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Education

Ph.D. in Accounting, Schulich School of Business – York University, 2016

Ph.D. in Political Science, Claremont Graduate University, 2000

M.A. in Public Policy, Claremont Graduate University, 1998

M.A. in Political Science, McGill University, 1995

B.A. in Political Science, University of Victoria, 1993

Academic Experience

YORK UNIVERSITY, SCHULICH SCHOOL OF BUSINESS, ACCOUNTING AREA

Professor, 2023 –

Associate Professor, 2020–2022

Assistant Professor, 2017–2020

UNIVERSITY AT BUFFALO, SUNY, DEPARTMENT OF COMMUNICATION

Associate Professor, 2014–2016

Assistant Professor, 2008–2014

SUNY, COLLEGE AT BROCKPORT, DEPARTMENT OF PUBLIC ADMINISTRATION

Associate Professor, 2007

Assistant Professor, 2001–2007

VIRGINIA COMMONWEALTH UNIVERSITY, DEPT. OF POLITICAL SCIENCE & PUBLIC ADMINISTRATION

Visiting Assistant Professor, 2000–2001

Research

71 data analytics, ESG, disclosure, & nonprofit articles in 1) accounting/business and 2) social sciences. 1 *UT Dallas* publication; 14 *Financial Times 50* publications; 39 *ABDC A/A** publications.

ACCOUNTING & BUSINESS PUBLICATIONS

Big Data, analytics, voluntary disclosure, CSR/ESG, social accountability, nonprofit accounting
(Graduate students denoted by *, *FT 50* publications by †, *ABDC A/A** publications by δ)

71. Ahmed,* T., Hasan,* M., Niyirora, J., Saxton, G. D., Wong, P., & Zhang,* S. (2026). The structure of Twitter \$cashtag networks and market reaction to earnings news. Accepted pending revisions at *Journal of Accounting, Auditing & Finance*.^δ (2024 Impact Factor: 1.30)

70. Ahmed,* T., & Saxton, G. D. (2026). The effect of bots on market reactions to earnings news. *Journal of Information Systems*,^δ online before print, DOI: 10.2308/ISYS-2024-049 (2024 Impact Factor: 2.00)
69. Neu, D., Everett, J., Rahaman, A. S., Saxton, G. D., Taylor-Neu,* K., & Liu,* M. (2025). Vultures, vampires, and necro-waste in the oil and gas industry. Forthcoming, *Journal of Business Ethics*^{†δ} (2024 Impact Factor: 6.70)
68. Ahmed,* T., Hasan,* M., Huan, X., & Saxton, G. D. (2025). Climate risk and donations to nonprofit organizations. Forthcoming, *Journal of Business Ethics*^{†δ} (2024 Impact Factor: 6.70)
67. Saxton, G. D., Benson, M., Guo, C., Neely, D. G., Ahmed,* T., Hasan,* M., & Zhang,* J. (2025). Linking environmental health and civic health: An analysis of air pollution and charitable giving. *Non-profit Management & Leadership*, online before print, DOI: 10.1002/nml.70029 (2024 Impact Factor: 1.9)
66. Liu,* M., Taylor-Neu,* K., & Saxton, G. D. (2025). Communicating norms of conduct: The semantics of professionalism. Forthcoming at *Accounting and the Public Interest*.
65. Ahmed,* T., & Saxton, G. D. (2025). The price of controversy: CEO Twitter activity and stock market performance. *Public Relations Review*,^δ online before print, DOI: 10.1016/j.pubrev.2025.102606 (2024 Impact Factor: 3.40)
64. Benson, M. B., Guo, C., Neely, D. G., & Saxton, G. D. (2025). Dirty air, empty coffers? Nonprofit donations and volunteering in the context of severe air pollution. *Journal of Public Budgeting, Accounting & Financial Management*, 37, 324-353. (2024 Impact Factor: 2.50)
63. Ahmed,* T., Maharaj, G., Saxton, G. D., & Zhang,* S. (2025). ESG communication and the micro-accumulation of reputational capital. *Information*, 16, 1063. (2024 Impact Factor: 2.90)
62. Ahmed,* T., Hasan,* M., Niyirora, J., & Saxton, G. D. (2025). The cost of noise: Noise pollution and nonprofit expenses. *Journal of Public Budgeting, Accounting & Financial Management*, 37, 86-108. (2024 Impact Factor: 2.50)
61. Neu, D., & Saxton, G. D. (2025). Twitter bots, democratic deliberation, and social accountability: The case of #OccupyWallStreet. *Accounting, Auditing & Accountability Journal*,^δ 38, 934-964. (2023 Impact Factor: 4.60)
60. Liu,* M., Taylor-Neu,* K., Saxton, G. D., Neu, D., Rahaman, A. S., & Everett, J. (2025). Indigenous peoples, environmental accountability, and the semantic meaning of resource extraction firm disclosures. *Accounting, Auditing & Accountability Journal*,^δ 38, 1375-1404. (2023 Impact Factor: 4.60)
59. Saxton, G. D., Rahaman, A. S., Neu, D., & Taylor-Neu,* K. (2025). The ethical CPA: *Journal of Accountancy* letters to the editor. *Accounting History*,^δ 30, 114-135. (2022 Impact Factor: 1.00)
58. Neu, D., & Saxton, G. D. (2024). Twitter-based social accountability callouts. *Journal of Business Ethics*,^{†δ} 189, 797-815. (2024 Impact Factor: 6.70)
57. Taylor-Neu,* K., Rahaman, A. S., Saxton, G. D., & Neu, D. (2024). Tone at the top, corporate irresponsibility, and the Enron emails. *Accounting, Auditing & Accountability Journal*,^δ 37, 336-364. (2023 Impact Factor: 4.60)
56. Everett, J., Neu, D., Saxton, G. D., & Rahaman, A. S. (2024). Letters to the editor, institutional experimentation, and the public accounting professional. *Critical Perspectives on Accounting*,^δ 99, 102725. (2023 Impact Factor: 8.30)
55. Neely, D., Saxton, G. D., & Wong, P. (2023). Nonprofit organizations' financial obligations and the Paycheck Protection Program. *Management Science*,^{†δ} 69, 4353-4361. (2022 Impact Factor: 5.40)

