

Ziran Zuo

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Education

Since 2019

- PhD in Finance, Lancaster University, United Kingdom
- Supervisors: Prof. Mark Shackleton, Dr. Chelsea Yao

2017 - 2018

- MSc in Finance with Distinction, Lancaster University, United Kingdom

2013 - 2017

- BSc Finance, Southwestern University of Finance and Economics, China

Working Paper

Corporate social responsibility (CSR) and insider horizon (With Mark Shackleton and Chelsea Yaqiong Yao)

Abstract: Insiders, including directors and managers, are instrumental in establishing corporate strategy and steering a firm's direction. Our findings show a positive relation between insider horizon and firms' corporate social responsibility (CSR) performance. This positive relation is likely driven by good internal governance rather than agency problems. To support a causal interpretation, we adopt the enactment of state-level antitakeover laws as exogenous shocks to insider horizon. Further, we find that positive effects are stronger when firms have higher ownership of long-term institutional investors, and when insiders sign long-term compensation contracts. Finally, we document the real effects of long-horizon insiders using various raw CSR metrics. Overall, our results indicate insiders' long-term orientation can promote CSR.

Working in Progress

How active mutual funds respond to firm's climate change exposure (with Chelsea Yao)

Awards and Grants

LUMS Doctoral Studentship, 2019-2023

Conference Presentations (incl. scheduled future events)

2022

- "Merton H. Miller" Doctoral Student Seminar, European Financial Management Association 2022 Annual Meeting, Rome, Italy, June 2022 (Scheduled)

- 6th Shanghai-Edinburgh-London Green Finance Conference, Virtual Conference, May 2022(scheduled)*

2021

- The Fourth CSR, the Economy and Financial Market Conference, Development Bank of Japan, Virtual Conference, November 2021
- CAFR 2021 - Environmental, Social and Governance Reporting and Investing, Virtual Conference, September 2021

*: Presented by co-authors

Teaching

Workshop sessions for AcF 101 Quantitative methods for Accounting and Finance (Undergraduate 1st year)

Workshop sessions for AcF 305 International Financial and Risk Management (Undergraduate 3rd year)

Computer Lab sessions for AcF 602 Advanced Investment Management (Master)

Professional Service

Reviewer for Financial Review

Technical Skills

Python, SAS, Stata, SQL

Personal Information

Gender: Male Nationality: Chinese Languages: Chinese (native), English (fluent)