

January 8, 2025

**Francisco de Asís Martínez-Jerez  
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Cornell SC Johnson College of Business  
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**ACADEMIC WORK EXPERIENCE**

2024-present Cornell University Nolan School of Hotel Administration  
Professor

2020-2024 Cornell University Nolan School of Hotel Administration  
Associate Professor

2018-2021 Mendoza College of Business, Notre Dame, USA  
Associate Professor

2013-2018 Mendoza College of Business, Notre Dame, USA  
Assistant Professor

2002-2013 Harvard Business School, Boston, USA  
Assistant/Associate Professor of Business Administration

2001-2002 Harvard Business School, Boston, USA  
Instructor of Business Administration

1994-1996 Universidad Austral, IAE, Buenos Aires, Argentina  
Part-time Lecturer in Financial Analysis and Corporate Finance

1987-1988 Universidad Pontificia Comillas, ICADE, Madrid, Spain  
Lecturer in Advanced Accounting

**PROFESSIONAL WORK EXPERIENCE**

2024-present GustoMarket, Philadelphia, PA, USA  
Member of the Advisory Board

2023-present Asclepii, Cleveland, OH, USA  
Director, Financial Expert

2024-present Bullard Trusts, Lexington, KY, USA  
Advisory Committee Member

2015-2024	Bullard, Lexington, KY, USA Director, Talent Committee, Secretary of the Board, Financial Expert
2010-2013	Satec, Madrid, Spain Director
1993-1996	McKinsey and Company, Buenos Aires, Argentina Senior Consultant
1991-1993	McKinsey and Company, Madrid, Spain Consultant
1990	Goldman Sachs International, London, U.K. Summer Associate
1988-1989	McKinsey and Company, Madrid, Spain Analyst
1986-1987	La Suisse Assurance, Lausanne, Switzerland International Associate

## EDUCATION

2002	Ph.D., Business Economics Harvard University Dissertation: Three Essays on Capital Markets and Information Economics Committee: Paul Healy; Krishna Palepu; Andrei Shleifer
1998	Master in Business Economics, Harvard University, Graduate School of Arts and Sciences
1991	M.B.A., [Baker Scholar], Master in Business Administration Harvard University, Graduate School of Business
1986	Licenciado (M.S.), [Premio Extraordinario (Top Student Award)], Economics and Business Administration, Universidad Pontificia Comillas, ICADE, Madrid, Spain
1985	Licenciado (M.A.), [Premio Extraordinario (Top Student Award)], Law, Universidad Pontificia Comillas, ICADE, Madrid, Spain

## PUBLICATIONS

### *Refereed Publications*

Pablo Casas-Arce, F. Asís Martínez-Jerez, and Joseph Moran, “Motivating from the Heights: A Field Experiment on Managing by Walking Around,” *Review of Accounting Studies*, Forthcoming: <https://doi.org/10.1007/s11142-024-09847-3>

Pablo Casas-Arce, Carolyn Deller, and F. Asís Martínez-Jerez, "Knowing that You Know: Incentive Effects of Relative Performance Disclosure," *Review of Accounting Studies* 28, (March 2023): 91-125. <https://doi.org/10.1007/s11142-021-09636-2>

Pablo Casas-Arce and F. Asís Martínez-Jerez, "Leader Effects in Competition among Teams: Evidence from a Field Intervention," *The Accounting Review* 97, no.1 (January 2022): 99-122.

Pablo Casas-Arce, Thomas Kittsteiner, and F. Asís Martínez-Jerez, "Contracting with Opportunistic Partners: Theory and Application to Technology Development and Innovation," *Management Science* 65, no.2 (February 2019): 842-858.

Pablo Casas-Arce, Sofia Lourenço, and F. Asís Martínez-Jerez, "The performance effect of feedback frequency and detail: Evidence from a field experiment in customer satisfaction," *Journal of Accounting Research* 55, no.5 (December 2017): 1051-1088. *Winner of the 2019 Notable Contribution to Management Accounting Literature Award.*

Pablo Casas-Arce, F. Asís Martínez-Jerez, and V.G. Narayanan, "The Impact of Forward-Looking Metrics on Employee Decision Making: The Case of Customer Lifetime Value," *The Accounting Review*, 92, no.3 (May 2017): 31-56.

F. Asís Martínez-Jerez, "Rewriting the Playbook for Corporate Partnerships," *Sloan Management Review* 55, no.2 (Winter 2014): 63-70.