54. Harris, E. E., Neely, D. G., & Saxton, G. D. (2023). Social media, signaling, and donations: Testing the financial returns on nonprofits' social media investment. *Review of Accounting Studies*,^{†δ} 28, 658-688. (2022 Impact Factor: 4.20)
53. Neu, D., Saxton, G. D., Rahaman, A. S., & Taylor-Neu,* K. (2023). The tone from the top: Editorials within the *Journal of Accountancy*. *Accounting History*,^δ 28, 468-489. (2022 Impact Factor: 1.00)
52. Neu, D., & Saxton, G. D. (2023). Building ethical narratives: The audiences for AICPA editorials. *Journal of Business Ethics*,^{†δ} 182, 1055-1072. (2023 Impact Factor: 5.90)
51. Saxton, G. D., & Neu, D. (2022). Twitter-based social accountability processes: The roles for financial inscriptions-based and values-based messaging. *Journal of Business Ethics*,^{†δ} 181, 1041-1064. (2023 Impact Factor: 5.90)
50. Neu, D., Saxton, G. D., & Rahaman, A. S. (2022). Social accountability, ethics and the Occupy Wall Street protests. *Journal of Business Ethics*,^{†δ} 180, 17-31. (2024 Impact Factor: 6.70)
49. Neu, D., Saxton, G. D., Everett, J., & Rahaman, A. S. (2022). The centrality of ethical utterances within professional narratives. *Accounting History*,^δ 27, 75-94. (2022 Impact Factor: 1.00)
48. Saxton, G. D., Ren, C., & Guo, C. (2021). Responding to diffused stakeholders on social media: Connective power and firm reactions to CSR-related Twitter messages. *Journal of Business Ethics*,^{†δ} 172, 229-252. (2024 Impact Factor: 6.70)
47. Saxton, G. D., & Guo, C. (2020). Social media capital: Conceptualizing the nature, acquisition, and expenditure of social media-based organizational resources. *International Journal of Accounting Information Systems*,^δ 36, Article 100443. (2022 Impact Factor: 4.60)
46. Balsam, S., Harris, E. E., & Saxton, G. D. (2020). The use and consequences of perquisite types in nonprofit organizations. *Journal of Accounting and Public Policy*,^δ 39, Article 106737. (2022 Impact Factor: 3.60)
45. Neu, D., Saxton, G. D., Everett, J., & Rahaman, A. (2020). Speaking truth to power: Twitter reactions to the Panama Papers. *Journal of Business Ethics*,^{†δ} 162, 473-485. (2024 Impact Factor: 6.70)
44. Saxton, G. D., & Neely, D. (2019). The relationship between Sarbanes-Oxley policies and donor advisories in nonprofit organizations. *Journal of Business Ethics*,^{†δ} 158, 333-351. (2024 Impact Factor: 6.70)
43. Saxton, G. D., Gomez, L., Ngoh,* Z., Lin,* Y., & Dietrich,* S. (2019). Do CSR messages resonate? Examining public reactions to firms' CSR efforts on social media. *Journal of Business Ethics*,^{†δ} 155, 359-377. (2024 Impact Factor: 6.70)
42. Xu, W., & Saxton, G. D. (2019). Does stakeholder engagement pay off on social media? A social capital perspective. *Nonprofit and Voluntary Sector Quarterly*,^δ 48, 28-49. (2022 Impact Factor: 2.80)
41. Neu, D., Saxton, G. D., Rahaman, A. S., & Everett, J. (2019). Twitter and social accountability: Reactions to the Panama Papers. *Critical Perspectives on Accounting*,^δ 61, 38-53. (2023 Impact Factor: 8.30)
40. Guo, C., & Saxton, G. D. (2018). Speaking and being heard: How nonprofit advocacy organizations gain attention on social media. *Nonprofit & Voluntary Sector Quarterly*,^δ 47, 5-26. (2022 Impact Factor: 2.80)
39. Suddaby, R., Saxton, G. D., & Gunz, S. (2015). Twittering change: The institutional work of domain change in accounting expertise. *Accounting, Organizations and Society*,^{†δ} 45, 52-68. (2022 Impact Factor: 4.70)

