

Brandon C.L. Morris  
Curriculum Vitae

---

Wright State University  
Raj Soin College of Business  
273 Rike Hall  
3640 Colonel Glenn Highway  
Dayton, OH 45435

Email: brandon.morris@wright.edu  
Office: (937) 775-2765  
Fax: (937) 775-3545

---

## Education

---

- PhD – Finance, University of Mississippi, 2014
- BS – Accounting, Utah Valley University, 2008

---

## Professional Experience

---

### Academic Experience

- Associate Professor of Finance, Wright State University (2014 – Present)
- Research Assistant, Finance, University of Mississippi (2009 – 2014)

### Industry Experience

- Member, Board of Managers, Benefit Communication Insourcing (2009 – Present)
- Benefit Communication Specialist, Health and Benefit Systems (2004 – 2009)
- Microsoft Support Tech, Converges LLC (2002-2003)

---

## Teaching

---

### Courses Taught at Wright State

- FIN 2210      Financial Management I
- FIN 3260      Risk and Insurance
- FIN 3280      Entrepreneurial Finance
- MBA 5300      Survey of Finance
- MBA 7300      Financial Management and Decision Making

---

## Scholarship

---

### Refereed Articles

“Paying dividends: Cash or credit?”, *Journal of Asset Management*, 21 (2020): 513-523, with Chris Lawrey and Kathleen Fuller.

"Corporate diversification and abnormal returns." *Journal of Asset Management* 20.1 (2019): 31-37, with Chris Lawrey.

"Return and Liquidity Response to Fraud and SEC Investigations", *Journal of Economics and Finance*, in press (2018), with Jared F. Egginton and Kathleen Fuller.

"Financial Market Liquidity: A Review of Contributions to the Literature", *Advances in Financial Education*, in press (2018), with Jared F. Egginton and James E. Larsen.

"The Effects of Income and Population Demographics on Single-County Bank Performance." *Journal of Economics and Finance*, (2017), with Ken B. Cyree.

"Effects of Diversification Relatedness on Firm Performance", *Journal of Insurance Issues*, (2017), with Stephen G. Fier and Andre P. Liebenberg.

"The effect of growth opportunities on the market reaction to dividend cuts: evidence from the 2008 financial crisis", *Review of Quantitative Finance and Accounting*, (2017), with Ivonne A. Liebenberg, Xin Che, and Andre P. Liebenberg.

"Dividends as a Solution to Agency Cost and Opaqueness: Theory and Evidence", *International Journal of Economics and Finance*, (2015), with Brian S. Roseman.

#### Published Book Reviews

C.L. Morris, Brandon, (2016), Book Review: Funny Business: Harnessing the Power of Play to Give Your Company A Competitive Advantage, *The Journal of Applied Management and Entrepreneurship*, 21, 122-124, 10.9774/GLEAF.3709.2016.ap.00010.

#### Unpublished Working Papers

"Market Frictions in Mergers and Acquisitions", 2018, with Todd Griffith and Kathleen Fuller.

"Explaining the Diversification-Performance Penalty: A Longitudinal Analysis of Business Segment Performance" with Stephen G. Fier, Andre P. Liebenberg, and Ivonne A. Liebenberg, *Working Paper*, 2017.

"Tobin's Q and Long-Term Performance", *Working Paper*, 2013.

#### Industry Service Publications

With Larry A. Cox, "Performance of Leading Insurers in Mississippi – 2008", *Independent Insurance Agents of Mississippi*, 29 (4), Fall 2009

With Larry A. Cox, “Performance of Leading Insurers in Mississippi – 2009”, *Independent Insurance Agents of Mississippi*, 30 (4), Fall 2010

With Andre P. Liebenberg, “Underwriting Performance of Leading Insurers in Mississippi – 2010”, *Independent Insurance Agents of Mississippi*, 31 (4), Fall 2011

### Academic Conference Presentations

- 2018 Southern Finance Association (SFA), Firm Diversification and Abnormal Long-Run Returns
- 2017 Southern Finance Association (SFA), The Effect of Diversification Relatedness and Firm Performance
- 2017 Southern Finance Association (SFA), Do Firms Use Credit Lines to Pay Dividends?
- 2016 FMA Annual Meeting, Las Vegas, NV, Explaining the Diversification-Performance Penalty: A Longitudinal Analysis of Business Segment Performance
- 2015 Southern Finance Association (SFA), Explaining the Diversification-Performance Penalty: A Longitudinal Analysis of Business Segment Performance
- 2013 FMA Annual Meeting, Chicago, IL, Presenter, Effects of Diversification Strategy on Firm Performance
- 2012 American Risk and Insurance Association (ARIA), Minneapolis, MN, Presenter/Session Chair, Effects of Diversification Strategy on Firm Performance
- 2012 Southern Finance Association (SFA), Charleston, SC, Presenter, Return and Liquidity Response to SEC Investigation Announcements
- 2012 Southern Risk and Insurance Association (SRIA), Savannah, GA, Effects of Diversification Strategy on Firm Performance

### Service to the Profession

---

1. Ad Hoc Reviewer, *Managerial Finance*, 2018
2. Ad Hoc Reviewer, *Financial Innovations*, 2018
3. Ad Hoc Reviewer, *Journal of Asia-Pacific Business*, 2015
4. Ad Hoc Reviewer, *Financial Review*, 2014
5. Book Reviewer, *Journal of Applied Management and Entrepreneurship*, 2015
6. Session Chairperson, Southern Finance Association, 2017
7. Session Chairperson, Financial Management Association, 2014
8. Discussant, Southern Finance Association, 2017

9. Discussant, Southern Finance Association, 2016

10. Discussant, Southern Finance Association, 2015

**Business Community:**

1. Member of the Board, Benefit Communication Insourcing, Overland Park, KS (2015-2018)

**Awards**

---

- 2017 Finance and Financial Services Outstanding Teaching Award winner
- 2018 Finance and Financial Services Outstanding Teacher Award winner
- 2019 Finance and Financial Services Outstanding Teacher Award winner
- 2020 Finance and Financial Services Outstanding Teacher Award winner