

# Ethan Rouen

[www.ethanrouen.com](http://www.ethanrouen.com)

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## Academic Appointments

### **Harvard Business School**

Assistant Professor of Business Administration, 2017-Present  
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**

Reimagining Capitalism, Spring 2020, Spring 2022, Spring 2023  
Financial Reporting and Control, Fall 2017, Fall 2018

### **Columbia Graduate School of Journalism**

Narrative Writing, Fall 2012

## Peer-Reviewed Publications

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

- *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**

“Passing the Mic: Career and Firm Outcomes of Executive Interactions” (with Wei Cai and Yuan Zhou)

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

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

“The Stock Market Valuation of Human Capital Creation” (with Matthias Regier)

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

“Politicians’ Search for Financial Information and the Impact on Disclosure” (with Matthew Ma, Jing Pan, and Laura Wellman)

“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**

- “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**

- “How Fintech Can Deliver on Its Social Impact Promises” (with Zoe Bulger), *Harvard Business Review Online*
- “Does Your Company Offer Fruitful Careers – or Dead-End Jobs?” (with Marcela Escobari), *Harvard Business Review Online*
- “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**

2021-2022 Moderator, Room 8 (meaningful work), The 17 Rooms Initiative, The Rockefeller Foundation

### **Presentations**

*2022*

Boston College; University of Toronto; Baillie Gifford Investor ESG Conference; University of Texas-Austin (scheduled); CARE Conference; Singapore Management University (scheduled); Columbia Business School (scheduled); 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**

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