38. Saxton, G. D. (2015). Discussant Comment on “Is tone at the top associated with financial reporting aggressiveness?” *Journal of Business Ethics*,^{†δ} 126, 21-24. (2024 Impact Factor: 6.70)
37. Saxton, G. D., Neely, D., & Guo, C. (2014). Web disclosure and the market for charitable contributions. *Journal of Accounting and Public Policy*,^δ 33, 127-144. (2022 Impact Factor: 3.60)
36. Saxton, G. D., & Wang, L. (2014). The social network effect: The determinants of donations on social media sites. *Nonprofit & Voluntary Sector Quarterly*,^δ 43, 850-868. (2022 Impact Factor: 2.80)
35. Guo, C., & Saxton, G. D. (2014). Tweeting social change: How social media are changing nonprofit advocacy. *Nonprofit & Voluntary Sector Quarterly*,^δ 43, 57-79. (2022 Impact Factor: 2.80)
34. Zhuang, J., Saxton, G. D., & Wu,* H. (2014). Publicity vs. impact in nonprofit disclosures and donor preferences: A sequential game with one nonprofit organization and N donors. *Annals of Operations Research*,^δ 221, 469-491. (2022 Impact Factor: 4.80)
33. Saxton, G. D., Oh,* O., & Kishore, R. (2013). Rules of crowdsourcing: Models, issues, and systems of control. *Information Systems Management*, 30, 2-20. (2022 Impact Factor: 6.20)
32. Saxton, G. D., & Anker, A. E. (2013). The aggregate effects of decentralized knowledge production: Financial bloggers and information asymmetries in the stock market. *Journal of Communication*,^δ 63, 1054-1069. (2020 Impact Factor: 7.90)
31. Saxton, G. D., & Zhuang, J. (2013). A game-theoretic model of disclosure-donation interactions in the market for charitable contributions. *Journal of Applied Communication Research*, 41, 40-63. (2022 Impact Factor: 2.30)
30. Saxton, G. D. (2012). New media and external accounting information: A critical review. *Australian Accounting Review*, 62, 286-302. (2022 Impact Factor: 3.40)
29. Saxton, G. D., Kuo, J., & Ho, Y. (2012). The determinants of voluntary financial disclosure by nonprofit organizations. *Nonprofit & Voluntary Sector Quarterly*,^δ 41, 1052-1071. (2022 Impact Factor: 2.80)
28. Saxton, G. D., & Guo, C. (2011). Accountability online: Understanding the Web-based accountability practices of nonprofit organizations. *Nonprofit & Voluntary Sector Quarterly*,^δ 40, 270-295. (2022 Impact Factor: 2.80)

SOCIAL SCIENCE PUBLICATIONS ON NONPROFIT ORGANIZATIONS AND SOCIAL MOVEMENTS

How nonprofit organizations use technology; social movement organizations; Big Data; analytics
(Graduate students denoted by *; ABDC A/A* publications denoted by ^δ)

27. Wang, H., Xu, W. W., Saxton, G. D., & Singhal, A. (2019). Social media fandom for health promotion? Insights from *East Los High*, a transmedia edutainment initiative. *SEARCH Journal of Media and Communication Research*, 1, 1-19.
26. Huang, Y., Lin,* Y., & Saxton, G. D. (2016). Give me a like: How HIV/AIDS nonprofit organizations can engage their audience on Facebook. *AIDS Education and Prevention: An Interdisciplinary Journal*, 28, 539-556. (2018 Impact Factor: 1.854)
25. Saxton, G. D., & Ghosh,* A. (2016). Curating for engagement: Identifying the nature and impact of organizational marketing strategies on Pinterest. *First Monday*, 21, doi:10.5210/fm.v21i9.6020.
24. Anderson, K.,* & Saxton, G. D. (2016). Babies, smiles, and status symbols: The persuasive effects of images in small-entrepreneur crowdfunding requests. *International Journal of Communication*, 10, 1764-1785. (2018 Impact Factor: 1.069)

