

# Svetlana Petrova, Ph.D

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- Economist with extensive programming skills (Python, R, SAS, Stata) leveraging data and statistical inference to solve complex real-life problems
  - Skillful leader with corporate and academic background and a strong record of managing high-performance teams
  - Ph.D. in Economics and Business Administration (Finance)
  - Expertise in financial reporting (IFRS, GAAP), market regulation, and business strategy
  - Over 8 years of experience in consulting and audit with Big Four firms
  - Engaging public speaker and a skilled mentor, developing junior talent to contribute to organizational success
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## AREAS OF SPECIALIZATION

FinTech and Cybersecurity, Empirical Corporate Finance and Investments; Market Anomalies, and Real Estate

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## WORK EXPERIENCE

**Junior Editor**, JREPE, May 2024 - present

- Organizing peer-review process for manuscripts and facilitating the publishing process

**Board Member**, Center for Business Analytics Oversight Board, February 2020 - present

- Overseeing Center's work and guiding consulting services and research activities rendered to clients

**Assistant Professor of Finance**, University of New Hampshire, 2020 - present

- Research in Finance, Teaching (Finance, Accounting, Big Data and Programming)

**Graduate Assistant** to Andy Naranjo, University of Florida, 2016 - 2020

- Research in Finance and Real Estate, Teaching (International Finance, Fixed Income)

**Economist**, TCRS, Tennessee Department of Treasury, 2015-2016

- Assisted the fixed income (more than \$13.5 billion under management) and equity (more than \$25 billion under management) portfolio management groups by providing daily forecasts and developing automated AI based forecasting and reporting tools using Bloomberg, Python and R.

**Graduate Assistant** to Joachim Zietz, Middle Tennessee State University, 2014 - 2016

- Research in Economics, Teaching (Financial Planning, Business Economics, Macroeconomics)

**Director, Strategy and Business Development**, Mouzenids Group, 2010-2012

- Developed and implemented strategy for international and cross-industry expansion of a Greek travel and airline holding (over 1600 employees). Directly managed over 30 employees.

**Associate/Manager/Director**, Ernst&Young, YNS Audit, DelProf, 2005-2011

- Made a clear career path through series of complex client projects and double promotions
- Actively participated in over 40 international and forensic audit and consulting projects, based on IFRS, US GAAP, cross-border taxation, and SEC Regulations compliance
- Developed and implemented strategy for international expansion of consulting company business

## Professional and Executive Teaching

- Business Analytics using R (seminar series), University of Florida, 2018
- Analytics and Forecasting using R (seminar), Tennessee Department of Treasury, 2016
- International Financial Reporting Standards (DipIFR), Internal Audit and Risk Management (Certified Internal Auditor), Executive Education, HOCK Training, 2009 - 2013

**Managerial Experience:** over 30 people under direct supervision as a head of strategy, managed teams up to 12 people and was in charge for project implementation in consulting and audit; managed collaborative work with coauthors and multiple teams of senior and master students on their group projects solving financial problems with the help of statistical programming, research methods, and AI.

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## EDUCATION

**Ph.D. in Business Administration (Finance)**, University of Florida

Dissertation: FinTech: Cybersecurity Breaches, Corporate Responses, and Investment Behavior

**Ph.D. in Economics**, Middle Tennessee State University

Dissertation: Chief Investment Officers' Pedigree, and the US Public Pension Funds Performance

**M.B.A. in Strategic Management**, Moscow International Higher Business School

**B.B.A. and M.S. in Finance**, Finance University under the Government of the Russian Federation

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## TECHNOLOGY SKILLS

Python, C, Stata, R, SAS, SQL, NoSQL, Cloud (AWS, Azure), Matlab/Octave, WxMaxima, Maple, WRDS, Bloomberg Terminal, EDGAR, LaTeX, OpenAI, Orange, Tableau

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## AWARDS/HONORS

Top Ten download list for SSRN's Demographics, Gender Diversity in Accounting for (July, 2024)

Top Ten download list for SSRN's Other Microeconomics: Decision-Making under Risk Uncertainty for (July, August, September 2024)

AFFECT 2023 Workshop Grant

NBEA 2020 Best Paper Award

Gamma Sigma Honors Society

AFA Student Grant (2019)