Dennis Campbell, F. Asís Martínez-Jerez, and Peter Tufano, "Bouncing out of the Banking System: An Empirical Analysis of Involuntary Bank Account Closures," *Journal of Banking and Finance* 36, no. 4 (April 2012): 1224-1235.

Dennis Campbell, Marc Epstein, and F. Asís Martínez-Jerez, "The Learning Effects of Monitoring," *The Accounting Review* 86, no.6 (November 2011): 1909-1934.

Pablo Casas-Arce and F. Asís Martínez-Jerez, "Relative Performance Compensation, Contests and Dynamic Incentives," *Management Science* 55, no.8 (August 2009): 1306-1320.

Ali Hortacsu, F. Asís Martínez-Jerez, and Jason Douglas, "The Geography of Trade in Online Transactions: Evidence from eBay and MercadoLibre," *American Economic Journal: Microeconomics* 1, no.1 (February 2009): 53-74.

F. Asís Martínez-Jerez, "Governance and Merger Accounting: Evidence from Stock Price Reactions to Purchase versus Pooling," *European Accounting Review* 17, no. 1 (2008): 5-35.

Sanjiv Das, F. Asís Martínez-Jerez, and Peter Tufano, "e-Information: A Clinical Study of Investor Discussion and Sentiment," *Financial Management* 34, no. 3 (2005): 103-137.

F. Asís Martínez-Jerez, and V.G. Narayanan, "Internet Customer Acquisition Strategy at Bankinter," *Journal of Interactive Marketing*, 17, no. 3 (2005).

### *Non-refereed Publications*

F. Asís Martínez-Jerez, Dennis Campbell, and Marc Epstein, “How to Empower and Monitor Your Customer Facing Employees? Let Them Try and Learn. Our Learnings from the Casino Industry,” The Center for Hospitality Research at Cornell University, 2023.

F. Asís Martínez-Jerez and Pablo Casas-Arce, “Leadership Style and Incentives,” The Center for Hospitality Research at Cornell University, 2023.

Pablo Casas-Arce, Sofia Lourenço, and F. Asís Martínez-Jerez, “On the Frequency and Detail of Feedback,” The Center for Hospitality Research at Cornell University, 2023.

Pablo Casas-Arce, Sofia Lourenço, and F. Asís Martínez-Jerez, “When Less (Frequent) Is More,” *Strategic Finance*, (February 2020): 19-20.

Pablo Casas-Arce, Sofia Lourenço, and F. Asís Martínez-Jerez, “Managing Employee Learning and Motivation,” *Workspan*, 61, no. 02, (February 2018): 10-13.

Robert S. Kaplan, F. Asís Martínez-Jerez, and Bjarne Rugelsjoen, “Managing Strategy with External Partners,” *Balanced Scorecard Report* 11, no.1 (January-February 2009): 1-6.

### **WORKING PAPERS**

Pablo Casas-Arce, Stephen Hansen, Miguel Martínez-Carrasco, and F. Asís Martínez-Jerez, “Initial Match and Career Outcomes: Evidence from the NFL Draft.” (November 2024)

Pablo Casas-Arce, F. Asís Martínez-Jerez, and Helena Perrone, “Demand Screening through the Smokescreen of Stockouts: Evidence from Cigarette Vending Machines.” (July 2024)

Pablo Casas-Arce, Christopher Ittner, F. Asís Martínez-Jerez, and Joseph Moran, “Moderators of Control Systems Cascade Effects,” (July 2023)

Pablo Casas-Arce, F. Asís Martínez-Jerez, and Joseph Moran, “Bout of Sales: Impact of Alignment between Leadership Style and Incentive Systems,” (December 2022)

Pablo Casas-Arce and F. Asís Martínez-Jerez, “On the Choice of Absolute or Relative Targets in a Bonus Plan: Theory and Empirical Evidence from a Field Experiment,” (December 2022)

Pablo Casas-Arce, F. Asís Martínez-Jerez, and Maximiliano Stock, “Accounting, Legal Institutions, and the Adoption of Good Management Practices,” (November 2021)

### **WORK IN PROGRESS**

Pablo Casas-Arce, Chris Ittner, and F. Asís Martínez-Jerez, “Testing the Service Profit Chain in the Hospitality Industry.”