23. Saxton, G. D., Niyirora, J., Guo, C., & Waters, R. D. (2015). *#AdvocatingForChange*: The strategic use of hashtags in social media advocacy. *Advances in Social Work, 16*, 154-169.
22. Stefanone, M. A., Saxton, G. D., Egnoto,* M., Xu,* W., & Fu, R. (2015). Image attributes and diffusion via Twitter: The case of #guncontrol. Proceedings of the 48th Annual Hawaii International Conference on Systems Science (HICSS), Kauai, HI, January 5-8, 2015.
21. Saxton, G. D., & Waters, R. D. (2014). What do stakeholders 'like' on Facebook? Examining public reactions to nonprofit organizations' informational, promotional, and community-building messages. *Journal of Public Relations Research, 26*(3), 280-299. (2018 Impact Factor: 2.125) (Best Paper Award, Public Relations Division, annual meeting of the International Communication Association, June 17-21, 2013, London, UK.)
20. Saxton, G. D., & Guo, C. (2014). Online stakeholder targeting and the acquisition of social media capital. *International Journal of Nonprofit and Voluntary Sector Marketing, 19*, 286-300. (Top Research Paper Award, Public Relations Division, 98th Annual Convention of the National Communication Association, November 12-15, 2012, Orlando, FL.)
19. Guidry,* J., Waters, R. D., & Saxton, G. D. (2014). Moving social marketing beyond personal change to social change: Strategically using Twitter to mobilize supporters into vocal advocates. *Journal of Social Marketing, 4*, 240-260. (2018 Impact Factor: 1.548)
18. Nah, S., & Saxton, G. D. (2013). Modeling the adoption and use of social media by nonprofit organizations. *New Media & Society, 15*, 294-313. (2018 Impact Factor: 4.800)
17. Lovejoy,* K., & Saxton, G. D. (2012). Information, community, and action: How nonprofit organizations use social media. *Journal of Computer-Mediated Communication, 17*, 337-353. (2022 Impact Factor: 7.20)
16. Saxton, G. D., & Guo, C. (2012). Conceptualizing web-based stakeholder communication: The organizational website as a stakeholder relations tool. *Communication & Science Journal*, 18 December, 2012.
15. Lovejoy,* K., Waters, R. D., & Saxton, G. D. (2012). Engaging stakeholders through Twitter: How nonprofit organizations are getting more out of 140 characters or less. *Public Relations Review, 38*, 313-318. (2018 Impact Factor: 1.616)
14. Saxton, G. D., Guo, C., Chiu*, I., & Feng, B. (2011). Social media and the social good: How nonprofits use Facebook to communicate with the public [translated]. *China Third Sector Research, 1*, 40-54.
13. Guo, C., & Saxton, G. D. (2010). Voice in, voice out: Constituent participation and nonprofit advocacy. *Nonprofit Policy Forum, 1*(1), Article 5.
12. Benson, M. A., & Saxton, G. D. (2010). The dynamics of ethnonationalist contention. *British Journal of Political Science, 40*, 305-331. (2018 Impact Factor: 4.292)
11. Saxton, G. D., & Benson, M. A. (2008). Means, motives, and opportunities in ethno-nationalist mobilization. *International Interactions, 34*, 53-83. (2018 Impact Factor: 1.419)
10. Saxton, G. D., Guo, C., & Brown, W. A. (2007). New dimensions of nonprofit responsiveness: The application and promise of Internet-based technologies. *Public Performance and Management Review, 31*, 144-173. (2018 Impact Factor: 1.600)
9. Hackler, D., & Saxton, G. D. (2007). The strategic use of information technology by nonprofit organizations: Increasing capacity and untapped potential. *Public Administration Review, 67*, 474-487. (2022 Impact Factor: 8.30)

8. Acar, M., Guo, C., & Saxton, G. D. (2007). Managing effectively in a networked world. *The Public Manager*, 36,(2), 33-38.
7. Saxton, G. D., & Benson, M. A. (2006). Structure, politics, and action: An integrated model of nationalist protest and rebellion. *Nationalism and Ethnic Politics*, 12, 1-39.
6. Saxton, G. D., & Benson, M. A. (2005). Social capital and the growth of the nonprofit sector. *Social Science Quarterly*, 86, 16-35. (2018 Impact Factor: 1.204)
5. Saxton, G. D. (2005). Repression, grievances, mobilization and rebellion: A new test of Gurr's model of ethno-political rebellion. *International Interactions*, 31, 87-116. (2018 Impact Factor: 1.419)
4. Saxton, G. D. (2005). The participatory revolution in nonprofit management. *The Public Manager*, 34(1), 34-39. Reprinted in *The Nonprofit Quarterly*, 19(2), Summer 2012.
3. Saxton, G. D. (2004). Structure, politics, and ethno-nationalist contention in post-Franco Spain: An integrated model. *Journal of Peace Research*, 41, 25-46. (2018 Impact Factor: 2.518)
2. Saxton, G. D., & Benson, M. A. (2003). The origins of socially and politically hostile attitudes toward immigrants and outgroups: Economics, ideology, or national context? *Journal of Political Science*, 31, 101-137.
1. Saxton, G. D., Hoene, C. W., & Erie, S. P. (2002). Fiscal constraints and the loss of home rule: The long-term impacts of California's post-Proposition 13 fiscal regime. *American Review of Public Administration*, 32, 423-454. Received award for Best Article published in 2002 in the ARPA. (2018 Impact Factor: 2.602)

BOOKS

Guo, C., & Saxton, G. D. (2020). *The Quest for Attention: Nonprofit Advocacy in a Social Media Age*. Stanford, CA: Stanford University Press. Received Best Book Award from the Academy of Management – Public and Nonprofit Division, 2021, and the 2022 Outstanding Book Award in Nonprofit & Voluntary Action Research from the Association for Research on Nonprofit Organizations and Voluntary Action.

BOOK CHAPTERS

Neely, D., & Saxton, G. D., & Maharaj, G. (2023). The impact of regulation and monitoring organizations. In *Research Handbook in Nonprofit Accounting*, Ed. by Linda Parsons and Daniel Tinkelman. Edward Elgar Publishing, Northampton, MA.

