

Dr. Ioannis Branikas

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UNIVERSITY OF OREGON

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October 2024

Office Contact Information

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Academic Appointment

Assistant Professor of Finance, University of Oregon, Lundquist College of Business
(September 16, 2018 – present).

Instructor of Microeconomics, Princeton University, Princeton School of Public and International
Affairs (July 18, 2018 – September 7, 2018).

Education

PhD, Economics. Princeton University, 2018.
Thesis Title: “Essays on Portfolio Choice”.
Committee: Harrison Hong, Jakub Kastl (Chair), Motohiro Yogo.

MA, Economics. Princeton University, 2014.

MS, Economics. Athens University of Economics and Business, Valedictorian, 2012.

BA, Economics. Athens University of Economics and Business, Valedictorian, 2010.

Research and Teaching Fields

Sustainability (ESG/CSR), Household Finance, Corporate Finance, Mutual Funds.

Publications

Branikas, I., Buchbinder, G. (2021). Advertising Exposure and Investor Attention: Estimates from Super Bowl Commercials. *Financial Planning Review*, 4(1). <https://doi.org/10.1002/cfp2.1099>.

Branikas, I., Hong, H., Xu, J. (2020). Location Choice, Portfolio Choice. *Journal of Financial Economics*, 138(1), 74-94. <https://doi.org/10.1016/j.jfineco.2019.10.010>.

Working Papers

Branikas, I., Buchbinder, G., Ding, Y., Li, N., “Wildfires and Corporate Environmental Sustainability Growth in Areas where Governments are Eco-friendly But Lack Commitment”
Available at SSRN: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3640791.

Bai, X., Branikas, I., Zhong, W., Wang, Z. J., "When Mayors Pledge to Be Heroes for Zero: The Effect of Local Governments' Environmental Programs on Their Cost of Debt" (August 2024). Available upon request. Summary available at: www.fmaconferences.org/Texas/NewIdeas/MayorsHeroesForZero.pdf.

Branikas, I., Chang, B., Hong, H., Li, N., "Sustainability Preferences of Talented Employees" (May 2024). Status: New version coming soon. Previous version available at: https://www.jotform.com/uploads/glofinorg/233186200259957/5862791767967507973/Non_p ecuniary_talented_employees-003.pdf.

Branikas, I., "Advertising Exposure and Portfolio Choice: Estimates Based on Sports Sponsorships" (August 2019). 2019 Academic Research Colloquium for Financial Planning and Related Disciplines, Available at SSRN: <http://dx.doi.org/10.2139/ssrn.3256437>.

Branikas, I., Hong, H., Xu, J., "Buy Side, Sell Side" (May 2, 2018). Available upon request.

Research Awards

2024 ASFAAG American Chapter Conference Best Paper Award for the paper "From Ashes to Action: The Effect of Wildfires on the Growth of Local Corporate Environmental Sustainability in Areas where Governments are Eco-friendly But Lack Commitment" (March 1, 2024).

2019 CFP Board Center for Financial Planning Emerging Scholar Best Paper Award for the paper "Advertising Exposure and Portfolio Choice: Estimates Based on Sports Sponsorships" (February 28, 2019).

2017 CICF XiYue Best Paper Award for the paper "Location Choice Portfolio Choice", 2017 China International Conference of Finance (July 13, 2017).

Teaching Awards

2023 – 2024 Excellence in Undergraduate Teaching Award (for the FIN 316 Honors class on Financial Management), University of Oregon's Charles H. Lundquist College of Business (June 3, 2024).

2022 – 2023 Excellence in Undergraduate Teaching Award (for the FIN 316 standard class on Financial Management), University of Oregon's Charles H. Lundquist College of Business (June 7, 2023).

Media Appearances and Interviews

"A Super Bowl Prediction You Can Bet On," *The Wall Street Journal* (February 10, 2023). https://www.wsj.com/articles/the-super-bowls-most-reliable-stock-market-indicator-the-ads-ced4e75a?st=348q65kno9s520z&reflink=desktopwebshare_permalink.

