

## 37<sup>th</sup> ANNUAL MANAGEMENT ACCOUNTING RESEARCH GROUP CONFERENCE

Thursday 14 April 2016

### PROGRAMME

*Theme: Management Accounting: Business Models and Cultures*

**#MARG2016**

09.30-10.25      **REGISTRATION, TEA & COFFEE:**  
**CLM.1.03 & CLM.2.02, Clement House, Aldwych**

<b><u>Morning Session</u></b>	<b>Hong Kong Theatre, CLM.G.02, ground floor, Clement House, Aldwych</b>
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10.30-10.45	<b>Welcome from Michael Bromwich and Al Bhimani</b>
10.45-11.45	<b>Professor Robert W Scapens, Manchester Business School</b> <i>Understanding different responses to the implementation of a new business model</i>
11.45-12.45	<b>Steve Maslin, Partner, Grant Thornton</b> <i>Cultural change and business model shifts: Impact on accounting</i>
12.45-14.00	<b>LUNCH: 4<sup>th</sup> Floor Restaurant, Old Building, Houghton Street</b>

<b><u>Afternoon Session</u></b>	<b>Hong Kong Theatre, CLM.G.02, ground floor, Clement House, Aldwych</b>
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14.00-15.00	<b>Professor Anette Mikes (Université de Lausanne)</b> <i>From belief systems to risk cultures and their role in business models</i>
15.00-16.00	Breakout sessions on business models
<b>16.00-16.25</b>	<b>Break</b>
16.25-17.25	<b><u>MARG 2016 Distinguished Practitioner Lecture</u></b> <b>Nick Read, Group Chief Financial Officer, Vodafone Group Plc</b> <i>Vodafone: Beyond Mobile</i>
17.30-18.15	Feedback and conclusion

<b>18.30-20.00</b>	<b>RECEPTION/BUFFET: Senior Dining Room, 5<sup>th</sup> Floor, Old Building</b>
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