

VIKTORIYA STANEVA

University of New Hampshire

Peter T. Paul College of Business and Economics

Department of Accounting & Finance

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ACADEMIC APPOINTMENTS

Assistant Professor

University of New Hampshire, Department of Accounting & Finance

2017 - present

EDUCATION

Baruch College, Zicklin School of Business, New York, NY

Ph.D. Finance

2017

M.Phil. Finance

2014

Ramapo College, Anisfield School of Business, Mahwah, NJ

B.S. Finance with minor in Mathematics

2010

AREAS OF INTEREST

Research: Empirical Corporate Finance - Corporate Governance, Capital Structure, Behavioral Finance, Financial Markets and Institutions, ESG

Teaching: Programming for Finance, Derivative Securities and Markets, Corporate Finance, Investments, Financial Institutions, International Finance, Econometrics

RESEARCH

Publications

Krystyniak, K., & Staneva, V. (2024). The Myth of Tightening Credit Rating Standards in the Market for Corporate Debt. *Journal of Banking and Finance*. Forthcoming
<https://doi.org/10.1016/j.jbankfin.2024.107122>

Staneva, V. (2023). CEO Turnovers and Capital Structure Persistence. *Accounting and Finance*. 64, 693–721. <https://doi.org/10.1111/acfi.13163>

He, Z., Miletkov, M. K., & Staneva, V. (2023). “New kids on the block: The effect of Generation X directors on corporate performance”. *Journal of Empirical Finance*, 71, 66-87.
<https://doi.org/10.1016/j.jempfin.2023.02.001>

Krystyniak, K. & Staneva, V. (2023). Is this rating worth it? The benefits of credit ratings in the dynamic tradeoff model, *International Journal of Managerial Finance*, 19, 1147-1177
<https://doi.org/10.1108/IJMF-08-2022-0346>

Shea, C.M., Malone, M. F. T., Griffith, J. A., Graham, K. J., Staneva, V., & Banyard, V. (2021). Please feel free to intervene: A longitudinal analysis of the consequences of bystander behavioral expectations. *Journal of Diversity in Higher Education*, <https://doi.org/10.1037/dhe0000348>

Working papers

Krystyniak, K., & Staneva, V. (2024). Executive gender and capital structure: new evidence from rebalancing events. (Revise and Resubmit at *Finance Research Letters*)

Miletkov, M. K., & Staneva, V. “Financing a Sustainable Future: The Role of Equity and Credit Market Development in Promoting Corporate Social Responsibility.” (Under review at *Journal of Business Ethics*)

Staneva, V., Nikolov, A. N., Miletkov, M. K., & Song, S.. “X Factor in the Boardroom: The Moderating Effect of Generation X Directors on the Relation between Advertising Spending and Firm Performance”. (Under review at *Journal of Business Research*)

Krystyniak, K., & Staneva, V. “Conservatism in credit ratings - real or perceived? Evidence from stock returns” (Under review at *Accounting & Finance*)

Miletkov, M. K., & Staneva, V.. Moving the needle – the determinants of Sovereign ESG.

Peer-reviewed Book Chapters

He, Z., Miletkov, M. K., & Staneva, V. (2024). Advancing Corporate Governance Research: New Structures and Directions. (Under review)

Cabrera, J. F., & Staneva, V. (2010). International contagion during the recent U.S. financial crisis. In *Financial Crisis in the Global Bubble Economy* (pp. 99-137). Nova Publishers.

Media Coverage of Research

TheCorporateCounsel.net	March 2023
Corporate Secretary Magazine	March 2023
Columbia Law School - The Blue Sky Blog on Corporations and The Capital Markets	May 2020
Duke University School of Law - The FinReg Blog of Global Financial Markets Center	April 2020

TEACHING AND EDUCATIONAL TECHNOLOGY EXPERIENCE

Instructor, University of New Hampshire

Programming for Finance	Graduate - MSF	Fall 2022, Spring 2024
Derivative Securities and Markets	Undergraduate/Graduate - MSF	Spring 2018 - present
Introduction to Financial Management	Undergraduate	Fall 2017 - present

Adjunct Lecturer, Baruch College

Principles of Finance	Undergraduate	Fall 2013 – Spring 2015
Mathematics of Finance (Finance Bootcamp)	Executive Programs: MBA, MS in Finance, MS in Financial Statement Analysis	Summer 2013

Recitation Instructor, Baruch College

Statistical Analysis for Economics and Finance	Undergraduate	Spring 2016
Quantitative Tools for Finance, Analysis of Industrial Securities, International Finance, Debt Markets, Options, and Corporate Finance	Executive MS in Finance	Fall 2012 – Spring 2014
Microeconomics	Undergraduate	Fall 2012 – Spring 2013

Instructional Technology Fellow, Zicklin Online Learning and Evaluation, Baruch College *Workshop and Online Content Instructor in:*

Microeconomics	Undergraduate (online)	Fall 2015 – Spring 2017
Principles of Finance	Undergraduate (hybrid)	Fall 2015 – Spring 2017

PROFESSIONAL ACTIVITIES

Peer-reviewed Conference Presentations

(* indicates presentation by co-author)