"Research shows investors take stock of Super Bowl advertisers," *Around the O* (February 2, 2021). <https://around.uoregon.edu/content/research-shows-investors-take-stock-super-bowl-advertisers>.

"Super Bowl ads attract investors as well as customers," *Chicago Booth Review* (January 26, 2021). <https://www.chicagobooth.edu/review/super-bowl-ads-attract-investors-well-customers>.

"Meet Ioannis Branikas, recent Ph.D. graduate from the Department of Economics," *Princeton University Library Spotlight* (October 8, 2018). <https://library.princeton.edu/news/general/2018-10-08/meet-ioannis-branikas-recent-phd-graduate-department-economics>.

Presentations

Peer-reviewed / Competitively Accepted Presentations at Conferences

◦: presented by co-author

Conference	Organizer	Venue	Location	Date
2024 FMA Annual Meeting <u>Session:</u> “CSR & Salient Events”	Financial Management Association	Gaylord Texan Resort and Convention Center	Grapevine, TX, U.S.	October 18, 2024
2024 FMA Annual Meeting <u>Session:</u> “New Ideas in Asset Pricing & Investments 1”	Financial Management Association	Gaylord Texan Resort and Convention Center	Grapevine, TX, U.S.	October 17, 2024
1st Exeter Sustainable Finance Conference <u>Session:</u> ““S” and “G” in ESG”	Exeter Sustainable Finance Centre, University of Exeter Business School	Reed Hall, Exeter, UK	Exeter, U.K.	September 20, 2024
◦2024 Annual Meeting of Academies of Behavioral Finance & Economics and Entrepreneurial Finance <u>Session:</u> “Startups, Venture Capital, and Risk Taking throughout the Entrepreneurial Process-II”	Academy of Behavioral Finance & Economics (ABF&E) and Academy of Entrepreneurial Finance (AEF)	Hilton Woodland Hills/Los Angeles	Los Angeles, CA, U.S.	September 19, 2024
◦2024 International Conference in Finance, Accounting and Banking (2024 ICFAB) <u>Session:</u> “Environment and Sustainability”	Southampton Business School, Surrey Business School, and Montpellier Business School	Leonardo Royal Hotel Southampton Grand Harbour	Southampton, U.K.	September 6, 2024
Adam Smith Sustainability Conference and 2nd Annual Conference of the British Accounting Review	University of Edinburgh Business School and Edinburgh Futures Institute	Edinburgh University Business School	Edinburgh, U.K.	August 28, 2024
4th Annual ASFAAG Conference 2024 on “The Role of Accounting, Finance & Governance in the Net Zero Era” <u>◦Session:</u> “Social and Environmental Responsibility” <u>Session:</u> “Financial Stability and Sustainability”	Academy of Sustainable Finance, Accounting, Accountability and Governance (ASFAAG), University of Sheffield, University of Bradford, University of Southampton, and Athens University of Economics and Business (AUEB)	Athens University of Economics and Business (AUEB)	Athens, Greece	July 2, 2024

