

# Shanming LIU

Assistant Professor

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Department: Accounting and Management

Control

Campus de Cergy

## DIPLOMAS

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| 2012 | Bachelor of Science, Economics<br>(University of Exeter United Kingdom)                                     |
| 2013 | M.Sc. in Analytics: Operational Research and Risk Analysis<br>(The University of Manchester United Kingdom) |
| 2020 | Ph.D. in Business Administration and Management (Major: Accounting)<br>(Università Bocconi Italy)           |

## CAREER

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### OTHER APPOINTMENTS

2018 - 2018-08-30 Visiting scholar (Katholieke Universiteit Leuven Belgium)

### FULL-TIME ACADEMIC APPOINTMENTS

2020 - Now Assistant Professor (ESSEC Business School France)

## PUBLICATIONS

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### PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[LIU, S. \(2022\). The Effect of Job Experience in “R”, “D” or Both on Creative Idea Evaluation. Dans:](#)

[2022 Management Accounting Section \(MAS\) Midyear Meeting. Atlanta.](#)

[LIU, S. \(2022\). The Effect of Job Experience in “R”, “D” or Both on Creative Idea Evaluation. Dans: 13th Conference on New Directions in Management Accounting 2022. Lisbon.](#)

[SHANMING, L. et DOGUKAN YILMAZ, E. \(2020\). The Oscar Curse in the Open Innovation Community: The Effects of Discretionary Recognition Reward on the User’s Subsequent Innovation Performance. Dans: 12th Conference on new directions in Management Accounting \(EIASM\) 2020. Bruxelles.](#)

[LIU, S., YILMAZ, D. et NAUMOVSKA, I. \(2021\). Oscar Curse in the Open Innovation Community? The Effect of Awards on User-innovators’ Subsequent Performance. Dans: 3rd Creativity, Innovation and Entrepreneurship 2021. Vienna.](#)

[LIU, S., DOGUKAN YILMAZ, E. et NAUMOVSKA, I. \(2024\). The Effect of Unexpected Awards on Innovators’ Subsequent Performance: Evidence from the Open Innovation Community. Dans: 46th Annual Congress of the European Accounting Association 2024. Bucharest.](#)

[ALEAHMAD, Y., LIU, S., LUPU, I. et DELAUME, R. \(2024\). Assessing Performance and Attribution Across Genders: The Influence of Gender Role Activation in Performance Evaluations. Dans: 46th Annual Congress of the European Accounting Association. Bucharest.](#)

[LIU, S. et YILMAZ, E.D. \(2025\). Breakig the Anchor from the Process: Enhancing Creative Diversity in Human-AI Collaborations through Prompt-Based Incentives. Dans: 2025 MAS Midyear Meeting. Austin.](#)

## **JOURNAL ARTICLES**

[LUPU, I. et LIU, S. \(2025\). The entrainment cycle: Understanding professionals’ compliance with extreme work hours in professional service firms. \*Accounting, Organizations and Society\*, 114, pp. 101597.](#)

[LUPU, I. et LIU, S. \(2025\). New Research on Why Teams Overwork—and What Leaders Can Do About It. \*Harvard Business Review\*.](#)

## **RESEARCH ACTIVITIES**

### **Participation in scientific commissions or reviewer for a conference**

2019 - 2019: AAA Management Accounting Section Midyear Meeting ( United States of America)