



Svetlana Petrova

Assistant Professor of Finance

University of New Hampshire

Phone: (603) 862-3352

Email: svetlana.petrova@unh.edu

Web: svetlanapetrova.phd

AREAS OF SPECIALIZATION

Market Anomalies, Green Real Estate, Privacy Rights Regulation and FinTech

EDUCATION

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

Dissertation: Essays in 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

M.S. in Finance, Finance University under the Government of the Russian Federation

B.B.A. in Finance, Finance University under the Government of the Russian Federation

TECHNOLOGY SKILLS

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

AWARDS/HONORS

Top Ten download list for SSRN's Demographics, Gender Diversity in Accounting eJournal for July 20-21, 2024

Top Ten download list for SSRN's Other Microeconomics: Decision-Making under Risk Uncertainty for July 27-31, 2024

Blockchain Economics Summer School 2024 @ Columbia University

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)

PROFESSIONAL EXPERIENCE

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

- Overseeing consulting services and research activities performed by student teams for clients

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.

Director, Strategy and Business Development, DelProf, Mouzenids Group, 2009-2012

- Developed and implemented business development strategies for 8 clients, successfully managed international and cross-industry expansion for the holding. Directly managed over 30 employees.

Associate/Manager, Ernst&Young, YNS Audit, Delprof, 2005-2008

- Actively participated in over 40 international and forensic audit and consulting projects, based on IFRS, US GAAP, and SEC Regulations compliance.

***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*

ACADEMIC EXPERIENCE

Junior Editor, JREPE, May 2024 - present

- Service to the academic real estate community promoting Real Estate Education and research

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

- Financial Policy (Undergraduate), Big Data in Finance (Undergraduate&MSF), Survey of Accounting (Undergraduate)

Instructor, Teaching Assistant to Andy Naranjo, University of Florida, 2016 - 2020

- Graduate International Finance Courses: Local and Online MBA, MSF, MIB, and other Graduate Business Programs
- Debt and Money Markets

Instructor, Middle Tennessee State University, 2014 - 2016

- Personal Financial Planning, Business Economics, and Principles of Economics (Macroeconomics)

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

***Collaborative and managerial work:** 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.*

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

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

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 Tyson D. Van Alfen)

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 and Crisis Resistance (*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)

LANGUAGES

Fluent in English and Russian

PUBLIC SPEAKING: CONFERENCES AND SEMINARS

- **Presenter**, Contagion: Cybersecurity Market Reaction to Data Breaches, Financial Management Association Annual Meeting, 2024, Grapevine, TX, upcoming
- **Seminar**, October 2024, Contagion: Cybersecurity Market Reaction to Data Breaches, Syracuse University, upcoming
- **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