Waters, R. D., Saxton, G. D., Niyirora, J., & Guo, C. (2017). Hashtags for health? On the strategic use of hashtags in a multi-sectoral advocacy coalition. In *New Media and Public Relations*, 3rd ed. Ed. by Sandra Duhe. Peter Lang Publishing.

Guidry, J., Messner, M., & Saxton, G. D. (2014). Tweeting charities: Perceptions, resources, and effective Twitter practices for the nonprofit sector. In *Public Relations Theory and Practice in the Nonprofit Sector*, Ed. Richard D. Waters, Routledge *Research Series in Public Relations*.

OTHER PUBLICATIONS AND REPORTS

Guo, C., & Saxton, G. D. (2017). Capitalizing on social media. *Philanthropie Aktuell*, March 2017, pp. 1-2.

Guo, C., & Saxton, G. D. (2017). Aus sozialen Medien Kapital ziehen. *Neues Stiften: Philanthropie Verbindet*, April 7, 2017, <http://www.neues-stiften.de/organisationen/neun-schritte-zu-einem-erfolgreichen-einsatz-fuer-das-social-web/>

Guo, C., & Saxton, G. D. (2016). Social Media Capital for nonprofits: How to accumulate it, convert it, and spend it. *The Nonprofit Quarterly*, Winter 2016.

Guo, C., & Saxton, G. D. (2014). Attention Philanthropy: The good, the bad, and the strategy. *The Nonprofit Quarterly*, 21(2) Summer 2014, pp. 42-47.

Saxton, G. D. (2004). The rise of participatory society: Challenges for public administration. *PA Times*, 27(11), 4-5. Reprinted in the *The Nonprofit Quarterly*, August 2, 2012.

Saxton, G. D., with Sonia Aaroe, Erica Brown, Margaret Cole, Latasha Craig, Conor Cusack, Malasri Das-Roy, Fanny DiLettera, Mary Flaherty, Tracy Hensler, Cynthia Hobbs, Tamara Jones, Tom Kuryla, Karen Ogden, Denise Parker, Tyler Schaab, Susan Shaw, Tracy Stevens, and Susan Ventura. (2004). *Benchmarking Quality of Life in Greater Rochester: A Service-Learning Report*.

Saxton, G. D. (2003). Lobbying. In *The Encyclopedia of Public Administration and Public Policy*, ed. David Schultz. Facts on File, Inc. 258-259.

Awards and Honors

Schulich Research Excellence Fellow, 2024-2027

Seymour Schulich Teaching Excellence Award (Schulich TEA) – Top Ten rated instructors in the 2022-2023 Undergraduate Program

2022 Outstanding Book Award in Nonprofit & Voluntary Action Research, Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA)

Best Paper Award, annual meeting of the Government & Nonprofit section of the American Accounting Association, 2022.

York University Research Award, 2022.

Highly Commended Reviewer Award, Accounting Forum, 2021

Schulich Research Excellence Fellow, 2021-2024

Best Book Award, Academy of Management Public and Nonprofit Division, 2021.

Best Paper Award, for best paper presented at the 2013 conference of the Association for Research on Nonprofit Organizations and Voluntary Action, November 21-23, 2013, Hartford, CT.

Best Paper Award, Public Relations Division, annual meeting of the International Communication Association, June 17-21, 2013, London, UK.

Top Research Paper Award, Public Relations Division, 98th Annual Convention of the National Communication Association, November 12-15, 2012, Orlando, FL.

ARPA Best Article Award, for best manuscript published in the American Review of Public Administration in 2002.

Grants – Funded

Saxton, G. D. (Principal Investigator) & Liu, M., Babazadeh, E., & Hasan, M. (Collaborators). “Digital Social Accountability and the Financial Information Environment: Social Media-Based Demands and Corporate Responses” Proposal submitted to the CPA Ontario and Schulich School of Business Joint Centre in Digital Financial Information, \$15,000, July 1, 2025 - June 30, 2026.

Saxton, G. D. (Principal Investigator). “The Role of Automated Bots in the Financial and Consumer Markets,” Insight Development Grant proposal submitted to the Social Sciences and Humanities Research Council of Canada, \$61,956 (2023–2025).

Saxton, G. D. (Principal Investigator) & Ahmed, T. (Collaborator). “Bot Centrality and Market Reaction to Earnings News.” Proposal funded by the CPA Ontario and Schulich School of Business Joint Centre in Digital Financial Information, \$20,000, May 1, 2024 - May 1, 2025.

Saxton, G. D. (Principal Investigator) & Ahmed, T. (Collaborator). “Big Data, Social Network Analysis, and the Financial Markets.” Proposal funded by the CPA Ontario and Schulich School of Business Joint Centre in Digital Financial Information, \$20,000, June 15, 2023 - June 15, 2024.

Neu, D. (Principal Investigator), Saxton, G. D. (Co-Principal Investigator), & Liu, M. (PhD student collaborator). “Rationalization and Prediction within Executive Compensation Disclosures.” Proposal funded by the CPA Ontario and Schulich School of Business Joint Centre in Digital Accounting Information, \$20,000, May 2022 - May 2023.