Eastern Finance Association Annual Meeting	St. Petersburg, FL, Apr 2024
*Southwestern Finance Association Annual Meeting	Las Vegas, NV, Feb 2024
*NBEA Annual Meeting	Portsmouth, NH, Nov 2022
Financial Management Association Annual Meeting	Virtual, Oct 2021
World Finance Conference Annual Meeting	Virtual, Aug 2021
Financial Management Association Annual Meeting	New Orleans, LA, Oct 2019
EFMA Annual Meeting	Azores, Portugal, Jul 2019
FMA European Conference Annual Meeting	Glasgow, UK, Jun 2019
*Eastern Finance Association Annual Meeting	Miami, FL, Apr 2019
NBEA Annual Meeting	Galloway, NJ, Oct 2018
World Finance Conference Annual Meeting	Mauritius, Jul 2018
EFMA Annual Meeting	Milan, Italy, Jun 2018
World Finance Conference Annual Meeting	New York, NY, Jul 2016
Eastern Finance Association Annual Meeting	Baltimore, MD, Apr 2016
Southwestern Finance Association Annual Meeting	Oklahoma City, OK, Mar 2016
Southern Finance Association Annual Meeting	Captiva, FL, Nov 2015
Financial Management Association Annual Meeting	Orlando, FL, Oct 2015

Invited Talks and Seminar Presentations

UNH - ACFI Brownbag Seminar Series	Durham, NH, 2018 & 2024
UNH – PCBE Seminar Series in Sustainability Research	Durham, NH, 2023
SUNY Geneseo - Invited Talk	Virtual 2022
Ontario Tech University - Invited Talk	Virtual 2021
Baruch College Brownbag Seminar Series	New York, NY, 2013 & 2016
Baruch College Ph.D. Student Conference	New York, NY, 2014 & 2015

Program Committee member, Session Chair, or Discussant:

Southern Finance Association Annual Meeting (p.c.)	Puerto Rico, Nov 2024
Financial Management Association Annual Meeting (p.c.)	Grapevine, TX, Oct 2024
FMA European Conference (p.c)	Turin, Italy, June 2024
Eastern Finance Association Annual Meeting (disc)	St. Petersburg, FL, Apr 2024
Southern Finance Association Annual Meeting (p.c.)	Puerto Rico, Nov 2023
World Finance Conference Annual Meeting	Virtual, Aug 2021
Financial Management Association Annual Meeting	Virtual, Oct 2020
Financial Management Association Annual Meeting	New Orleans, LA, Oct 2019
EFMA Annual Meeting	Azores, Portugal, Jul 2019
European FMA Annual Meeting	Glasgow, UK, Jun 2019
Financial Management Association Annual Meeting	San Diego, CA, Oct 2018
World Finance Conference Annual Meeting	Mauritius, Jul 2018
EFMA Annual Meeting	Milan, Italy, Jun 2018
World Finance Conference Annual Meeting	New York, NY, Jul 2016
Eastern Finance Association Annual Meeting	Baltimore, MD, Apr 2016
Southwestern Finance Association Annual Meeting	Oklahoma City, OK, Mar 2016
Southern Finance Association Annual Meeting	Captiva, FL, Nov 2015

Ad-hoc referee:

Journal of Financial Research
Journal of Business Research
Finance Research Letters

SERVICE

UNH Inclusion Council	Fall 2022 – Spring 2023
UNH University Community Scholarship review committee	Spring 2021 – present
UNH Holloway Competition Judge	Spring 2024
PCBE Responsible Management Education work group	Spring 2022 – present
PCBE Paul College Diversity and Inclusion committee	Fall 2018 – Spring 2023
PCBE Undergraduate Curriculum Committee (UGCC)	Spring 2020 – Spring 2022
PCBE Associate Dean Recruiting Committee	Spring 2020
PCBE Stock Pitch Competition Judge	2017, 2018, 2019, 2023, 2024
ACFI Bretton Woods Conference committee	Fall 2023 – present
ACFI Finance Lecturer Recruiting Committee	Spring 2022
ACFI Finance TT Faculty Recruiting Committee	Fall 2019
ACFI Secretary	Fall 2017 – Spring 2019
Thesis Advisor	Fall 2017 – Spring 2019

AWARDS AND ACHIEVEMENTS

Paul College Research Excellence Award	University of New Hampshire, 2020
John A. Elliott Teaching Award	Baruch College, Dec 2015
Quantitative Reasoning Fellowship	Baruch College, Sep 2015 – 2016
Conference Presentation Grant for PhD Students	Baruch College, 2015 – 2016
Southwestern Finance Association Doctoral Student Travel Stipend	Mar 2016
Enhanced Chancellor's Fellowship	Baruch College, Aug 2011-Aug 2016
Presidential Scholarship	Ramapo College, 2006 - 2010
Ramapo College Foundation Scholarship	Ramapo College, 2009 and 2010
Jackie & Paul Garber Scholarship	Ramapo College, 2009
Research Assistantship	Ramapo College, 2009 - 2010
Outstanding Student of the Year in Finance	Ramapo College, 2010
Master Tutor of the Year Award	Ramapo College, 2010
1 st Place at Delta Mu Delta Case Study Competition	Ramapo College, 2008
3 rd Place at New York Mercantile Exchange Open Outcry Challenge	New York, 2009
6 th Place at Garden State Undergraduate Mathematics Competition	New Jersey, 2009
Honors Program and Dean's List	Ramapo College, 2006-2010
New Jersey Collegiate Business Administration Association Honor Society	2009
Delta Mu Delta Business Honor Society	2009

PREVIOUS EMPLOYMENT

Ramapo College, Professional Tutor in Business and Mathematics	Mahwah, NJ, 2010-2011
New Europe Corporate Advisory Ltd., Investment Banking Associate	Sofia, Bulgaria, 2009