Wendi Du

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EMPLOYMENT

University of South Carolina — Columbia, SC
Assistant Professor in Finance — 2024-Present

EDUCATION

Georgia Institute of Technology — Atlanta, GA
Ph.D. in Finance — 2024
M.S. in Management — 2020

The George Washington University — Washington, DC
M.S. in Finance — 2018

Dalian University of Technology — Dalian, China
Bachelor of Economics, Finance — 2015

RESEARCH INTERESTS

FinTech, Innovation, AI in Natural Language Processing (NLP), Responsible and Sustainable Finance

JOB MARKET PAPER

Unlocking the Collateral Value of Trademarks: The Role of Asset Redeployability

Trademarks, the legal protection of brands, are increasingly pledged as collateral in practice. This paper investigates the redeployability channel of trademarks' collateral value. Using a novel court decision that exogenously weakens trademark redeployability, I find a 3.4 percentage point reduction in affected firms' book leverage, equivalent to a 16.9% decrease in their average book leverage. By using firm-level trademark portfolio data and employing natural language processing (NLP) techniques, including ChatGPT, I show that firms with more licensed trademarks (i.e., those more exposed to the court ruling), experience a stronger negative impact. Additionally, affected firms are less likely to pledge their registered trademarks as collateral afterward. When they do pledge, they pledge a greater number of trademarks, as well as more valuable ones. Affected firms also register fewer new trademarks in the future. In sum, my results highlight the value of trademark collateral in enhancing firms' debt capacity through its redeployability channel.

- AFFECT Mentoring Wrokshop 2025; FMA 2024; Georgia Institute of Technology; University of South Carolina; Babson College; Virginia Tech; University of Alberta; UC Riverside

WORKING PAPERS

Firm-Level Input Price Changes and Their Effects: A Deep Learning Approach
- with Sudheer Chava, Indrajit Mitra, Agam Shah, and Linghang Zeng
- *Best Paper Award on FinTech at FMA (2022)*

Generative AI in Finance 2024; Conference on Emerging Technologies in Accounting and Financial Economics (CETAFE) 2023; University of Miami Finance Seminar 2023*; AFA 2023; MFA 2023; CFEA 2022; UT Dallas Annual Finance Conference 2022; SITE Conference on New Frontiers in Asset Pricing 2022*; 12th MRS Ph.D. Seminar 2023; UF Research Conference on Machine Learning in Finance 2022*; Swedish House of Finance Conference on Machine Learning and AI in Finance 2022*; Texas A&M University Finance Seminar 2022*; FMA 2022; CICF 2022

Do Managers Walk the Talk on Environmental and Social Issues?
- with Sudheer Chava and Baridhi Malakar

UF Research Conference on Machine Learning in Finance 2022; OCC Symposium on Climate Risk in Banking and Finance 2022*; CICF 2022; Eastern Finance Association 2022; India Finance Conference 2021*; AFBC 2021; NZFM 2021; CEF Group Climate Finance Symposium 2021; Conference on CSR, the Economy and Financial Markets 2021; Wells Fargo Machine Learning Interest Group 2021*; Tsinghua University Accounting Seminar 2021

How Informative are Corporate Disclosures on Emerging Technologies? A Language Embedding Approach
- with Sudheer Chava and Nikhil Paradkar

MFA 2022; Eastern Finance Association 2022; CICF 2021; University of Nevada, Las Vegas seminar 2020*; Journal Of Investment Management (JOIM) Conference 2020*

* Co-author presentations

PUBLICATION

When FLUE Meets FLANG: Benchmarks and Large Pre-trained Language Model for Financial Domain
- with Raj Sanjay Shah, Kunal Chawla, Dheeraj Eidnani, Agam Shah, Sudheer Chava, Natraj Raman, Smiley Charese, Jiaao Chen, Diyi Yang
- *Published at Empirical Methods in Natural Language Processing (EMNLP) 2022*
- *One of the Top NLP conferences in Computer Science*

TEACHING EXPERIENCE

• FINA 469 Investment Analysis and Portfolio Management	Spring 2025
• M.S. QCF Bootcamp – Foundations of Natural Language Processing (NLP)	Summer 2023
• MGT 3078: Finance & Investment	Spring 2022
• MGT 3078: Finance & Investment	Spring 2021

PROFESSIONAL SERVICE

• Ad-hoc referee for Pacific-Basin Finance Journal	2025
• Ad-hoc referee for Contemporary Accounting Research	2023
• Ad-hoc referee for Journal of Banking and Finance	2022
• Organized the Atlanta Rising Scholar Symposium in Finance (ARSS)	2022
• Discussing at Eastern Finance Association, MFA, UF Research Conference on Machine Learning in Finance	2022
• Discussing at NZFM, AFBC, ARSS, CEF Group Climate Finance Symposium	2021

HONORS AND AWARDS

• Best Paper Award at the Annual Meeting of FMA	2022
• AFA PhD Student Travel Grant	2022
• Reflective Teacher Badge	2022
• QPR Gatekeeper Certificate	2022
• The George Washington University SBPM Tuition Award	2016-2018
• Dalian University of Technology Outstanding Graduate Award	2015
• Dalian University of Technology Excellent Academic Award	2011-2014

OTHER INFORMATION

- Languages: English and Mandarin
- Programming Languages: Python, R, STATA, SAS