ARES Doctoral Student Grant (2015)

SESUG Student Research Grant (2015)

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## PUBLICATIONS

Working Capital Management: Concepts and Strategies (edited by H Kent Baker, Greg Filbeck, and Tom Barkley, ISBN-10: 9811259658; author of Chapter 19 - Information Technology in Working Capital Management

Analysis of the Impact of Federal Funds Rate Change on US Treasuries Returns using SAS (with Max Terekhov), SESUG 2015 Proceedings

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## FEATURED IN MEDIA

Trading Ahead of the Disclosure: Cybersecurity Breaches - Institutional Investor, 01/04/2021

Do Gender and Academic Background Influence Risk Tolerance? Evidence from U.S. Pension Funds The Allocator, Leann Orr's newsletter 07/19/2024

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## RESEARCH PROJECTS

### **Cybersecurity and Market Anomalies**

Cybersecurity Breaches: Firm Disclosures and Stock Market Responses (with Andy Naranjo, *under submission*)

Trading Ahead of the Disclosure: Cybersecurity Breaches (with Andy Naranjo, *under submission*)

Contagion: Cybersecurity Market Reaction to Data Breaches (with Andy Naranjo)

Cybersecurity Breaches and Political Trades (with Md Nurul Islam and Brandon Cline)

Cybersecurity Breaches and Accounting Disclosures (with Jon Nash and Md Safayat Hossain)

**Investments, Behavioral Finance, and Pension Funds**

Do Gender and Academic Background Influence Risk Tolerance? Evidence from U.S. Pension Funds (*under submission*)

Does Background Define Stock-Picking Talent? Evidence from US Pension Funds (*under submission*)

CIOs Background Impact on U.S. Public Pension Funds Returns (*under submission*)

Do Firms Prefer Overqualified Employees? The Impact of Financial Crises on Returns to Education

**Climate Finance and Green Real Estate**

Going Greener? Urban Exodus and Green Buildings Market after COVID-19 (with Katya Volkova)

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**LANGUAGES**

Fluent in English and Russian

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**PUBLIC SPEAKING: CONFERENCES AND SEMINARS**

- **Presenter**, Contagion: Cybersecurity Market Reaction to Data Breaches, Southern Finance Association Annual Meeting, 2024, West Palm Beach, FL
- **Presenter**, Contagion: Cybersecurity Market Reaction to Data Breaches, Financial Management Association Annual Meeting, 2024, Grapevine, TX
- **Seminar**, October 2024, Contagion: Cybersecurity Market Reaction to Data Breaches, Syracuse University
- **Presenter**, Going Greener? Urban Exodus and Green Buildings Market after COVID-19, American Real Estate Society Meeting, 2024, Orlando, FL
- **Presenter**, Contagion: Cybersecurity Market Reaction to Data Breaches, Southern Finance Association Annual Meeting, 2023, Fajardo, PR
- **Seminar**, Going Greener? Urban Exodus and Green Buildings Market after COVID-19, UNH ACFI Department Brown Bag Seminar Series, November 2023
- **Seminar**, Contagion: Cybersecurity Market Reaction to Data Breaches, UNH Paul College Work in Progress Series, November 2023
- **Committee**, Bretton Woods Accounting and Finance Ski Conference, 2023, Bretton Woods, NH
- **Presenter**, Are U.S. Public Pension Funds CIOs Overpaid? Understanding the Role of the CIOs Pedigree in the Pension Funds' Performance, AFFECT Workshop, 2023, New Orleans, LA
- **Presenter**, Trading Ahead of the Disclosure: Cybersecurity Breaches, Entrepreneurship, Finance, and Innovation Symposium, 2022, Hanoi, Vietnam
- **Presenter**, Trading Ahead of the Disclosure: Cybersecurity Breaches, Southern Finance Association Annual Meeting, 2022, Key West, FL
- **Discussant/Committee/Reviewer**, Southern Finance Association Annual Meeting, 2022, Key West, FL
- **Presenter**, Do Firms Prefer Overqualified Employees? The Impact of Financial Crises on Returns to Education, Northeast Business and Economics Association, 2022, Portsmouth, NH
- **Discussant/Committee/Reviewer**, Financial Management Association Annual Meeting, 2022, Atlanta, GA
- **Presenter**, Trading Ahead of the Disclosure: Cybersecurity Breaches, Financial Management Association Annual Meeting, 2022, Atlanta, GA
- **Executive Committee Member**, FinTech track, Eastern Finance Association Annual Meeting, 2022, Washington, D.C
- **Discussant/Committee/Reviewer**, Financial Management Association Annual Meeting, 2021, Denver, CO