Saxton, G. D. (Principal Investigator) & Ahmed, T. (Collaborator). “The Effect of Bots on The Financial Markets.” Proposal funded by the CPA Ontario and Schulich School of Business Joint Centre in Digital Financial Information, \$18,867, May 10, 2021 - May 10, 2022.

Neu, D., & Saxton, G. D. (Co-Principal Investigator). “Accounting Inscriptions and Social Media-based Social Accountability Processes,” Insight Grant proposal awarded by the Social Sciences and Humanities Research Council of Canada, \$194,000 (2020–2024).

Saxton, G. D. (Principal Investigator). Tri-Council COVID-19 Supplemental Funds for IDG Grant on “Big Data, Social Network Analysis, and the Financial Markets.” \$9,444 (awarded 2020).

Saxton, G. D. (Principal Investigator). “Big Data, Social Network Analysis, and the Financial Markets,” Insight Development Grant proposal awarded by the Social Sciences and Humanities Research Council of Canada, \$59,490 (2019–2022).

Invited Workshop Presentations

- 2025 ISCTE Business School
- 2025 NEOMA Business School (co-author)
- 2025 University of Padova (co-author)
- 2024 University of Essex
- 2024 University of Ottawa
- 2022 McMaster University
- 2022 Temple University (co-author)
- 2022 Washington State University
- 2022 University of California, Davis (co-author)
- 2021 University of Texas at El Paso
- 2021 University of Wisconsin, Milwaukee (co-author)

- 2021 University of Wisconsin, Milwaukee
- 2020 Rutgers University
- 2016 York University
- 2012 AOS Workshop on Accounting, Non-governmental Organizations and Civil Society
- 2007 University at Buffalo–SUNY
- 2005 Arizona State University, University of Central Florida, Virginia Tech, Georgia State University
- 2004 UNLV, UT–Arlington, UT–San Antonio, University of Baltimore, Seattle University
- 2000 SUNY–College at Brockport

Invited Practitioner Talks

- Saxton, G.D. Prompt Engineering for CPAs: Unlocking the Power of Generative AI. Webinar for CPA Ontario members, June 13, 2025.
- Saxton, G.D. AI and Innovation: Practical Insights for Accountants. CPA Ontario Townhall on “Innovation in Action,” June 5, 2025.
- Saxton, G.D. The Structure of Twitter \$Cashtag Networks and Market Reaction to Earnings News. Webinar for CPA Ontario members, May 31, 2024.
- Saxton, G.D. Introduction to Social Network Analysis. Webinar for CPA Ontario members, May 17, 2024.
- Saxton, G.D. Introduction to Textual Analysis in Python. Webinar for CPA Ontario members, February 2, 2024.
- Saxton, G.D. Measuring and Analyzing Reputational Capital Using Python. Webinar for CPA Ontario members, May 12, 2023.
- Saxton, G.D. Understanding and Measuring Online Social and Relationship Capital. Webinar for CPA Ontario members, January 20, 2023.
- Ahmed, T., & Saxton, G. D. The Effect of Bots on Market Reactions to Earnings News. Webinar for CPA Ontario members, December 9, 2022.
- Saxton, G.D. Using Data Analytics and Social Media to Track Off-the-Books Intangible Assets. Webinar for CPA Ontario members, March 25, 2022.
- Guo, C., & Saxton, G.D. The Quest for Attention: Nonprofit Advocacy in a Social Media Age. Lunch & Learn with Stanford University Press. April 6, 2021, Palo Alto, CA.
- Guo, C., & Saxton, G.D. Social Media, Attention, and the Future of the Nonprofit Organization. The 19th Annual Central Florida Community Partners Nonprofit Management Conference, University of Central Florida. September 25, 2020, Orlando, FL.
- Saxton, G.D. Social Media for Fundraising. The Jewish Federation of North America’s 2014 General Assembly. November 10, 2014, National Harbor, MD.
- Saxton, G.D. Social Media and Nonprofit Organizations. Northern Illinois University. November 7, 2014.
- Saxton, G. D. Mining the Web for equity research. Presentation at breakfast meeting of the New York Society of Security Analysts. Wednesday, November 19, 2008, New York, NY.

Conference Presentations

(showing presentations since 2020)

American Accounting Association	2023, 2024
Association for Research on Nonprofit Organizations & Voluntary Action	2021, 2023, 2024, 2025
European Accounting Association	2025
Haskayne and Fox Accounting Conference	2024
International Corporate Governance Society (ICGS) Conference	2025
Interdisciplinary Perspectives on Accounting Conference	2024
International Research Meeting in Business & Management	2025
Journal of Accounting, Auditing and Finance annual conference	2024
Midyear Meeting, Government & Nonprofit Section (AAA)	2020, 2022, 2024, 2025
Midyear Meeting, AIS Section (AAA)	2020, 2022, 2023, 2024
University of Waterloo's Center for Accounting Ethics Symposium	2024

