

Brigham Brau

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brigham_brau@kenan-flagler.unc.edu**EDUCATION**

University of North Carolina – Chapel Hill	Chapel Hill, NC
<i>PhD in Business Administration (Accounting)</i>	2026 (Expected)
<i>MSc in Management</i>	2023
Brigham Young University	Provo, UT
<i>BS – Economics</i>	2021
<i>BS – Accounting</i>	2021

RESEARCH

“**Digital Picket Lines: Strategic Employee Disclosure**” with Junyoung Jeong [revising for resubmission at *Journal of Accounting and Economics*]

Using survey and archival data, we examine how employees strategically disclose on social media to manipulate the public image of their employers. We find that when unions renegotiate collective bargaining agreements (CBAs), employees write more Glassdoor reviews and leave lower ratings in these reviews. Our survey responses from over 300 union representatives indicate that strategic disclosure on social media is a nontrivial union strategy. Further building on survey responses, we demonstrate that strategic disclosure during CBA renegotiation intensifies when the union is less exposed to right to work laws; when strategic disclosure can significantly influence CBA renegotiations; and when CBAs encompass a larger number of employees. Lastly, we find that strategic reviews associate with lower equity market returns, and that this association does not differ for non-strategic reviews. Moreover, no reversal is observed in market returns following the negotiations. We conclude that employees strategically disclose to target their employers on social media, and that these disclosures have negative consequences for employing firms.

“**EITC and Crime**” with Jeff Hoopes, Junyoung Jeong, and Mark Lang

“**Politics and Bias in the SEC**” with Mark Lang

“**Agency Problems in Startups: Evidence from Venture Capital Disclosure**” with Richard Maxwell and Stephen Glaeser

TEACHING EXPERIENCE

UNC Chapel Hill – Kenan Flagler Business School	
<i>Teaching Assistant</i>	
Financial Accounting – Mark Lang (<i>MBA</i>)	2023
Brigham Young University	
<i>Teaching Assistant</i>	
Advanced Accounting Analytics – Josh Lee (<i>MAcc</i>)	2020

CONFERENCE PARTICIPATION

Journal of Accounting and Economics Conference	2021, 2022
UNC Tax Symposium	2021, 2022

September 2023

UNC/Duke Fall Camp	2023
BYU Accounting Research Symposium	2019-2023

COMMUNITY SERVICE

<i>Big Brother</i> , Big Brother Big Sister	2022-2023
<i>Cubmaster</i> , Boy Scouts of America	2018-2019
<i>ROTC Cadet</i> , BYU, Provo, UT	2017-2018

PERSONAL

Hobbies include mountain biking, basketball, skiing, billiards, longboarding. Married to A.J. (Call) Brau and father to Lucy. AJ is a software engineer turned entrepreneur and is currently the CEO and founder of Wander App Inc. a venture backed destination mapping software company.