

## 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 **Welcome from Michael Bromwich and Al Bhimani**

10.45-11.45 **Professor Robert W Scapens, Manchester Business School**  
*Understanding different responses to the implementation of a new business model*

11.45-12.45 **Steve Maslin, Partner, Grant Thornton**  
*Cultural change and business model shifts: Impact on accounting*

12.45-14.00 **LUNCH: 4<sup>th</sup> Floor Restaurant, Old Building, Houghton Street**

<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 **Professor Anette Mikes (Université de Lausanne)**  
*From belief systems to risk cultures and their role in business models*

15.00-16.00 Breakout sessions on business models

**16.00-16.25 Break**

16.25-17.25 **MARG 2016 Distinguished Practitioner Lecture**  
**Nick Read, Group Chief Financial Officer, Vodafone Group Plc**  
*Vodafone: Beyond Mobile*

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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