

# Samantha Seto, CPA, CA

Phone: (206) 480-9097

Email: scseto@uw.edu

Foster School of Business  
University of Washington  
Seattle, WA 98195-3200

## EDUCATION

---

### University of Washington

- Ph.D. in Business Administration (Accounting) 2017 – 2022 (expected)
- Master of Science in Business Administration 2019  
(Major in Accounting, Minors in Microeconomics, Statistical Methods, Econometrics and Psychology)

### University of Toronto

- Bachelor of Business Administration - Accounting (Co-op), with High Distinction GPA 3.95/4.0

### Chartered Professional Accountants of Ontario

2013 – Present

- CPA, CA

## RESEARCH

---

### Areas of Interest:

- Influence of accounting information and disclosure on investors' judgments and decisions.
- Impact of new technology and media on judgment and decision making of key stakeholders in the investment setting (managers, investors, and auditors).
- Financial and auditing regulation.

### Working Papers and Works in Progress

“How Does a Firm's Rumor Response Practice Influence Investors' Reactions to Rumors?” (*Dissertation*)

- Dissertation committee: Frank Hodge (co-chair), Stephanie Grant (co-chair), Brian Gale, Elizabeth Sanders (Graduate School Representative)
- *Proposal awarded a 2021 SSHRC Doctoral Fellowship*
- *Revising for top journal submission*

“Can a Deliberative Mindset Prompt Reduce Investors' Reliance on Fake News?” (with Stephanie Grant and Frank Hodge)

- Presented at AAA Accounting, Behavior and Organizations Conference (2019), University of Washington (2019), Washington State University (2019, co-author)
- *Submitted to a Top 6 Accounting journal*

“What are the Consequences of Giving Investors a Voice in a Firm's Earnings Q&A Process?” (with Joe Croom and Stephanie Grant)

- Presented at University of Washington (2021, co-author)

“Algorithmic Management, Data Analytics and Audit Quality” (with Jenny Ulla)

## TEACHING EXPERIENCE

---

### Areas of Interest:

Financial Accounting, Data Analytics, Managerial Accounting, Auditing

### Teaching Assistant – University of Washington

Undergraduate – Accounting Systems and Analytics (Lead Instructor: Ties de Kok) Winter 2021

- *TA ratings not collected*

Executive MBA – Financial Accounting (Lead Instructor: Dawn Matsumoto) Fall 2020

- *Average rating – 4.6/5 (2 sections, 63 students, Online Instruction)*

- Evening MBA – Managerial Accounting (Lead Instructor: Sarah Shaikh) Spring 2020
- Average rating – 4.8/5 (2 sections, 106 students, Online Instruction)
- Hybrid MBA – Managerial Accounting (Lead Instructor: Dave Burgstahler) Fall 2019
- Average rating – 3.8/5 (62 students, Hybrid Instruction)
- Undergraduate – Financial Accounting (Lead Instructor: Peter Demerjian) Winter 2019
- Average rating – 4.5/5 (2 sections, 72 students)
- Undergraduate – Managerial Accounting (Lead Instructor: Phil Quinn) Spring 2018
- Average rating – 4.5/5 (2 sections, 72 students)

**Session Leader (Instructor)** – CPA Canada Professional Education Program 2015 – Present  
 Modules – Assurance (Auditing), Core 2 (Managerial Accounting), Capstone 1 and 2

**Teaching Assistant** – University of Toronto 2008 – 2012  
 Undergraduate Courses – Introduction to Management, Financial Accounting, Managerial Accounting, Economic Development

## **CONFERENCE PARTICIPATION AND PRESENTATION**

---

- 2021 Contemporary Accounting Research (CAR) Conference (Invited)  
 AAA ABO Mid-Year Meeting (*Discussant*)  
 CARE Conference  
 Palmetto Symposium on Experimental Accounting Research (Invited)  
 Behavioral Tax Symposium at George Mason University  
 AAA FARS Mid-Year Meeting  
 Ryerson University (Invited)  
 Simon Fraser University (Invited)  
 University of San Diego (Invited)
- 2020 PhD Student Symposium on Financial Market Research and Policy Developments (Invited)  
 AAA ABO Mid-Year Meeting
- 2019 AAA FARS Mid-Year Meeting  
 Palmetto Symposium on Experimental Accounting Research (Invited)  
 UBC/Oregon/Washington Conference  
 AAA ABO Mid-Year Meeting (*Presenter*)
- 2018 UBC/Oregon/Washington Conference

## **ACADEMIC SERVICE**

---

- Doctoral Business Students' Association – Accounting Representative 2019 – 2021
- Foster PhD Committee – Student Representative 2019 – 2021
- Ad hoc Reviewer
  - AAA Western Regional Meeting, AAA FARS Mid-Year Meeting (2x)
  - AAA ABO Mid-Year Meeting (4x)

## **PROFESSIONAL EXPERIENCE**

---

**University of Toronto** 2014 – 2017  
 Manager, Financial Reporting & Audit/Manager, Budget & Operations

**Ernst & Young LLP** (*Toronto and Atlanta*) 2009 – 2014  
 Manager/Senior Staff Accountant/Co-op (2009, 2010) – Assurance & Transactions Advisory Services

**PepsiCo Beverages Canada** 2010  
Financial Analyst (Co-op)

**University of Toronto** 2009  
Research Assistant – Organizational Behavior (for Dr. John Trougakos)

## **GRANTS, AWARDS AND FELLOWSHIPS**

---

2021 SSHRC Doctoral Fellowship  
2021 Foster School of Business PhD Program Teaching Award  
2017-2021 University of Washington Edna Benson Fellowship  
2012 1<sup>st</sup> decile in CPA Canada Exams (CKE and SOA)  
2011 University of Toronto Gordon Cressy Student Leadership Award  
2011 University of Toronto Co-op Student of the Year Award  
2011 University of Toronto – Taiwan Research Fellowship  
2008-2011 University of Toronto Honour Roll  
2010 Zonta International - Jane M. Klausman International Women in Business Scholarship  
2009 Canadian Millennium Scholarship Foundation - Excellence Award Laureate (100 in Canada)  
2009 University of Toronto Scholar (awarded to top 100 students)

## **REFERENCES**

---

Please contact Michael Morrison for letters from Professors Frank Hodge, Stephanie Grant and Brian Gale. Michael can be reached by email at [mikem94@uw.edu](mailto:mikem94@uw.edu).

**Dr. Frank Hodge** (Dissertation Committee Co-chair)  
Professor of Accounting  
Orin & Janet Smith Dean  
Foster School of Business, University of Washington  
Phone: +1 206-616-8598  
Email: [fhodge@uw.edu](mailto:fhodge@uw.edu)

**Dr. Stephanie Grant** (Dissertation Committee Co-chair)  
Deloitte and Touche Associate Professor of Accounting  
Foster School of Business, University of Washington  
Phone: +1 206-543-2904  
Email: [stgrant@uw.edu](mailto:stgrant@uw.edu)

**Dr. Brian Gale** (Dissertation Committee Member)  
Assistant Professor of Accounting  
Emmett S. Harrington Endowed Professor  
Foster School of Business, University of Washington  
Phone: +1 773-326-9749  
Email: [bgale@uw.edu](mailto:bgale@uw.edu)