

# IOANNIS BRANIKAS

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## UNIVERSITY OF OREGON

### Office Contact Information

Charles H. Lundquist College of Business  
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### Academic Appointment

Assistant Professor of Finance, University of Oregon, Lundquist College of Business  
2018 to present

### Education

Ph.D. Economics, Princeton University, 2018

Thesis Title: "Essays on Portfolio Choice"

Committee: Harrison Hong, Jakub Kastl (Chair), Motohiro Yogo

M.A. Economics, Princeton University, 2014

M.Sc. Economics, Athens University of Economics and Business, Valedictorian, 2012

B.A. Economics, Athens University of Economics and Business, Valedictorian, 2010

### Research and Teaching Fields

Sustainability, Household Finance, Mutual Funds

### Publications

- "Advertising Exposure and Investor Attention: Estimates from Super Bowl Commercials", with Gabriel Buchbinder, *Financial Planning Review*, March 2021, 4(1), e1099
- "Location Choice, Portfolio Choice", with Harrison Hong and Jiangmin Xu, *Journal of Financial Economics*, October 2020, 138 (1): 74-94

### Working Papers

- "The Response of Local Corporate Sustainability to Environmental Disasters: Evidence from Wildfires", with Gabriel Buchbinder, Yugang Ding, and Nan Li
- "Sustainability, Talent and Profits", with Briana Chang, Harrison Hong, and Nan Li
- "The Impact of COVID-19 on Firms' Market Values: Estimates from Geographical Networks", with Wensong Zhong
- "Advertising Exposure and Portfolio Choice: Estimates Based on Sports Sponsorships"
- "Buy Side, Sell Side", with Harrison Hong and Jiangmin Xu

### Work in Progress

- “Demographic Selection and the Sand States Housing Puzzle”,  
with Hyun-Soo Choi, Harrison Hong, and Jeffrey D. Kubik

### Seminar Presentations

2020-2021: University of Essex, Athens University of Economics and Business, University of Piraeus  
2018-2019: Oregon State University  
2017-2018: Princeton, Luxembourg School of Finance, EIEF, Queen Mary University of London, Insper, AQR, University of Oregon, UNSW

### Conference Presentations (\* indicates a presentation by a co-author)

- 4<sup>th</sup> Global Research Alliance for Sustainable Finance and Investment Annual Conference (GRASFI 2021), online from Beijing, China, September 2021 \*
- European Economic Association - Econometric Society European Meeting 2021 (EEA-ESEM 2021), Session: “Climate Impact and Policy Response”, online from Copenhagen, Denmark, August 2021
- Association of Environmental and Resource Economists at the Midwest Economics Association Annual Conference 2021 (AERE@MEA 2021), Virtual Conference, USA, March 2021
- American Finance Association 2021 Annual Meeting (AFA 2021), Session: “Corporate Sustainability”, Virtual Conference, USA, January 2021 \*
- Journal of Environmental Economics and Management (JEEM) - Edinburgh-Shanghai Climate and Development Conference, online from Shanghai, China, December 2020 \*
- 10<sup>th</sup> Asian Conference on Sustainability, Energy & the Environment (ACSEE 2020), online from Tokyo, Japan, November 2020
- 4<sup>th</sup> Annual Academic Research Colloquium for Financial Planning and Related Disciplines (organized by the CFP Board Center for Financial Planning), Arlington, VA, USA, February 2020 \*
- 18<sup>th</sup> Conference on Research on Economic Theory and Econometrics (CRETE 2019), Tinos, Greece, July 2019
- 3<sup>rd</sup> Annual Academic Research Colloquium for Financial Planning and Related Disciplines (organized by the CFP Board Center for Financial Planning), Arlington, VA, USA, February 2019
- American Finance Association 2019 Annual Meeting (AFA 2019), Session: “Households and Portfolio Choice”, Atlanta, GA, USA, January 2019
- 34<sup>th</sup> Annual Pacific Northwest Finance Conference (PNFC 2018), Seattle, WA, USA, October 2018
- 45<sup>th</sup> Annual Conference of the European Association for Research in Industrial Economics (EARIE 2018), Athens, Greece, September 2018
- 7<sup>th</sup> Helsinki Finance Summit on Investor Behavior, Helsinki, Finland, August 2017
- 52<sup>nd</sup> Annual Conference of the Western Finance Association (WFA 2017), Whistler, BC, Canada, June 2017 \*