Teaching

COURSES TAUGHT AT YORK UNIVERSITY

PhD courses

Empirical Methods in Accounting Research
 Overview of Accounting Research

MBA courses

Financial Accounting for Managers

Graduate Diploma in Accounting Analytics (GDAN) courses

Modeling & Programming for Accounting Analytics

Undergraduate-level courses

Introduction to Financial Accounting I

COURSES TAUGHT AT THE UNIVERSITY AT BUFFALO

PhD-level courses

Technology and Organizations
 Cybermetrics
 Communication Research Methods

Undergraduate-level courses

Age of Information (*UB Singapore campus*)
 Research Methods I (*UB Singapore campus*)
 New Media and Financial Markets
 New Media and Organizational Communication
 Introduction to the Internet
 Participatory Technologies and Organizational Communication
 Virtual Worlds and Organizations

COURSES TAUGHT AT SUNY–BROCKPORT

Master of Public Administration courses

Research Methods & Program Evaluation
Computer Applications for Public Administration
Nonprofit Advocacy & Government Relations
Strategic Management for Public & Nonprofit Organizations
MPA Project Paper/Portfolio
Public Policy
Participatory Management and Governance

COURSES TAUGHT AT VIRGINIA COMMONWEALTH UNIVERSITY

Master of Public Administration courses

Principles of Public Administration
Nonprofit Organizations and Civil Society
Comparative Public Institutions

Undergraduate-level courses

Politics of the European Union
Introduction to International Relations

ADVISING

(Showing Advising Beginning in 2008)

Haoyu Zhang (PhD student) – committee member, 2025 -
Maruf Hasan (PhD student) – supervisor, 2024 -
Minqi Liu (PhD student) – committee member, 2023 -
Shujie (Janice) Zhang (PhD student) – supervisor, 2022 -
Makini McGuire-Brown (PhD, 2025) – committee member
Nicolas Epelbaum (PhD, 2024; Assistant Professor, Toronto Met. University) – committee member
Tahmina Ahmed (PhD, 2024; Assistant Professor, University of Niagara Falls Canada) – supervisor
Angelica Castro (PhD, 2024; Assistant Professor, SUNY Poly) – committee member
Leigh Ellen Walsh (PhD, 2023; Assistant Professor, University of Ottawa) – supervisor
Nafiz UI Fahad (PhD, 2023; Assistant Lecturer, Massey University) – external examiner
Maryam Vashahi (MS, 2023, Brock University) – external examiner
Xiaoran (Jason) Jia (PhD, 2023; Assistant Professor, Wifrid Laurier University) – committee member
John Kurpierz (PhD, 2023) – committee member
Richa Adhikari (PhD, 2022, Georgia State University) – external committee member
Nadim Dabbous, Supervisor for Mitacs funding/internship at Penrose Partners, 2022
Wanzhu Shi (PhD, 2017; Assistant Professor, University of North Florida) – external committee member
Wayne Xu (PhD, SUNY Buffalo, 2015; Associate Professor, Univ. of Massachusetts - Amherst) – chair
Zachary Arth (MA, SUNY Buffalo, 2016; Assistant Professor, Marist College) – chair
Kenton Anderson (PhD, 2015, SUNY Buffalo; Visiting Instructor, SUNY Buffalo SIM campus) – chair

Clair Lin (MA, SUNY Buffalo, 2015) – chair

Jessica Covert (MA, SUNY Buffalo, 2014; Instructor, SUNY Buffalo SIM campus) – committee member

Joseph Petrick (PhD, SUNY Buffalo, 2014; Librarian, Alfred State, SUNY) – committee member

Professional Service

(Showing Professional Service Beginning in 2008)

DIRECTOR

Co-Director, Schulich/CPA Ontario Centre in Digital Financial Information, January 2023 -

WORKSHOP COORDINATOR

Coordinator for CPA Ontario practitioner workshops, January 2022 - May 2023.

TASK FORCE MEMBER

Short-Term Task Force Committee, Association for Research on Nonprofit Organizations and Voluntary Action, January 2025 -

FACULTY MENTOR

Faculty Mentor – Doctoral Fellows Program, Association for Research on Nonprofit Organizations and Voluntary Action, November 9, 2020.

COUNCIL MEMBER

Public Administration section of the American Political Science Association, 2006 - 2009.

CONFERENCE PLANNING

Member, Conference Planning Committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2012, 2013

AWARD COMMITTEE MEMBER

Best Book Award committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2024

Chair, Emerging Scholars selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2012

Emerging Scholars selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2009, 2010, 2011

Gabriel Rudney Best Dissertation Award selection committee, Association for Research on Nonprofit Organizations and Voluntary Action, 2010, 2011

EDITORIAL SERVICE

Editor, *Journal of Information Systems* (2023 -)
Editorial Board Member, *Nonprofit and Voluntary Sector Quarterly* (2016 - 2022)
Deputy Editor, *Voluntaristics Review* (2016 - 2022)
Co-Editor, special issue on “Accounting, Big Data, and the Public Interest,” *Critical Perspectives on Accounting*, 2018