31st Annual Global Finance Conference	Global Finance Association and University of Cagliari	University of Cagliari	Sardinia, Italy	June 20, 2024
8th Shanghai-Edinburgh-London-Cape Town Green Finance and Accounting Conference	University of Edinburgh Business School, Bartlett School of Sustainable Construction at University College London, Shanghai Institute of International Finance Centre, University of Cape Town	Shanghai Guangdong Hotel & Online	Shanghai, China	June 1, 2024
69th Euro Working Group for Commodity and Financial Modeling Meeting (69th EWGCFM) <u>Session:</u> "ESG Ratings"	Euro Working Group for Commodity and Financial Modeling (EWGCFM) and the Finance and Risk Management Center at the Faculty of Management at the University of Warsaw	The Faculty of Management at the University of Warsaw	Warsaw, Poland	May 22, 2024
7th Ethical Finance & Sustainability Conference (EFS 2024) <u>Session:</u> "Green Washing"	University of Leeds, EDC Paris Business School, and CY Paris Cergy University	University of Leeds	Leeds, UK	15 May, 2024
ASFAAG American Chapter Conference 2024 on "Planet, People & Profits: Promoting Sustainable Businesses for Triple Bottom-Line", <u>Session:</u> "Corporate Environmental Sustainability"	Academy of Sustainable Finance, Accounting, Accountability and Governance (ASFAAG) and Florida International University	Florida International University	Miami, FL, U.S.	February 29, 2024
CEA (UK/Europe) Conference 2021 on "Tackling Climate Change and Transition to Sustainable Development - The Future of China and the World" <u>Session:</u> "Environmental Compliance"	Chinese Economic Association, University of Edinburgh, and Heriot-Watt University	Online	Edinburgh, U.K.	December 5, 2021
2nd CEFGroup Climate Finance Symposium <u>Session:</u> "Physical Risks: Extreme Events"	Climate and Energy Finance Group (CEFGroup) at the University of Otago	Online	Otago, New Zealand	December 1, 2021

The Fourth Conference on CSR, the Economy and Financial Markets <u>Session:</u> "Other Influences"	Global Finance Journal, the Development Bank of Japan, and Japan Economic Research Institute	Online	Tokyo, Japan	November 12, 2021
4th Global Research Alliance for Sustainable Finance and Investment Annual Conference (GRASFI 2021) <u>Session:</u> "Corporate Governance"	International Institute of Green Finance (IIGF) of the Central University of Finance and Economics (CUFE)	Online	Beijing, China	September 2, 2021
European Economic Association - Econometric Society European Meeting 2021 (EEA-ESEM 2021) <u>Session:</u> "Climate Impact and Policy Response"	European Economic Association	online	Copenhagen, Denmark	August 23, 2021
Association of Environmental and Resource Economists at the Midwest Economics Association Annual Conference 2021 (AERE@MEA 2021) <u>Session:</u> "Corporations and Environmental Performance"	Association of Environmental and Resource Economists and Midwest Economics Association	Online	Virtual, U.S.	March 22, 2021
American Finance Association 2021 Annual Meeting (AFA 2021) <u>Session:</u> "Corporate Sustainability"	American Finance Association	Online	Virtual, U.S.	January 5, 2021
JEEM-Edinburgh-Shanghai Climate and Development Conference, <u>Session:</u> "Environment and Firms"	Journal of Environmental Economics and Management, University of Edinburgh Business School, Shanghai Institute of International Finance Centre, and Shanghai Lixin University of Accounting and Finance	Online	Shanghai, China	December 6, 2020
10th Asian Conference on Sustainability, Energy & the Environment (ACSEE 2020) <u>Session:</u> "Economic and Environmental Sustainability"	The International Academic Forum (IAFOR), IAFOR Research Centre at Osaka University, and IAFOR's Global University Partners	Online	Tokyo, Japan	November 7, 2020

2020 Academic Research Colloquium for Financial Planning and Related Disciplines	CFP Board Center for Financial Planning	Renaissance Arlington Capital View Hotel	Arlington, VA, U.S.	February 21, 2020
2019 Annual Academic Research Colloquium for Financial Planning and Related Disciplines	CFP Board Center for Financial Planning	Renaissance Arlington Capital View Hotel	Arlington, VA, U.S.	February 20, 2019
American Finance Association 2019 Annual Meeting (AFA 2019) <u>Session:</u> "Households and Portfolio Choice"	American Finance Association	Hilton Atlanta	Atlanta, GA, U.S.	January 4, 2019
45th Annual Conference of the European Association for Research in Industrial Economics (EARIE 2018) <u>Session:</u> "Advertising and Media Market"	European Association for Research in Industrial Economics, Athens University of Economics and Business, and the Foundation for Economic & Industrial Research (IOBE)	Athens College & Psychiko College (Hellenic American Educational Foundation)	Athens, Greece	September 2, 2018
7th Helsinki Finance Summit on Investor Behavior	Finance Department of Aalto University	Aalto University	Helsinki, Finland	August 21, 2017
2017 China International Conference in Finance (2017 CICF) <u>Session:</u> "Social Aspects of Finance"	MIT Sloan School of Management and the China Center for Financial Research (CCFR) at Tsinghua University	Midtown Shangri-La Hangzhou	Hangzhou, China	July 13, 2017
52nd Annual Conference of the Western Finance Association (WFA 2017) <u>Session:</u> "Empirical Asset Pricing 1"	Western Finance Association	Fairmont Chateau Whistler	Whistler, Canada	June 26, 2017

