

Brady Twedt

Arthur Andersen Chair in Accounting
Mays Business School
Email: btwedt@tamu.edu

ACADEMIC EXPERIENCE

- | | | |
|-----------------------|----------------------|----------------------|
| ▪ Professor | Texas A&M University | June 2023 – present |
| ▪ Associate Professor | University of Oregon | Sept 2020 – May 2023 |
| ▪ Assistant Professor | University of Oregon | June 2018 – Aug 2020 |
| | Indiana University | June 2013 – May 2018 |

EDUCATION

- | | | |
|-------|-----------------------------------|-------------|
| Ph.D. | Accounting, Texas A&M University | August 2013 |
| B.S. | Accounting, Utah State University | May 2009 |

PUBLISHED AND ACCEPTED PAPERS

- 21) Promotional Press Releases and Investor Processing Costs, with Caleb Rawson and Jessica Watkins. 2025. *Management Science* 71: 4795-4824.
- 20) Common Media Holding Companies and the Uniqueness of Business Press Content, with Kenneth Merkley, Joseph Pacelli, and Flora Sun. 2025. *The Accounting Review* 100: 381-405.
- 19) Curbing Enthusiasm: Media Sentiment and the Disciplining Role of Quarterly Earnings Announcements, with Eric Holzman and Brian Miller. 2023. *The Accounting Review* 98: 1-31.
- 18) Earnings Virality, with Brett Campbell, Michael Drake, and Jacob Thornock. 2023. *Journal of Accounting and Economics* 75: 101517.
- 17) Managers' Strategic Use of Concurrent Disclosure: Evidence from 8-K Filings and Press Releases, with Caleb Rawson and Jessica Watkins. 2023. *The Accounting Review* 98: 345-371.
- 16) Brokerage Relationships and Analyst Forecasts: Evidence from the Protocol for Broker Recruiting, with Braiden Coleman, Michael Drake, and Joseph Pacelli. 2023. *Review of Accounting Studies* 28: 2075-2103.
- 15) Brokerage House IPOs and Analyst Forecast Quality, with Mark Bradshaw, Michael Drake, and Joseph Pacelli. 2023. *Management Science* 69: 7079-7094.
- 14) Social Media Analysts and Sell-Side Analyst Research, with Michael Drake, Robbie Moon, and James Warren. 2023. *Review of Accounting Studies* 28: 385-420.
- 13) Political Bias in the Media's Coverage of Firms' Earnings Announcements, with Lynn Rees. 2022. *The Accounting Review* 97: 389-411.

- 12) The Incremental Value Relevance of Media Coverage of Earnings Announcements: Evidence from the Trading of Short Sellers, with Lynn Rees. 2021. *Accounting Horizons* 35: 143-165.
- 11) Trading Prior to the Disclosure of Material Information: Evidence from Regulation Fair Disclosure Form 8-Ks, with John Campbell and Benjamin Whipple. 2021. *Contemporary Accounting Research* 38: 412-442.
- 10) Analyst Forecast Bundling, with Michael Drake, Peter Joos, and Joseph Pacelli. 2020. *Management Science* 66: 4024-4046.
- 9) Does Business Strategy Impact a Firm's Information Environment? with Kathleen Bentley and Tom Omer. 2019. *Journal of Accounting, Auditing, and Finance* 34: 563-587.
- 8) Increased Mandated Disclosure Frequency and Price Formation: Evidence from the 8-K Expansion Regulation, with Jeff McMullin and Brian Miller. 2019. *Review of Accounting Studies* 24: 1-33.
- 7) The Internet as an Information Intermediary, with Michael Drake and Jacob Thornock. 2017. *Review of Accounting Studies* 22: 543-576.
- 6) Spreading the Word: Price Discovery and Newswire Dissemination of Management Earnings Guidance. Sole authored. 2016. *The Accounting Review* 91: 317-346.
- 5) Who's Heard on the Street? Determinants and Consequences of Financial Analyst Coverage in the Business Press, with Lynn Rees and Nathan Sharp. 2015. *Review of Accounting Studies* 20: 173-209.
- 4) The Media and Mispricing: The Role of the Business Press in the Pricing of Accounting Information, with Michael Drake and Nicholas Guest. 2014. *The Accounting Review* 89: 1673-1701.
- 3) Reading Between the Lines: An Empirical Examination of Qualitative Attributes of Financial Analysts' Reports, with Lynn Rees. 2012. *Journal of Accounting and Public Policy* 31: 1-21.
- 2) The Stock Price Effects from Downward Earnings Guidance Versus Beating Analysts' Forecasts: Which Effect Dominates? with Lynn Rees. 2011. *Accounting and Business Research* 41: 95-118.
- 1) Fraud Score Analysis in Emerging Markets, with Chris Skousen. 2009. *Cross Cultural Management: An International Journal* 16: 301-316.

