

## Invitation to ERMAC 2018 at WU Vienna Empirical Research in Management, Accounting & Control Research Conference and Professional Development Workshop

June 24 – 26, 2018  
WU Campus, Welthandelsplatz 1/1020 Vienna / Austria

### Sun, June 24, 2018

Come Together and Early Bird Check-in

### Mon, June 25, 2018

pre-Conference Coffee

#### Keynote 1

*George Serafeim* (Harvard Business School):

„Measuring, driving and communicating corporate performance and social impact: Research opportunities in Management Accounting and Control“

Coaching Session & Paper development Workshop \*)

Lunch

#### Keynote 2

*Matthias Mahlendorf* (Frankfurt School of Finance and Management):

“Fast and slow bidirectional effects – Theorizing and empirical estimation strategies“

Coaching Session & Paper development Workshop \*)

Heuriger (traditional Vienna Heuriger)

### Tue, June 26, 2018

#### Thought Bridge 2018

“The Importance of Corporate Purpose for Finance and Accounting“

CFOs discuss with ERMAC participants

*George Serafeim* (HBS): “The Value of Corporate Purpose“

*Anette Mikes* (Uni Lausanne): „Values at Risk“

*Judson Berkey* (UBS)

Coaching Session & Paper development Workshop \*)

Lunch

#### Conference Closing Remarks

\*) Coaches/Discussants: George Serafeim/Anette Mikes/Frank Moers/Matthias Mahlendorf/Isabella Grabner

Research proposals and full papers can be submitted **until May 20, 2018**. Authors will be notified on the acceptance of their proposal/paper and receive detailed feedback within one week after submission. Papers that are not accepted can be revised (along the feedback) and resubmitted. Only a maximum number of 25 proposals/papers will be accepted. Once this limit is reached, no submissions will be possible. For further information please have a look at our website: <https://www.wu.ac.at/ifu/ermac/ermac-2018/>  
Registration is possible until May 31, 2018 at [ermac@wu.ac.at](mailto:ermac@wu.ac.at)

**Conference Fee:** EUR 120 for professors, postdoctoral researchers, EUR 90 for PhD students

**The number of participants is limited to 60.**

„I found the ERMAC Conference to be one of the most useful conferences for young scholars that I have ever attended. The informal, interactive discussions between senior and junior faculty members and the participating doctoral students that followed each paper presentation provided the ideal forum for developing new research ideas and improving ongoing projects. When combined with the participation of practitioners, ERMAC provides a powerful setting for advancing cutting-edge management accounting research“

**Christopher Ittner**, The Wharton School

„This was a wonderful conference, and I was impressed with the energy and enthusiasm it is bringing to research at the intersection of management accounting and general management. I really enjoyed being part of this community and contributing to the trajectory of young scholars engaged in research at this intersection.“

**Dennis W. Campbell**, Harvard Business School

„Coming from management, it was fantastic to see cutting edge research presented by management accounting control scholars. The ERMAC conference is creating a unique community at the intersection of management and managerial accounting research.“

**Laura B. Cardinal**, University of Houston

„The community of young scholars around ERMAC is a lively group, eager to share new ideas and explore improvements in research methods. They have significant potential to transform the landscape of accounting research in Europe.“

**Joan Luft**, Michigan State University

„The ERMAC conference is amazing! The blend of accounting and management perspectives coupled with the smaller size of the gathering helps to create rich discussions and insights. The energy brought by the doctoral students and others is infectious. My own work benefited greatly from participating in this exciting conference. I can't wait to return!“

**Chet Miller**, University of Houston

„It was great to have the rare opportunity to see presentations from both accounting and management scholars, and to partake in discussions among them.“

**Wim Van der Stede**, London School of Economics

„The presentations at the ERMAC conference were uniformly excellent, and the engagement with the participants was outstanding. It was a pleasure to be part of the conference.“

**Ken Merchant**, University of Southern California

„This conference provided a good opportunity and wonderful experience to learn and talk about management accounting research and for me to help new management accounting scholars develop their own research.“

**Mike Shields**, Michigan State University

„The ERMAC Conference is a unique venue for those with an interest in organizational control and in drawing upon a wide variety of disciplines and perspectives to better understand the phenomenon. Presentations and discussions were interesting and engaging, with participants grappling with important, new problems.“

**Sim B. Sitkin**, Duke University

„WU/IFU has succeeded in setting up a conference that is a valuable addition to the list of conferences for management accounting researchers. Especially those interested in the link between management accounting and management should block their calendar.“

**Frank Moers**, University of Maastricht

„It was a great pleasure to be able to engage in the debate with management accounting and management scholars on new (and overlapping) directions that these fields are heading in to.“

**Henri Dekker**, University of Amsterdam

„While this is an all-around amazing conference, I especially enjoyed the opportunity it provides to talk to new scholars about their creative research ideas in a small group setting.“

**Michael Williamson**, University of Texas at Austin

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