

Ethan Rouen

www.ethanrouen.com

Academic Appointments

Harvard Business School

Terrie F. and Bradley M. Bloom Associate Professor of Business Administration,
2023-Present

Assistant Professor of Business Administration, 2017-2023

Co-chair, Impacted Weighted Accounts Program, 2021-Present

Columbia Business School

Teaching Assistant, 2012-2017

Columbia Graduate School of Journalism

Adjunct Professor, 2012

Education

Columbia Business School

Ph.D., Accounting

M.Phil., Accounting

M.B.A., Finance/Accounting, Executive Program, *Dean's Honors*

Columbia University Graduate School of Journalism

M.S., Journalism

University of Wisconsin-Madison

B.A., History and English

Teaching Experience

Harvard Business School

Social Purpose of the Firm, Winter 2024-Present

Reimagining Capitalism, Spring 2020-Present

Financial Reporting and Control, Fall 2017, Fall 2018

Columbia Graduate School of Journalism

Narrative Writing, Fall 2012

Peer-Reviewed Publications

“The Stock Market Valuation of Human Capital Creation” (with Matthias Regier), *Journal of Corporate Finance*, 2023

- *Runner up, Journal of Corporate Finance 2023 Best Paper Award*

“Do Corporate Tax Cuts Increase Income Inequality?” (with Suresh Nallareddy and Juan Carlos Suarez Serrato), *Tax Policy and the Economy*, 2021

- *The most downloaded research paper of 2018 in Harvard Business School Working Knowledge*
- *Written about in The Wall Street Journal, Quartz, Harvard Business School Working*

Knowledge, The Fiscal Times, Barrons, Fortune

“Predictable Country-Level Bias in the Reporting of COVID-19 Deaths” (with Botir Kobilov and George Serafeim), *Journal of Government and Economics*, 2021

“Core Earnings: New Data and Evidence” (with Eric So and Charles C.Y. Wang), *The Journal of Financial Economics*, 2021

“Rethinking Measurement of Pay Disparity and its Relation to Firm Performance,” *The Accounting Review*, 2020

- Winner of the 2019 AAA Competitive Manuscript Award
- Winner of the 2018 FARS Best Dissertation Award
- Sixth most popular story in Harvard Business School Working Knowledge in 2018
- Written about in Wall Street Journal, Marketwatch, Forbes, U.S. News & World Report, The Boston Globe, CNBC, Associated Press, The Economist, Harvard Business School Working Knowledge, BBC, The Financial Times

“The Role of Taxes in the Disparity between Corporate Profits and Economic Growth” (with Urooj Khan and Suresh Nallareddy), *Management Science*, 2019

- Cited at the 2018 World Economic Forum Meeting
- Written about in the MIT Technology Review, Poets & Quants, Fortune.com

“Financial Statement Irregularities: Evidence from the Distributional Properties of Financial Statement Numbers” (with Dan Amiram and Zahn Bozanic), *Review of Accounting Studies*, 2015

- 2017 Deloitte Foundation Wildman Medal for practical research
- 2014 FARS Midyear Meeting Best Paper Award (out of 105 entrants)
- Featured in Audit Analytics Accounting Quality and Risk Matrix and Bloomberg Terminal’s AQR app
- Written about in the Wall Street Journal, Forbes, CFO Magazine, Harvard Law Blog

Working Papers

“Executive Cooperativeness: Evidence from Conference Calls” (with Wei Cai, Kunlu Ju, and Yuan Zou)

- Winner of the 2022 American Accounting Association Diversity Section Innovation in Research Award
- Written about in The Economist

“Human Capital Disclosures” (with Thomas Bourveau, Maliha Chowdhury, and Anthony Le)

“The Anatomy and Evolution of ESG Reports” (with Kunal Sachdeva and Aaron Yoon)

“Politicians’ Search for Financial Information and the Impact on Disclosure”

“Human Capital Management and Information Asymmetry” (with Thomas Kamei and George Serafeim)

“Financial Flexibility and Corporate Employment” (with Rebecca Lester and Braden Williams)

“The Accounting Rookie Job Market: A Practitioner’s Guide” (sole authored)

- Written about in Quartz

White Papers

“Accounting for Employment Impact at Scale” (with Katie Panella and George Serafeim)

“Employee Ownership and Wealth Inequality: A Path to Reducing Wealth Concentrations” (with Thomas Dudley)

Cases and Teaching Materials

“Driving Sustainability at AB InBev,” *Harvard Business School case* (with Antonio Oftelie)

“Ownership Works: Scaling a Profitable Social Mission,” *Harvard Business School case* (with Dennis Campbell and Andrew Robinson)

“KKR at CHI Overhead Doors, Cases (A) and (B),” *Harvard Business School case* (with Dennis Campbell)

