Research Notes: Serena Loftus

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Serena Loftus' paper “Multi-Method Evidence on Investors' Reactions to Managers' Self-Inclusive Language,” co-authored with Zhenhua Chen of the University of San Diego, has been accepted for publication in Accounting, Organizations and Society. The paper investigates how managers' use of self-inclusive language (such as "I," "me," "we" and "us") affects investors' reactions to accounting disclosures. Loftus is an assistant professor of accounting at Tulane University’s A. B. Freeman School of Business.