
Contemporary Accounting Research Conference
Review of Accounting Studies Conference |
| 2020 | Financial Accounting and Reporting Section Midyear Meeting
Contemporary Accounting Research Conference |
| 2019 | Financial Accounting and Reporting Section Midyear Meeting
Audit Midyear Meeting |

	Ernst & Young Accounting Research Colloquium American Accounting Association Annual Meeting
2018	New Faculty Consortium Financial Accounting and Reporting Section Midyear Meeting Ernst & Young Accounting Research Colloquium American Accounting Association Annual Meeting Financial Management Association Annual Meeting Miami Rookie Conference
2017	American Accounting Association Annual Meeting
2016	Journal of Accounting and Economics Conference AAA / Deloitte / J. Michael Cook Doctoral Consortium University of Technology Sydney Summer Accounting Conference University of North Carolina Tax Doctoral Seminar
2015	American Accounting Association Annual Meeting University of Minnesota Empirical Accounting Research Conference Financial Accounting and Reporting Section Midyear Meeting
2014	Kellogg Accounting Research Conference
2013	Kellogg Accounting Research Conference

Ad Hoc Reviewer:

The Accounting Review
Review of Accounting Studies
Contemporary Accounting Research
Journal of Financial Reporting
Journal of Corporate Finance
National Tax Journal
European Accounting Review
International Journal of Accounting
Journal of Business Finance and Accounting

Awards

2021	Financial Accounting and Reporting Section Excellence in Reviewing Award (American Accounting Association Annual Meeting)
2019	Financial Accounting and Reporting Section Excellence in Reviewing Award (American Accounting Association Annual Meeting)

Professional Experience

Federal Deposit Insurance Corporation; Raleigh, NC

Student Career Experience Participant; May – August 2010, 2011

Conducted examinations of ten banks throughout eastern North Carolina; Analyzed capital, other assets and liabilities, management, earnings, liquidity, interest rate sensitivity, and internal controls; Researched current banking regulations