“Creating and Measuring Purpose at Viega,” *Harvard Business School case* (with Suraj Srinivasan and James Barnett)

“Education Partners: Becoming Actively Anti-Racist, Cases (A) and (B),” *Harvard Business School case* (with Carolyn Liu)

“Valuing Employment Exercise,” *Harvard Business School exercise* (with George Serafeim and Katie Panella)

“Employee Activism, Cases (A) and (B),” *Harvard Business School case with teaching note* (with Akari Furukawa)

“Redefining Mogul,” *Harvard Business School case with teaching note* (with George Serafeim and Sarah Gazzaniga)

“Facebook’s Libra: The Privatization of Money?, Cases (A) and (B)” *Harvard Business School case with teaching note* (with Marco Di Maggio, George Serafeim and Aldo Sesia)

“SK Group: Social Progress Credits,” *Harvard Business School case with teaching note* (with George Serafeim and David Freiberg)

“Income Inequality and the CEO Pay Ratio at TJX,” *Harvard Business School case* (with Akari Furukawa)

“Income Inequity and Income Inequality: Research note,” *Harvard Business School case* (with Akari Furukawa)

“Measuring Impact at JUST Capital,” *Harvard Business School case with teaching note* (with Charles Wang)

“Tapping Growth at Lord Hobo Brewing Company,” *Harvard Business School case with teaching note* (with Susanna Gallani)

“Time-Driven Activity-Based Costing at Voray,” *Harvard Business School case with teaching note*

“Joe & the Juice Crosses the Atlantic,” *Harvard Business School case with teaching note* (with Suraj Srinivasan)

Practitioner Publications

“Parsing Impact: Product and Service Impact in the Financial Technology Industry,” *Accountability in a Sustainable World Quarterly*, June 2023

“The Impact-Weighted Accounts Project,” *Accountability in a Sustainable World Quarterly*, November 2022

“How Fintech Can Deliver on Its Social Impact Promises” (with Zoe Bulger), *Harvard Business Review Online*, July 15, 2022

“Does Your Company Offer Fruitful Careers – or Dead-End Jobs?” (with Marcela Escobari), *Harvard Business Review Online*, March 2, 2022

“Impact-Weighted Financial Accounts: A Paradigm Shift” (with George Serafeim), *CESifo Forum*, 2021

“The big benefits of employee ownership,” *Harvard Business Review Online* (with Thomas Dudley), May 13, 2021

- *Featured in “The Big Idea Series”*

“Companies used to share how each dollar of revenue was spent,” *Harvard Business Review Online* (with Jay Garg), September 29, 2020

“The problem with accounting for employees as costs instead of assets,” *Harvard Business Review Online*, October 17, 2019

Other Publications

“Federal tax cuts won’t boost workers’ wages – here’s why,” *The Hill*, May 20, 2018

“Working as a prison guard convinced me that bosses should never, ever date subordinates,” *Harvard Business Review Online*, March 7, 2018

“Apple’s overseas cash isn’t the win the GOP says it is,” *HuffPost*, February 20, 2018

“Continue the revolt that CEOs launched,” *The Boston Globe*, August 20, 2017

“Meaningless measures of corporate income inequality are a missed opportunity,” *CEOWorld Magazine*, January 30, 2017

“A furniture mogul’s tireless quest to protect his workers’ jobs,” *Fortune.com*, August 12, 2014

“One step backward for corporate accountability,” *Fortune.com*, April 24, 2014

“Michael Bloomberg wants to save the world,” *American Way*, December 15, 2013

“Fraud detection approaches its ‘Minority Report’ moment,” *Fortune.com*, September 16, 2013

“Taking it to the limit,” *American Way*, May 15, 2013

Awards, Honors and Fellowships

2022 **Innovation in Research Award**, American Accounting Association Diversity Section

2019 **Competitive Manuscript Award**, American Accounting Association

- 2018 **Best Dissertation Award**, American Accounting Association Financial Accounting and Reporting Section
- 2017 **Deloitte Foundation Wildman Medal for practical research**
- 2016 **Werner L. and Adriana Chilton Doctoral Fellowship**, Columbia Business School
- 2015 **Deloitte Foundation Doctoral Fellowship**
- 2015 **Finalist, Columbia University Presidential Teaching Award**, top eight out of more than 200 nominees
- 2015 **Third-Year Best Student Award**, Columbia Business School
- 2015 **Doctoral Student Research Grant**, Institute of Management Accountants
- 2015 **Doctoral Fellow**, W. Edwards Deming Center, Columbia Business School
- 2015 **Deloitte Doctoral Consortium Fellow**
- 2015 **Paul and Sandra Montrone Doctoral Fellowship**, Columbia Business School
- 2015 **On-Site Visiting Researcher**, Bureau of Labor Statistics (through 2018)
- 2014 **Best Paper**, American Accounting Association Financial Accounting and Reporting Section Midyear Meeting
- 2014 **Fellowship**, National Science Foundation Integrative Graduate Education and Research Traineeship: From Data to Solutions
- 2014 **First Place**, From Data to Solutions Interdisciplinary Project Proposal Competition for “Unscripted: Topic Modeling in Analysts’ Conference Call Questions”
- 2011 **Dean’s Graduation Honors**, Columbia Business School Executive M.B.A.
- 2011 **Ethan R. Hanabury Award for Student Representation**, Columbia Business School
- 2006 **Breaking News Award**, Associated Press Connecticut Chapter (2006)
- 2004 **Richard Blood Award for Investigative Journalism**, Columbia University (2004)

