

Matt Hall, CPA

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Contact

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Education

University of Georgia, Terry College of Business
PhD, Accounting; Minor: Finance

Utah State University, Huntsman School of Business
Master of Science, Accountancy
BA, Accounting

May 2014
May 2013

Research

Publications

- [1] “Sound Analysis? Investing Podcasts and Investor Information Processing” (with Braiden Coleman, Karson Fronk, and Brady Twedt)
- Forthcoming at the *Review of Accounting Studies*
 - Review of Accounting Studies 2025 conference paper

Working Papers

- [2] “Earnings Releases and Patterns in Information Asymmetry” (with Enrique Gomez and Frank Heflin)
- Revise and resubmit at *The Accounting Review*
- [3] “Hedge Fund Activism and Non-GAAP Reporting” (with Nerissa Brown, Ted Christensen, and Henry Wang)
- [4] “The Determinants and Informativeness of SEC Enforcement Action Disclosure Channels” (Dissertation)

Work in process

- [5] “Fractional Trading and Earnings Releases” (with Enrique Gomez and James Warren)
- Preparing tables

Professional Experience

Comscore

Internal Audit | Manager

Reston, VA | November 2019 – July 2022

PwC

Assurance Services | Sr. Associate
Assurance Services | Exp. Associate
Assurance Intern | Sr. Associate

McLean, VA | August 2017 – November 2019
McLean, VA | August 2014 – July 2017
McLean, VA | June 2013 – August 2013

Utah State University
Graduate Research Assistant for Dr. Jeffery Doyle

Logan, UT | August 2013 – December 2013

Certified Public Accountant (CPA)

Virginia: 2013038877

Active (2014 - 2027)

Selected Awards and Recognition

- | | |
|--|------|
| • Deloitte Foundation Doctoral Fellowship | 2026 |
| • Ricky Rice Ph.D. Fellowship in Accounting | 2026 |
| • AICPA Foundation Fellowship for Accounting Doctoral Students | 2025 |
| • AICPA Foundation Fellowship for Accounting Doctoral Students | 2024 |

Teaching

University of Georgia, Terry College of Business

- | | |
|--|-------------|
| • Acct 2101: Principles of Accounting I Class of 80 students | Spring 2025 |
| • Acct 2101: Principles of Accounting I Teachers Assistant | Summer 2023 |

Conferences

Presentations

- | | |
|--------------------------------------|------|
| • AAA Global Connect (upcoming) | 2026 |
| • University of Georgia | 2026 |
| • University of Georgia | 2025 |
| • UNT Accounting Research Conference | 2025 |
| • BYU Accounting Research Symposium | 2024 |

Discussions

- | | |
|---------------------------------|------|
| • AAA Global Connect (upcoming) | 2026 |
|---------------------------------|------|

Participation

- | | |
|--|------|
| • HKU Doctoral Consortium and Accounting Conference | 2026 |
| • FARS Midyear Meeting | 2026 |
| • Review of Accounting Studies Conference | 2025 |
| • Southeastern States Accounting Research Conference | 2025 |
| • FARS Midyear Meeting | 2025 |
| • University of Illinois Arthur R. Wyatt Young Scholars Research Symposium VII | 2025 |
| • University of Georgia Fall Accounting Symposium | 2024 |
| • Southeastern States Accounting Research Conference | 2024 |
| • University of Georgia Fall Accounting Symposium | 2023 |
| • BYU Accounting Research Symposium | 2023 |
| • Graduate Research Accounting Conference at Emory | 2023 |
| • Southeastern States Accounting Research Conference | 2023 |

Service

Reviewer

- | | |
|--|------|
| • AAA Global Connect (3 reviews) | 2026 |
| • FARS Midyear Meeting Reviewer | 2025 |
| • Journal of Business Finance and Accounting | 2024 |

Discussant

- | | |
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| • AAA Global Connect | 2026 |
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University Service

- | | |
|---|------------------|
| • Helped create and co-lead orientation for incoming PhD students | 2023, 2024, 2025 |
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