Invited Presentations at Conferences

Conference	Organizer	Venue	Location	Date
39th Annual Pacific Northwest Finance Conference (PNWFC 2023)	University of Washington	Michael G. Foster School of Business	Seattle, WA, U.S.	October 20, 2023

20th Conference on Research on Economic Theory and Econometrics (CRETE 2022)	Athens University of Economics and Business and the Foundation for Economic & Industrial Research (IOBE)	Cultural Foundation of Tinos	Tinos, Greece	July 11, 2022
37th Annual Pacific Northwest Finance Conference (PNWFC 2021)	University of Washington	Online	Seattle, WA, U.S.	October 29, 2021
18th Conference on Research on Economic Theory and Econometrics (CRETE 2019)	Athens University of Economics and Business and the Foundation for Economic & Industrial Research (IOBE)	Cultural Foundation of Tinos	Tinos, Greece	July 16, 2019
34th Annual Pacific Northwest Finance Conference (PNWFC 2018)	University of Washington	Michael G. Foster School of Business	Seattle, WA, U.S.	October 28, 2018

Invited Seminars

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Organizer	Location	Date
*University of Cyprus	Nicosia, Cyprus	April 30, 2025
*Mississippi State University	Starkville, MS, U.S.	November 8, 2024
University of Piraeus	Online from Piraeus, Greece	September 22, 2021
Athens University of Economics and Business	Online from Athens, Greece	September 20, 2021
University of Essex	Online from Essex, U.K.	June 16, 2021
Oregon State University	Corvallis, OR, U.S.	February 8, 2019
UNSW Sydney	Sydney, Australia	February 22, 2018
University of Oregon	Eugene, OR, U.S.	February 16, 2018
AQR Capital Management	Greenwich, CT, U.S.	February 15, 2018
Inspere Institute of Education and Research	São Paulo, Brazil	February 7, 2018
Queen Mary University of London	London, U.K.	February 1, 2018
Einaudi Institute for Economics and Finance (EIEF)	Rome, Italy	January 30, 2018
Luxembourg School of Finance	Luxembourg, Luxembourg	January 25, 2018

Paper Discussions at Conferences

Paper	Conference	Organizer	Location	Date
<p>“The Benchmark Greenium”</p> <p>by D'Amico, Klausmann, and Pancost (2024)</p>	2024 FMA Annual Meeting	Financial Management Association	Grapevine, TX, U.S.	October 19, 2024
<p>“Understanding the Disclosure Practices of Firms Affected by a Natural Disaster: The Case of Hurricanes”</p> <p>by Stamenov (2024)</p>	2024 FMA Annual Meeting	Financial Management Association	Grapevine, TX, U.S.	October 18, 2024
<p>“Technology Entrepreneurs’ Environmental Commitments and Crowdfunding Outcomes”</p> <p>by Pursiainen, Qian, and Tang (2024)</p>	Adam Smith Sustainability Conference and 2nd Annual Conference of the British Accounting Review	University of Edinburgh Business School and Edinburgh Futures Institute	Edinburgh, U.K.	August 28, 2024
<p>“Financial shocks and savings amongst Africa’s middle class: New fintech insights”</p> <p>by Abubakar, Aysan, Disli, and Elnahass (2024)</p>	4th Annual ASFAAG Conference 2024 on “The Role of Accounting, Finance & Governance in the Net Zero Era”	Academy of Sustainable Finance, Accounting, Accountability and Governance (ASFAAG), University of Sheffield, University of Bradford, University of Southampton, and Athens University of Economics and Business (AUEB)	Athens, Greece	July 2, 2024
<p>“Hedging Strategies Using Green Financial Instruments”</p> <p>by Papanikolaou, Liu and Song (2024)</p>	31st Annual Global Finance Conference	Global Finance Association and University of Cagliari	Sardinia, Italy	June 20, 2024
<p>“Effects of Family Control on Decent Work in Family Businesses Listed on Latin American Stock Exchanges between 2010 and 2019”</p>	69th Euro Working Group for Commodity and Financial Modeling Meeting	Euro Working Group for Commodity and Financial Modeling (EWGCFM) and the Finance and Risk Management Center at the Faculty of	Warsaw, Poland	May 22, 2024