AD HOC REVIEWER

Academy of Management annual conference, 2005, 2006, 2007
Accounting, Auditing and Accountability Journal, 2013, 2015, 2019, 2022, 2023
Accounting Forum, 2018, 2019, 2020, 2021, 2022, 2024
Accounting History, 2023
Accounting Information Systems Section Mid-Year Meeting, 2017
Accounting, Organizations, and Society, 2016, 2017, 2019, 2025
Annual Symposium on Ethics Research in Accounting, 2009, 2010
Advances in Social Work, 2015
Australasian Journal of Environmental Management, 2013
Business and Society Review, 2021
Business Strategy and the Environment, 2025
Canadian Academic Accounting Association AI Research Grant Sub-Committee, 2019
Contemporary Accounting Research, 2025
Critical Perspectives on Accounting, 2012, 2013, 2014, 2018
European Accounting Review, 2023
International Communication Association annual conference, 2008, 2011, 2012
International Interactions, 2009
International Journal of Accounting Information Systems, 2023
International Journal of Information Management, 2014
Journal of Accounting and Public Policy, 2010, 2017, 2018
Journal of Applied Communication Research, 2011, 2012, 2013
Journal of Business Ethics, 2013, 2015, 2018, 2019, 2020, 2021, 2022, 2023, 2024
Journal of Communication, 2014
Journal of Computer-Mediated Communication, 2010, 2013
Journal of Information Systems, 2016, 2018, 2022, 2023, 2024
Journal of Medical Internet Research, 2013
Journal of Public and Nonprofit Affairs, 2018, 2025
Journal of Public and Nonprofit Sector Marketing, 2023
Journal of Public Budgeting, Accounting, & Financial Management, 2025
Journal of Public Relations Research, 2014
Management Science, 2023
Mitacs Elevate, 2023, 2024
National Communication Association annual conference, 2013
New Media & Society, 2013
Nonprofit and Voluntary Sector Quarterly, 2010–2025
Nonprofit Management and Leadership, 2009, 2010, 2015, 2016, 2018, 2019, 2020, 2023
Nonprofit Policy Forum, 2012

Organization Studies, 2022
Public Administration Review, 2007, 2013
Public Performance and Management Review, 2010, 2011, 2018
Quality & Quantity, 2014
Qualitative Research in Accounting and Management, 2025
Review of Accounting Studies, 2019
Social Sciences and Humanities Research Council, 2025
Voluntary Sector Review, 2022
Voluntas: International Journal of Voluntary and Nonprofit Organizations, 2019, 2021, 2023
Wallenberg Academy Fellows Programme, 2012
Western Academy of Management annual conference, 2007

PROFESSIONAL MEMBERSHIPS

American Accounting Association
Association for Research on Nonprofit Organizations and Voluntary Action
Canadian Academic Accounting Association
AICPA – Chartered Global Management Accountant (CGMA) designation holder

Campus and Departmental Service

YORK UNIVERSITY

PhD Coordinator/Representative, Accounting Area, 2022 -
Schulich Online MBA Task Force, 2024
Curriculum development for revision to core undergraduate accounting courses, 2022
Curriculum development for proposed Graduate Diploma in Accounting Analytics, 2021-2024
Schulich Graduate Admissions Committee, 2017-2022
Schulich MBA Program Task Force, 2021-2022

UNIVERSITY AT BUFFALO

Director of Graduate Studies, 2013 - 2016
Member, Graduate School Executive Committee, 2014 - 2016
Undertook complete overhaul of the Department of Communication's website, 2011-2012.
Graduate Student Selection Committee, Department of Communication, 2011-12, 2012-13
Member, Department of Communication Judiciary Committee, 2012-13
College of Arts and Sciences Policy Committee, University at Buffalo, 2008-2011.

SUNY, COLLEGE AT BROCKPORT

At SUNY Brockport (2001-2007), each year I was involved in numerous activities in service to the College and the Masters of Public Administration program. Highlights of this service include the following:

Gregory Saxton. November 2003. Survey of Faculty and Staff Civic Engagement Activities, Attitudes, and Beliefs. Survey distributed to 400 (approx.) faculty and staff as part of the campus audit of civic engagement for the American Democracy Project. SUNY, College at Brockport.

Gregory Saxton. January 2004. Civic Engagement on Campus: An Analysis of Faculty and Staff Activities, Attitudes, and Beliefs. Completed as part of the campus audit of civic engagement for the American Democracy Project. SUNY, College at Brockport.

Annual Departmental Assessments. In charge of developing survey instruments, the acquisition of data, and writing the final report for the annual skills and knowledge assessments for the Public Administration Department each academic year. These assessments focused on oral presentation skills, team-building skills, ethical dispositions, and higher-order analytical skills.

2006-07. Central role in helping develop curriculum for new MPA emphasis in Nonprofit Management.

Language Skills

Advanced reading, writing, and speaking ability in French and Spanish.

Intermediate reading, writing, and speaking ability in Italian.

Basic reading, writing, and speaking ability in German and Portuguese.

References

Dean Neu, Professor, Schulich School of Business, York University, email: dneu@schulich.yorku.ca

Linda Thorne, Professor, Schulich School of Business, York University, email: lthorne@schulich.yorku.ca

Roy Suddaby, Professor, Gustavson School of Business, University of Victoria, email: rsuddaby@uvic.ca

Chao Guo, Professor of Nonprofit Management, University of Pennsylvania, email: chaoguo@sp2.upenn.edu

Daniel Neely, Professor, Lubar College of Business, University of Wisconsin - Milwaukee, email: neely@uwm.edu

(Additional references available upon request)