Non-Academic Appointments

- 2022-present Design team, Aspen Institute Economic Mobility Fellowship
- 2021-2022 Moderator, Room 8 (meaningful work), The 17 Rooms Initiative, The Rockefeller Foundation

Presentations

2024

Lehigh University; University of Waterloo Contemporary Issues in Sustainability Reporting Symposium

2023

Summit on Workforce Valuation and Performance (University of Michigan); European Accounting Association Annual Conference; University of Calgary Conference; GreenFin;

Aspen Institute ESG Summit; Academy of Management Annual Meeting; Bernstein ESG Thematic Series on Impact Measurement

2022

Boston College; University of Toronto; Baillie Gifford Investor ESG Conference; University of Texas-Austin; CARE Conference; Singapore Management University; Columbia Business School; University of Calgary Conference; Information, Markets, and Organizations Conference; Alliance Bernstein ESG Conference; EIASM Interdisciplinary Conference on Intangibles and Intellectual Capital

2021

Massachusetts Institute of Technology; University of Southern California; Cornell University; Duke University; Georgetown University; University of Calgary; University of Iowa; Harvard Business School; NBER Tax Policy and the Economy Conference; CARE Conference; Paris Peace Forum; CFA Institute; The Human Capital Management Coalition; EOS Client Advisory Meeting

2020

Bentley University; Lancaster University; Harvard Business School

2019

University of Chicago-Booth School of Business

2018

Chinese University of Hong Kong Accounting Conference; European Accounting Association Annual Meeting; Harvard Business School; Information, Markets, and Organizations Conference; Humboldt University; National Bureau of Economic Research; Dartmouth Accounting Research Conference; Conference on Financial Economics and Accounting

2017

American Accounting Association Annual Meeting; Columbia Business School; Ohio State University; University of Minnesota; University of California-Los Angeles; University of Colorado-Boulder; University of North Carolina-Chapel Hill; University of Illinois-Chicago; Harvard Business School; Boston College; Stanford Graduate School of Business; Emory University; Yale School of Management; University of Michigan-Ann Arbor; University of Rochester; University of Indiana

2016

Baruch College; Bureau of Labor Statistics, Office of Employment and Unemployment Statistics; Columbia Business School; Georgetown University

2015

Conference on Convergence of Financial and Managerial Accounting Research; Deutsche Bank Global Quantitative Strategy Conference; Deloitte Doctoral Consortium; London Business School Transatlantic Doctoral Conference

2014

Conference on Financial Economics and Accounting; London Business School Transatlantic Doctoral Conference; Columbia Business School; AAA FARS Midyear Meeting

Selected Press Interviews

The New York Times, Forbes, U.S. News & World Report, The Boston Globe, CNBC, Associated Press, The Economist, Harvard Business School Working Knowledge, The Financial Times

Academic Service

Organizer, Summit on Workforce Valuation and Performance, University of Michigan, 2023

Associate editor, *Accountability in a Sustainable World*, 2022-present

Guest editor, *Journal of Financial Reporting* Annual Research Proposal Conference, 2023

Program committee for SFS Cavalcade Asia-Pacific 2022

Reviewer/referee for Journal of Accounting and Economics; Accounting Review; Management Science; Journal of Management Accounting Research; Accounting Horizons; Contemporary Accounting Research; Accounting, Organizations and Society; Journal of Corporate Finance; British Journal of Industrial Relations; Management and Business Review; Hong Kong Research Grants Council; AAA Annual Meeting; AAA FARS Midyear Meeting; AAA Northeast Region Meeting

Discussant/moderator for AAA Annual Meeting; AAA FARS Midyear Meeting; EAA Annual Meeting; Dartmouth Accounting Research Conference; London Business School Transatlantic Doctoral Conference; University of Calgary Conference

Selected Work Experience

Fortune.com, *Contributing Writer*, 2010-2015

American Way Magazine, *Contributing Writer*, 2007-2014

The New York Daily News, *Crime Reporter*, 2006-2008

Denver Women's Correctional Facility, *Library Technician*, 2001-2002