by Watkins-Fassler (2024)		Management at the University of Warsaw		
“Do the walking dead walk the talk?” by Mashwani, Mushtaq, Ahmad, and Aziz (2024)	7th Ethical Finance & Sustainability Conference (EFS 2024)	University of Leeds, EDC Paris Business School, and CY Paris Cergy University	Leeds, UK	15 May, 2024
“Directors’ Personal Experience and Corporate Environmental Performance” by Huang, Jiang, Xuan, and Zhou (2022)	2022 Midwest Finance Association Annual Meeting (MFA 2022)	Midwest Finance Association	Chicago, IL, U.S.	March 10, 2022
“Are Executives More Socially Responsible When Raised with Siblings? Evidence from Chinese Family Firms” by Agarwal, Chan, Xie, and Xu (2021)	2021 China International Conference in Finance (2021 CICF)	MIT Sloan School of Management, Shanghai Advanced Institute of Finance (SAIF), Shanghai Jiao Tong University, and Chinese Association of Finance (CAF)	Shanghai, China	July 9, 2021
“Have Extreme Events Awakened Us? A Panel Analysis” by Farhidi (2021)	Association of Environmental and Resource Economists at the Midwest Economics Association Annual Conference 2021 (AERE@MEA 2021)	Association of Environmental and Resource Economists and Midwest Economics Association	Online	March 4, 2021
“Left Behind: Partisan Identity and Wealth Inequality” by Ke (2020)	2020 Academic Research Colloquium for Financial Planning and Related Disciplines	CFP Board Center for Financial Planning	Arlington, VA, U.S.	February 21, 2020
“Effects of Overconfidence on Asset Holdings among Older Adults” by Shin and Hanks (2019)	2019 Annual Academic Research Colloquium for Financial Planning and Related Disciplines	CFP Board Center for Financial Planning	Arlington, VA, U.S.	February 20, 2019
“The Impact of All-Star Females on Analysts’ Performance” by Jannati (2019)	2019 Annual Academic Research Colloquium for Financial Planning and Related Disciplines	CFP Board Center for Financial Planning	Arlington, VA, U.S.	February 19, 2019

"Clustering Fosters Investment: Local Agglomeration and Household Portfolio Choice" by Addoum, Ke, Korniotis, and Delikouras (2018)	9th Miami Behavioral Finance Conference	University of Miami	Miami, FL, U.S.	December 14, 2018
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Reviewer/Referee

Journal of Banking and Finance (3 times)
Review of Asset Pricing Studies (2 times)
Review of Financial Studies
Journal of Financial and Quantitative Analysis
Journal of Business Ethics
Business Ethics, the Environment & Responsibility
Scientific Reports
International Journal of Finance & Economics
Annals of Financial Economics
International Journal of Central Banking (2 times)

Teaching Experience

Lundquist College of Business, University of Oregon

FIN 607, Corporate Finance Theory, 1 PhD course in Winter 2023. Number of students: 11.
FIN 612, Fundamentals of Finance, 1 MBA course in Fall 2021. Number of students: 51.
FIN 316(H), Financial Management, 21 undergraduate courses from Winter 2019 to Winter 2024.
Average number of students: 60.
Pre-Seminar Finance PhD Workshop, 10 workshop series from Fall 2018 to Spring 2022.
Average number of students: 9.