- **Presenter**, Cybersecurity Breaches: Firm Disclosures and Stock Market Responses, Northeast Business and Economics Association, 2020, Portsmouth, NH
- **Presenter**, Trading Ahead of the Disclosure: Cybersecurity Breaches, 8th Annual OptionMetrics Research Conference, 2019, New York City, Northeast Business and Economics Association 2020
- **Presenter**, Cybersecurity Breaches: Firm Disclosures and Stock Market Responses, Southern Finance Association Annual Meeting, 2019, Orlando, FL
- **Presenter**, Cybersecurity Breaches: Firm Disclosures and Stock Market Responses, Financial Management Association Annual Meeting, 2019, New Orleans, LA
- *Committee/Reviewer/Session Organizer*, Financial Management Association Annual Meeting, 2019, New Orleans, LA
- **Presenter**, Cybersecurity Breaches: Firm Disclosures and Stock Market Responses, Eastern Finance Association Annual Meeting, 2019, Miami, FL
- *Discussant/Committee/Reviewer*, Eastern Finance Association Annual Meeting, 2019, Miami, FL
- *Discussant*, American Finance Association Annual Meeting, 2019, Atlanta, GA
- **Presenter**, Cybersecurity Breaches: Firm Disclosures and Stock Market Responses, Florida Finance Conference, 2019, Tampa, FL
- *Discussant*, Financial Management Association Annual Meeting, 2018, San Diego, CA
- *Discussant*, Financial Management Association Annual Meeting, 2017, Boston, MA
- *Committee/Reviewer*, Eastern Finance Association Annual Meeting, 2017, Jacksonville, FL
- **Presenter**, Are U.S. public pension funds CIOs overpaid? Understanding the Role of the CIOs Pedigree in the Pension Funds' Performance, Eastern Finance Association Annual Meeting, 2017, Jacksonville, FL
- *Discussant*, Eastern Finance Association Annual Meeting, 2017, Jacksonville, FL
- *Discussant/Chair*, Financial Management Association Annual Meeting, 2016, Las Vegas, NV
- **Presenter**, Whom Are You Working For? Regulation, 340b Drug Program, and the Healthcare Firm Performance, Midwest Economics Association, 2016, Evanston, IL
- *Discussant*, Midwest Economics Association, 2016, Evanston, IL
- **Presenter**, Are U.S. public pension funds CIOs overpaid? Understanding the Role of the CIOs in the Pension Funds' Performance, Midwest Finance Association Annual Meeting, 2016, Atlanta, GA
- *Discussant/Session Chair*, Midwest Finance Association Annual Meeting, 2016, Atlanta, GA
- **Presenter**, S.O.S.: Hiring and Compensation in the Shadow of an Economic Crisis, Southern Economic Association Annual Meeting, 2015, New Orleans, LA
- *Discussant/Session Chair*, Southern Economic Association Annual Meeting, 2015, New Orleans, LA
- **Presenter**, Foreclosure Fears: Is Foreclosures Impact On House Prices Objective?, SAS Analytics, 2015, Las Vegas, NV
- **Presenter**, Dynamic Reporting Systems in Quantitative Portfolio Management and Financial using SAS and R, Financial Management Association Annual Meeting, 2015, Orlando, FL
- **Presenter**, Analysis of the Impact of Federal Funds Rate Change on US Treasuries Returns using SAS, South Eastern SAS Users Group Annual Meeting, 2015, Savannah, GA
- **Presenter**, What Makes Firms Survive an Economic Crisis? Some Evidence from REITs, Midwest Finance Association Annual Meeting, 2015, Chicago, IL
- *Discussant*, Midwest Finance Association Annual Meeting, 2015, Chicago, IL