F. Asís Martínez-Jerez, “Disciplinary actions as boundary systems.”

## HONORS

- 2024 Cornell University Nolan School of Hotel Administration Ted Teng Teaching Award
- 2023 Cornell University Nolan School of Hotel Administration Sophomore Core Teaching Award
- 2020 University of Notre Dame, Rev. Edmund P. Joyce, C.S.C. Award for Excellence in Undergraduate Teaching
- 2020 Poets & Quants, List of Favorite Undergrad Business Professors of the Class of 2020
- 2019 Notable Contribution to Management Accounting Literature Award from the American Accounting Association
- 2017 University of Notre Dame, The Joe and Gina Prochaska Family Teaching Award
- 2016 University of Notre Dame, The James Dincolo Outstanding Teaching Award.
- 2010 The Jim Bulloch Award for Innovations in Management Accounting Education from the American Accounting Association
- 2005 Harvard Business School, Class of 2005 Faculty Award
- 1991 Harvard University, Graduate School of Business, Baker Scholar, awarded to the top 5% of the graduating MBA class
- 1987 Ministry of Education, Spain, 2<sup>nd</sup> National Prize for Graduates in Economics and Business Administration, selected on academic merit from all Spanish Economics and Business graduates
- 1986 Carlos Cubillo Prize for Outstanding Students in Accounting, selected on academic merit from all Spanish Economics and Business graduates
- 1986 Universidad Pontificia Comillas, ICADE, Madrid, Spain, Top Student Award in Economics and Business Administration
- 1985 Universidad Pontificia Comillas, ICADE, Madrid, Spain, Top Student Award in Law

## **FELLOWSHIPS AND GRANTS**

- 2019 University of Notre Dame, Mendoza College of Business, KPMG Faculty Fellowship
- 2014 Notre Dame-Deloitte Center for Ethical Leadership, Research Grant
- 2001 Harvard University, Graduate School of Business, Mel Tukman Dean Fellowship, awarded to new HBS Faculty
- 2000 Arthur Andersen LLP Foundation Doctoral Dissertation Fellowship
- 1999 Bank of Spain, Doctoral Fellowship for Graduate Studies in Economics Abroad
- 1997 Deloitte & Touche Doctoral Fellowship
- 1989 Fulbright ITT Fellow for Spain

## **PROFESIONAL SERVICE**

Resident Faculty, Doctoral Consortium, Management Accounting Section of the American Accounting Association Mid-Year Meeting, Austin, Texas (January 2025)

Faculty Coach, ERMAC Conference, Viena, Austria (June 2024)

Member of Management Accounting Section Midyear Meeting Organizing Committee, Archival Track Chair, Orlando 2024.

Member of the Scientific Committee XX Management Control Ibero American Congress, Valencia 2023.

Member of the American Accounting Association Liaison to Management Accounting Practice Committee (2022-present).

Member of the Editorial Board of The Accounting Review (2020-present).

Member of the Publications Committee of the Management Accounting Section of the American Accounting Association (2019-2020).

Board member of the IAP-Universidad Autónoma de Madrid (2014-2018).

Director of the Accounting Research Symposium for Spanish and Latin American Academics – Real Colegio Complutense, Cambridge, MA (2007-2017).

D.B.A. Dissertation Committee Member for Zeshawn Beg, Harvard Business School. 2015.  
Placement: Assistant Professor, Charles H. Dyson School of Applied Economics and Management, Cornell University.

Ph.D. Juge de Thèse for Gwarlann de Kerviler, Université Paris-Dauphine, 2013. Placement: Assistant Professor, IESEG School of Management, Paris.

Referee: The Accounting Review, Journal of Accounting Research, Management Science, Review of Accounting Studies, Accounting Organizations and Society, Contemporary Accounting Review, Journal of Management Accounting Research, Management Accounting Research, American Economic Review, Sloan Management Review, California Management Review. Book reviewer for Pearson Education.

## **UNIVERSITY SERVICE**

Interim Director of the Center for Hospitality Research, Cornell University Nolan School of Hotel Administration (2024-present).

Faculty Advisor to the Cornell Latinos in Business Club (September 2024 - present).

Cornell University Latin Living Center Fellow (February 2024 - present)

Member of the College Faculty Advisory Committee, Cornell University SC Johnson College of Business (2022-present).

University Appeals Panel (Standing Committee), Member. July 1, 2022 - June 30, 2027

Chair of a Recruiting Committee, Accounting Area, Cornell University SC Johnson College of Business (2022-2024).