Princeton School of Public and International Affairs, Princeton University

SPI 615B, Microeconomics for MPP students. 1 course in Summer 2018. Number of students: 20.

Teaching Assistant in the Department of Economics at Princeton University

ECO 492 – FIN 592, Asian Capital Markets, Teaching Assistant for JC de Swaan, 3 undergraduate courses. Average number of students: 60.

ECO 362, Financial Investments, Teaching Assistant for Martin Cherkes, Harrison Hong, Yacine Ait Sahalia, 2 undergraduate courses. Average number of students: 35.

ECO 100, Introduction to Microeconomics, Teaching Assistant for Elizabeth C. Bogan, Uwe E. Reinhardt, 2 undergraduate courses. Average number of students: 60.

Directed Student Learning

PhD Dissertation Committee Member
Xuanyu Bai (Spring 2023 – present).

Finance PhD First-Year Research Paper Advisor
Christie Downs, "Assessing the Impact of Political Uncertainty on Retail Revenue in the U.S. Consumer Goods Sector" (Fall 2023).

Undergraduate Honors Thesis Advisor
Joseph Pisano Murrer, "Geographic Dispersion and Company Returns in the Era of the Pandemic" (Summer 2021).

PhD Dissertation Committee Member
Xian (Sean) Chen (placed at Christopher Newport University), "Common Ownership along the Supply Chain and Supplier Innovations" (Spring 2021).

Finance PhD First-Year Research Paper Advisor
Wensong Zhong (recipient of the endowed Robin and Roger Best Fund Award for Doctoral Research and Teaching after submitting the produced paper to the special issue "COVID-19 and the Economy" of the Finance Research Letters), "The Impact of COVID-19 on Firms' Market Values: Estimates from Geographical Networks" (Fall 2020).

Supervisor of Postdoctoral Research Fellow
Gabriel Buchbinder (Fall 2019 – Spring 2020).

Supervisor of J-1 Visiting Scholar
Yugang Ding (placed at Guangdong University of Foreign Studies) (Fall 2019).

University Service

Undergraduate Course Coordinator
FIN 316 Financial Management (Fall 2020 – present).

Organizer of the University of Oregon Department of Finance Seminars
(Spring 2020 – present)
<https://business.uoregon.edu/departments/finance/seminars>.

Organizer of the University of Oregon Department of Finance Workshops
(Spring 2019 – present)
<https://business.uoregon.edu/departments/finance/workshops>.

Member of the University of Oregon Department of Finance PhD Admissions Committee
with Maria Chaderina, Brandon Julio, Robert Ready, and Youchang Wu
(Winter 2020 – present).

Committee Member of the University of Oregon Summer Finance Conference 2023
with John Chalmers, Diane Del Guercio, Ro Gutierrez, Brandon Julio, Steve McKeon, Z. Jay
Wang, Youchang Wu, and the co-chairs Maria Chaderina and Robert Ready (Spring 2023)
<https://business.uoregon.edu/departments/finance/conference>.

Organizer and Co-Chair of the University of Oregon Summer Finance Conference 2019
with Robert Ready (Fall 2018 – Summer 2019)
<https://business.uoregon.edu/faculty/departments/finance/conference/2019>.

Faculty Development Activities Attended

“Inclusion Initiatives Virtual Workshop”, EEA Initiatives for Diversity and Inclusion, European
Economic Association, online (September 13, 2024).

“Negotiation for Princeton Women Series: Key Skills for Effectively Negotiating Career and
Personal Issues During the Mid-Career Stage”, Princeton University, online (June 7, 2022).