

-The Impact Symposium-

PRIVACY & SECURITY IN THE ERA OF BIG DATA

NEAL M. SNOW

ASSISTANT PROFESSOR OF ACCOUNTING



Neal M. Snow earned his doctorate in accounting at the University of South Florida, and a master's and bachelor's in accounting at Utah State University. Before earning his doctorate, Snow worked at Deloitte in Houston, and Goldman Sachs and Co. in New York, London and Salt Lake City. His research interests include behavioral accounting, social media, communication channels, crowdfunding, content analysis, XBRL, and design science. He has several working papers under review. His research has been featured in IR Magazine and the Yale School of Management website. He was also part of the inter-departmental team that was awarded a \$25,000 PwC INQUIRES Grant to develop a data analytics course at Lehigh University.



LEHIGH
UNIVERSITY

COLLEGE OF
BUSINESS AND
ECONOMICS