Member of two Promotion and Reappointment Committees, Cornell University Nolan School of Hotel Administration (2022-2023).

Member of the College Faculty Policy Committee, Cornell University SC Johnson College of Business (2022-present).

Member of the Graduate Committee, Cornell University Nolan School of Hotel Administration (2021-present).

Member of the Educational Policy Committee, Cornell University Nolan School of Hotel Administration (2021-2024).

Member of the Task Force to Streamline the Processes and Structures of the Cornell SC Johnson College of Business (2021).

Faculty Advisor to the Cornell Alternative Investment Fund (2021-2022).

Member of the Accountancy Committee on Appointments and Promotions, University of Notre Dame (2019-2020).

Member of the Faculty Senate, University of Notre Dame (2019-2020).

Member of the recruiting committee, University of Notre Dame (2015-2020).

Volunteer in the Notre Dame Tax Assistant Program (2014-2021).

Faculty Fellow at Carroll Hall, University of Notre Dame (2018-2021).

Member of the workshop and Notre Dame Accounting Conference organizing committees (2013-2018).

## **TEACHING MATERIALS**

F. Asís Martínez-Jerez and Pablo Casas-Arce, “Orenes: An Opportunity in El Carmen,” Cornell Center for Hospitality Research case (2024).

F. Asís Martínez-Jerez and Pablo Casas-Arce, “Turning an Airline into a “JETS” company,” Cornell Center for Hospitality Research case (2023).

V.G. Narayanan, F. Asís Martínez-Jerez, and Mariana Cal, “Building the Governance to Take Capital SAFI to the Next Level,” Harvard Business School case 121-088 (2021).

Julián Sánchez García, F. Asís Martínez-Jerez, and Rebecca Van Handel, “Obrasafe: The Half a Million Hard Hat Order,” IPADE case C 16 eC 02 (2016).

F. Asís Martínez-Jerez, Pablo Casas-Arce, Christopher Ittner, and Joshua Petersel, “Atento: Managing the Employee Lifecycle in Brazil,” Harvard Business School case 113-150 (2013).

F. Asís Martínez-Jerez, Pablo Casas-Arce and Christopher Ittner, “Atento: Managing the Employee Lifecycle in Brazil (TN),” Harvard Business School case 5-113-150 (2013).

F. Asís Martínez-Jerez and Lisa Brem, “Cash Flow Productivity at PepsiCo: Communicating Value to Retailers,” Harvard Business School case 111-069 (2011).

F. Asís Martínez-Jerez and With Lisa Brem, “Todovino: Can Your Rival be Your Friend?” Harvard Business School case 111-071 (2010).

F. Asís Martínez-Jerez, “Todovino: Can Your Rival be Your Friend? (TN)” Harvard Business School teaching note 111-109 (2011).

F. Asís Martínez-Jerez, and Ariel Andrés Blumenkranc, “Using Regression Analysis to Estimate Time Equations,” Harvard Business School note 111-001 (2010).

F. Asís Martínez-Jerez, “Using Regression Analysis to Estimate Time Equations, Courseware Spreadsheet,” Harvard Business School spreadsheet supplement 111-702 (2010).

F. Asís Martínez-Jerez, and Lisa Brem, “Emergia: Driving Profitability on Help Desk Contracts,” Harvard Business School case 111-048 (2010).



F. Asís Martínez-Jerez, “Emergia: Driving Profitability on Help Desk Contracts (TN),” Harvard Business School teaching note 111-108 (2011).

Ranjay Gulati, F. Asís Martínez-Jerez, V.G. Narayanan, and Rachna Tahilyani, “Indus Towers: Collaborating with Competitors on Infrastructure,” Harvard Business School case 110-057 (2010).

F. Asís Martínez-Jerez, Thomas J. Steenburgh and Jill Avery, “HubSpot: Lower Churn through Greater CHI,” Harvard Business School case 110-052 (2010).

F. Asís Martínez-Jerez, Thomas J. Steenburgh and Jill Avery, “HubSpot: Lower Churn through Greater CHI (TN),” Harvard Business School teaching note 111-092 (2011).

F. Asís Martínez-Jerez and Lisa Brem, “Staying the Course: The Credit Crisis and the SME Division at Bankinter,” Harvard Business School case 110-058 (2010).