### Discussions

- Agarwal, Chan, Xie, and Xu: “Are Executives More Socially Responsible When Raised with Siblings? Evidence from Chinese Family Firms” (2021 CICF, July 2021)
- Faraz Farhidi: “Have Extreme Events Awakened Us? A Panel Analysis” (AERE@MEA 2021, March 2021)
- Jannati: “The Impact of All-Star Females on Analysts' Performance” (2019 Academic Research Colloquium, February 2019)

- Shin and Hanks: “Effects of Overconfidence on Asset Holdings among Older Adults” (2019 Academic Research Colloquium, February 2019)
- Addoum, Ke, Korniotis, and Delikouras: “Clustering Fosters Investment: Local Agglomeration and Household Portfolio Choice” (9<sup>th</sup> Miami Behavioral Finance Conference, December 2018)

### Honors, Scholarships, and Fellowships

February 2019	<i>2019 CFP Board Center for Financial Planning Emerging Scholar Best Paper Award</i> for the paper “Advertising Exposure and Portfolio Choice: Estimates Based on Sports Sponsorships”
July 2017	<i>2017 CICF XiYue Best Paper Award</i> for the paper “Location Choice, Portfolio Choice” (with Harrison Hong and Jiangmin Xu)
2012 – 2018	Princeton University Graduate Fellowship
2012 – 2016	Stanley J. Seeger Fellowship

### Teaching Experience

#### *Instructor*

2019 - 2021	<i>Fundamentals of Finance</i> for MBA students <i>Financial Management</i> for BA students Lundquist College of Business, University of Oregon
Summer 2018	<i>Microeconomics</i> for MPP students Woodrow Wilson School of Public and International Affairs, Princeton University

#### *Teaching Assistant in the Department of Economics at Princeton University*

Spring 2017, 2016	<i>Asian Capital Markets</i> for BA students Teaching assistant for JC de Swaan
Fall 2016, 2015	<i>Financial Investments</i> for BA students Teaching assistant for Martin Cherkes, Harrison Hong, Yacine Ait Sahalia
Spring 2015, Fall 2014	<i>Introduction to Economics</i> for BA students Teaching assistant for Elizabeth C. Bogan, Uwe E. Reinhardt

### PhD Students (placement)

Wensong Zhong  
Sean Chen (Christopher Newport University)  
Yugang Ding [visiting from Peking University] (Guangdong University of Foreign Studies)

### Primary Advisor in Undergraduate Students’ Theses

Joey Murrer: “Geographic Dispersion and Company Returns in the Era of the Pandemic”

### Organizer of Conferences and Seminar Series

#### *Seminar Series*

- “University of Oregon Department of Finance Seminars”
  - Winter, Spring and Fall 2021
  - Spring and Fall 2020
  - Spring and Fall 2019 (with Robert Ready)

- “University of Oregon Department of Finance Workshops”
  - Spring and Fall 2020
  - Spring and Fall 2019

#### *Conferences*

- “University of Oregon Summer Finance Conference 2019”, with Robert Ready, Eugene, August 2019

#### **Other University Service**

Member of the 2020 & 2021 Department of Finance PhD admissions committee  
(with Maria Chaderina, Brandon Julio, Robert Ready, and Youchang Wu)

#### **Refereeing**

*Review of Financial Studies*

*Journal of Financial and Quantitative Analysis*

*Journal of Banking and Finance*

*International Journal of Central Banking*

*Annals of Financial Economics*