Research Notes: Serena Loftus

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Serena Loftus' paper “Because of ‘Because’: Examining the Use of Causal Language in Relative Performance Feedback,” co-authored with Lloyd Tanlu of Northeastern University, has been accepted for publication in The Accounting Review. The paper examines how the use of causal language — commonly expressed through words such as “because” or “thus” — in employee performance reviews impacts the employee’s subsequent performance. Loftus is an assistant professor of accounting at Tulane University’s A. B. Freeman School of Business.