F. Asís Martínez-Jerez and Lisa Brem, “Staying the Course: The Credit Crisis and the SME Division at Bankinter (Abridged),” Harvard Business School case 110-012 (2010).

F. Asís Martínez-Jerez and Lisa Brem, “Liza Davis and the Bargain Hunting Customer,” Harvard Business School case 111-040 (2010).

F. Asís Martínez-Jerez, “Liza Davis and the Bargain Hunting Customer (TN),” Harvard Business School teaching note 111-110 (forthcoming).

F. Asís Martínez-Jerez, Jasmijn Bol, Christopher Ittner and Katherine Miller, “Neck & Neck: Leveraging the Club Neck Information,” Harvard Business School case 109-070 (2009).

F. Asís Martínez-Jerez, Jasmijn Bol and Christopher Ittner, “Neck & Neck: Leveraging the Club Neck Information (TN),” Harvard Business School teaching note 111-112 (2011).

With Elena Corsi and Vincent Marie Dessain, “Gucci Group: Freedom within the Framework,” Harvard Business School case 109-079 (2009).

F. Asís Martínez-Jerez, “Gucci Group: Freedom within the Framework (TN),” Harvard Business School teaching note 111-111 (2011).

F. Asís Martínez-Jerez, Robert S. Kaplan and Katherine Miller, “Infosys’ Relationship Scorecard: Measuring Transformational Partnerships,” Harvard Business Case 109-006 (2008).

F. Asís Martínez-Jerez, “Infosys’ Relationship Scorecard: Measuring Transformational Partnerships (TN),” Harvard Business School teaching note 109-007 (2009).

F. Asís Martínez-Jerez and Katherine Miller, “ProntoWash: Washing the World’s Cars to a Tango Beat,” Harvard Business School case 108-037 (2008).

F. Asís Martínez-Jerez, “Basic Techniques for the Analysis of Customer Information Using Excel 2003: A Step-by-Step Approach,” Harvard Business School note 107-073 (2007).

F. Asís Martínez-Jerez, “Basic Techniques for the Analysis of Customer Information Using Excel 2007: A Step-by-Step Approach,” Harvard Business School note 109-052 (2009).

F. Asís Martínez-Jerez and Katherine Miller, “Bankinter: Deploying the Mortgage Simulator to the Branches,” Harvard Business School case 107-070 (2007).

F. Asís Martínez-Jerez, “Bankinter: Deploying the Mortgage Simulator to the Branches (TN),” Harvard Business School teaching note 107-080 (2007).

F. Asís Martínez-Jerez, “Bankinter: Deploying the Mortgage Simulator to the Branches, dataset supplement,” Harvard Business School spreadsheet supplement 107-708 (2007).

F. Asís Martínez-Jerez and Joshua Bellin, “Bankinter: Growing Through Small and Medium Enterprises,” Harvard Business School case 107-075 (2007).

F. Asís Martínez-Jerez, “Bankinter: Growing Through Small and Medium Enterprises (TN),” Harvard Business School teaching note 107-076 (2007).

F. Asís Martínez-Jerez and Katherine Miller, “Bancaja: Developing Customer Intelligence (A),” Harvard Business School case 107-055 (2007).

F. Asís Martínez-Jerez and Katherine Miller, “Bancaja: Developing Customer Intelligence (B),” Harvard Business School supplement 107-066 (2007).

Dennis Campbell, F. Asís Martínez-Jerez, Peter Tufano and Emily McClintock, “Central Bank: The ChexSystems<sup>SM</sup> QualiFile<sup>®</sup> Decision,” Harvard Business School case 208-029 (2007).

Dennis Campbell and F. Asís Martínez-Jerez, “Central Bank: The ChexSystems<sup>SM</sup> Qualifile<sup>®</sup> Decision (TN),” Harvard Business School teaching note 208-038 (2008).

F. Asís Martínez-Jerez, Joshua Bellin, and Carole Winkler, “CEMEX: Rewarding the Egyptian Retailers,” Harvard Business School case 106-065 (2006).

F. Asís Martínez-Jerez and Tahany Famedá, “CEMEX: Rewarding the Egyptian Retailers” Harvard Business School case video 107-701/2 (2006).

F. Asís Martínez-Jerez, “CEMEX: Rewarding the Egyptian Retailers (TN),” Harvard Business School teaching note 107-079 (2007).

F. Asís Martínez-Jerez, “CEMEX: Rewarding the Egyptian Retailers, Spreadsheet,” Harvard Business School spreadsheet supplement 107-709 (2007).

