

## Brigham Brau

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[brighambrau.com](http://brighambrau.com)

### EDUCATION

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**University of North Carolina – Chapel Hill**

*PhD in Business Administration (Accounting)*

*MSc in Management*

Chapel Hill, NC

2026 (Expected)

2023

**Brigham Young University**

*BS – Economics*

*BS – Accounting*

Provo, UT

2021

2021

### RESEARCH

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**“Digital Picket Lines: Strategic Employee Disclosure”** with Junyoung Jeong

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

**“Freedom of Speech and Employee Disclosure”** With Jens Böke, Stephen Glaeser, and Junyoung Jeong

**“Lean and Mean: Customer Pressure and Employee Well-Being”** with Rebekah Brau and Joseph Henry

**“Employee Mobility and Effort: Evidence from Non-Compete Agreements”** Solo-Authored Dissertation

## **TEACHING EXPERIENCE**

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### **UNC Chapel Hill – Kenan Flagler Business School**

*Teaching Assistant*

Financial Accounting – Mark Lang (*MBA*) 2023

### **Brigham Young University**

*Teaching Assistant*

Advanced Accounting Analytics – Josh Lee (*MAcc*) 2020

## **CONFERENCE PARTICIPATION**

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Journal of Accounting and Economics Conference 2021, 2022

Labor and Accounting Group Conference (LAG) 2024

FARS Midyear Meeting 2024

UNC Tax Symposium 2021, 2022

UNC/Duke Fall Camp 2023

BYU Accounting Research Symposium 2019-2023

## **COMMUNITY SERVICE**

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*Big Brother*, Big Brother Big Sister 2022-2023

*Cubmaster*, Boy Scouts of America 2018-2019

*ROTC Cadet*, BYU, Provo, UT 2017-2018

## **PERSONAL**

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Hobbies include mountain biking, watching college football, basketball, skiing, cooking steaks in my sous vide. 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.