WORKING PAPERS

- Corporate Engagement with the Media, with Rachel Flam, Emily Shafron, and Nathan Sharp.
 - Third round at *Journal of Accounting and Economics*
- YouTube Influencers as Information Intermediaries, with Brett Campbell, Michael Drake, and Jacob Thornock.
 - Third round at *Review of Accounting Studies*
- Mandatory Disclosure and Peer Firms' Learning from Stock Prices, with Jaewoo Kim and Hunter Pearson.
 - Third round at *Contemporary Accounting Research*
- Sound Analysis? Investing Podcasts and Investor Information Processing, with Braiden Coleman, Karson Fronk, and Matthew Hall.
 - *Review of Accounting Studies* 2025 conference paper

- Product Experience and Financial Analysis on Social Media, with Hengda Jin and Antonis Kartapanis
- The Mosaic of Media Perspectives and Its Capital Market Effects, with Michael Drake, James Moon, and James Warren.
- Institutional Investors and Echo Chambers: Evidence from Social Media Connections and Political Ideologies, with Nicholas Guest and Melina Murren Vosse.
- Learning in the Digital Crowd? The Evolution of User Behavior on Social Media, with Hengda Jin and Antonis Kartapanis

SELECT MEDIA MENTIONS

- News Media Conglomeration and Financial Markets. *NPR – Academic Minute*, April 2025.
- How Similar News Stories Can Influence Financial Markets. *MSN.com*, January 2025.
- How Do Similar News Stories Impact Financial Markets? Essential Insights for Investors. *SciencMag*, January 2025.
- Media Consolidation Reduces Diversity of Business News Coverage and Could Affect Investors. *The Associated Press*, October 2024.
- SEC Form 8-K: Definition, What It Tells You, Filing Requirements. *Investopedia*, August 2024.
- How Earnings Announcements Discipline Markets Skewed by Media Coverage. *Columbia Law School Blog*, June 2023
- Burying Bad 8-K News Raises Red Flags. *CFO Dive*, May 2023
- Report: Companies Using Press Releases & SEC Filing Misdirection to Hide Bad News. *WebProNews*, May 2023
- Companies Distract from Bad News with Unrelated News. *Accounting Today*, May 2023
- New Research Examines How Managers Hide Negative News. *Forbes*, April 2023
- How Companies Distract Investors When Disclosing Bad News. *Columbia Law School Blog*, November 2022
- Companies Issue Unrelated News When SEC 8-K Disclosure Has Bad News, Study Finds. *CPA Practice Advisor*, October 2022
- Companies Push Positive News when SEC Disclosures are Negative. *Accounting Today*, October 2022
- Distract Me Not. *Bloomberg*, October 2022
- Bond Trading and Bank Memoirs. *Bloomberg View*, July 2016
- Did Regulation FD Prevent Selective Disclosure? *Columbia Law School Blog*, July 2016
- Analysts See ‘Career Benefits’ from Publicity. *The Financial Times*, March 2011
- Positives for Analysts who Push the Negative. *The Irish Times*, March 2011
- Weak Guidance vs. Beating Consensus. *CXOAdvisory.com*, October 2010

TEACHING

- | | | |
|---|----------------------|-----------------------|
| ▪ Accounting PhD Seminar | Texas A&M University | Spring 2024 – present |
| ▪ Intermediate Financial Accounting I
Average Overall Instructor Rating: 4.9 / 5.0 | Texas A&M University | Fall 2023 – present |
| ▪ Introduction to Financial Accounting* | University of Oregon | Spring 2022 |
- * Instructor ratings unavailable due to change in university policy

- Conference on Financial Economics and Accounting 2012
- AAA Annual Meeting 2012
- Brigham Young University Accounting Research Symposium 2012
- Accounting PhD Rookie Recruiting and Research Camp 2012
- University of Technology – Sydney Accounting Research Conference 2012
- Conference on Financial Economics and Accounting 2011
- International Agenda Setting Conference – Lucerne, Switzerland 2011

AWARDS AND HONORS

- Edward P. Swanson Accounting Research Excellence Award, Texas A&M University 2025
- Arthur Andersen Endowed Chair, Texas A&M University 2023 – present
- Miner Accounting Chair, University of Oregon 2022 - 2023
- Outstanding Reviewer Award, *The Accounting Review* 2022
- Excellence in Undergraduate Teaching Award, University of Oregon 2021
- Outstanding Discussant Award, FARS Mid-Year Meeting 2021
- Miner Research Scholar, University of Oregon 2020 – 2022
- Kageyama Endowment Fund Grants, University of Oregon 2018, 2019
- Excellence in Reviewing Award, Financial Accounting and Reporting Section 2017
- Trustees Teaching Award, Indiana University 2014
- Dean's Award for Outstanding Research by a Doctoral Student, Texas A&M University 2012
- FASB Doctoral Student Program – Invited Participant 2012
- Ernst & Young Doctoral Fellowship 2009 – 2013
- Texas A&M Regents' Fellowship 2009 – 2013
- Mays Business School Fellowship 2009 – 2013

SOCIETAL IMPACT STATEMENT

The primary goal of my research is to increase our understanding of how accounting information flows through capital markets. I also seek to teach relevant skills to my students to better prepare them for their future careers.