F. Asís Martínez-Jerez, Nathan Mangum, and Joshua Bellin, “Creating Meaning for the Customer: The Case of GMACI,” Harvard Business School case 106-073 (2006).

F. Asís Martínez-Jerez, Fernando Borrajo, and Joshua Bellin, “Millions of Customers and the Search for a Business: the Challenge of IRC-Hispano,” Harvard Business School case 106-053 (2006).

F. Asís Martínez-Jerez, Joshua Bellin, and James Dillon, “MercadoLibre.com,” Harvard Business School case 106-057 (2006).

F. Asís Martínez-Jerez, “MercadoLibre.com (TN),” Harvard Business School teaching note 107-086 (2007).

F. Asís Martínez-Jerez, “Dataset for MercadoLibre.com, Courseware Spreadsheet,” Harvard Business School spreadsheet supplement 111-712 (2011).

Dennis Campbell, F. Asís Martínez-Jerez, Marc Epstein, and Joshua Bellin, “Slots, Tables and All that Jazz: Managing Customer Profitability at the MGM Grand Hotel,” Harvard Business School case 106-029 (2006).

Dennis Campbell and F. Asís Martínez-Jerez, “Slots, Tables, and All that Jazz: Managing Customer Profitability at the MGM Grand Hotel (TN),” Harvard Business School teaching note 107-072 (2007).

Dennis Campbell, F. Asís Martínez-Jerez, Marc Epstein, and Joshua Bellin, “Slots, Tables, and All that Jazz: Managing Customer Profitability at the MGM Grand Hotel, Courseware Spreadsheet,” Harvard Business School spreadsheet supplement (2011).

F. Asís Martínez-Jerez and Rachel Sha, “Nutricia Middle East: Measuring Sales Force Effectiveness,” Harvard Business School case 106-063 (2006).

F. Asís Martínez-Jerez, V.G. Narayanan, and Michele Jurgens, “Strategic Outsourcing at Bharti Airtel Ltd.,” Harvard Business School case 107-003 (2006).

F. Asís Martínez-Jerez and V.G. Narayanan, “Strategic Outsourcing at Bharti Airtel Ltd. One Year Later,” Harvard Business School supplement 107-004 (2006).

F. Asís Martínez-Jerez, “Strategic Outsourcing at Bharti Airtel Ltd. (TN),” Harvard Business School teaching note 107-041 (2006).

F. Asís Martínez-Jerez and James R. Dillon, “Kansai Digital Phone: Zutto, Gaining Japanese Loyalty,” Harvard Business School case 106-006 (2005).

F. Asís Martínez-Jerez, “Kansai Digital Phone: Zutto, Gaining Japanese Loyalty (TN),” Harvard Business School teaching note, 107-064 (2007).

F. Asís Martínez-Jerez, “Understanding Customer Profitability at Charles Schwab,” Harvard Business School case, 106-002, (2005).

F. Asís Martínez-Jerez, “Understanding Customer Profitability at Charles Schwab (TN),” Harvard Business School teaching note 107-065 (2005).

F. Asís Martínez-Jerez and Karim Fakhry, "Lifefont: The Case for RetailDriver," Harvard Business School case 106-005 (2005).

F. Asís Martínez-Jerez, "Lifefont: The Case for RetailDriver (TN)," Harvard Business School teaching note, 107-067 (2007).

F. Asís Martínez-Jerez, V.G. Narayanan, and Lisa Brem, "Henkel Ibérica (A)," Harvard Business School case 105-023 (2005).

F. Asís Martínez-Jerez, V.G. Narayanan, and Lisa Brem, "Henkel Ibérica (B)," Harvard Business School supplement 105-024 (2005).

F. Asís Martínez-Jerez and V.G. Narayanan, "Henkel Iberica (A) and (B) (TN)," Harvard business School teaching note 107-078 (2007).

F. Asís Martínez-Jerez and Rosario M. De Albornoz, "Hala Madrid: Managing Real Madrid Club de Fútbol, the Team of the Century," Harvard Business School case 105-013 (2005).

F. Asís Martínez-Jerez, "Hala Madrid: Managing Real Madrid Club de Fútbol, the Team of the Century (TN)," Harvard Business School teaching note 106-072 (2006).

F. Asís Martínez-Jerez and James R. Dillon, "Musimundo," Harvard Business School case 105-036, (2004).

F. Asís Martínez-Jerez, "Musimundo (TN)," Harvard Business School teaching note 105-050, (2005).

David Hawkins and F. Asís Martínez-Jerez, "Accounting for Business Combinations: Purchase Method," Harvard Business School note 104-074 (2004).

David Hawkins and F. Asís Martínez-Jerez, "Accounting for Business Combinations: Acquisition Method," Harvard Business School note 108-067 (2008).

F. Asís Martínez-Jerez, "Ciclón de Alicante," Harvard Business School case 105-046 (2004).

F. Asís Martínez-Jerez, "Ciclón de Alicante (TN)," Harvard Business School teaching note 107-058 (2007).

F. Asís Martínez-Jerez and Rosario M. De Albornoz, "Caja España: Managing the Branches to Sell (A)," Harvard Business School case 104-044, (2003).

F. Asís Martínez-Jerez and Rosario M. De Albornoz, "Caja España: Managing the Branches to Sell (B)," Harvard Business School case 105-012 (2004).

F. Asís Martínez-Jerez, "Caja España: Managing the Branches to Sell (A) and (B) (TN)," Harvard Business School teaching note 105-020 (2004).

F. Asís Martínez-Jerez, V.G. Narayanan, and Lisa Brem, “Internet Customer Acquisition Strategy at Bankinter,” Harvard Business School case 103-021 (2003).

F. Asís Martínez-Jerez and V.G. Narayanan, “Internet Customer Acquisition Strategy at Bankinter (TN),” Harvard Business School teaching note 104-004 (2004).

F. Asís Martínez-Jerez, “Keane’s Acquisition of Metro Information Services (A),” Harvard Business School case 103-042 (2002).

F. Asís Martínez-Jerez, “Keane’s Acquisition of Metro Information Services (B),” Harvard Business School case 105-026 (2004).

F. Asís Martínez-Jerez, “Keane’s Acquisition of Metro Information Services (A) and (B) (TN),” Harvard Business School teaching note 105-034 (2004).

F. Asís Martínez-Jerez, “Keane’s Acquisition of Metro Information Services (A), Spreadsheet,” Harvard Business School spreadsheet supplement 104-702 (2003).

## **PRESENTATIONS AT SCHOOLS AND CONFERENCES**

“Behind the Best Papers: Learning from Award-Winning Research,” Symposium Panel with Leslie Berger, Isabella Grabner, and Wim Van Der Stede, Management Accounting Section of the American Accounting Association Mid-Year Meeting, Austin, Texas (January 2025)

“Are We There Yet? A compassionate Exploration of Contemporary Migration,” Panel Conversation, Cornell S.C. Johnson College of Business, Panel Member (October 2024)

“How to lead firms to customer centricity,” Thought Bridge Keynote Speaker, ERMAC Conference, Viena, Austria (June 2024)

University of Illinois Lillian and Morrie Moss Emerging Management Accounting Scholars Symposium, Invited discussant, Urbana-Champaign, Illinois (March 2024)

“Bout of Sales: Impact of Alignment between Leadership Style and Incentive Systems,”  
Conference on Field Experiments in Finance and Accounting, Washington D.C. (October 2024)  
European Accounting Association Annual Meeting, Bucharest, Bulgaria (May 2024)  
American Accounting Association Annual Meeting, Denver, CO (August 2023)  
Universidad de Chile (October 2022)

“On the Choice of Absolute or Relative Targets in a Bonus Plan: Theory and Empirical Evidence from a Field Experiment,” Accounting Summer Camp 2024, University of Bolzano, Italy (June 2024)

Wharton Spring Accounting Conference, Philadelphia, PA (May 2024)  
2024 McMaster Accounting Research Symposium, Hamilton, ON, Canada (April 2024)  
Cornell University Nolan School of Hotel Administration, Service Management Seminar (October 2023)  
American Accounting Association Annual Meeting, Denver, CO (August 2023)

Erasmus University, Rotterdam (May 2023)

“Leadership Style and Incentives,” The Center for Hospitality Research at Cornell University: Fall Advisory Board Meeting, (October 2023)

Hispanic and Latinx Heritage Month, Faculty & Staff Roundtable Lunch Series, Cornell S.C. Johnson College of Business, Panel Member, (September 2023)

Discussant at the American Accounting Association Annual Meeting, Denver, CO (August 2023)

CPA Ontario’s Centre for Performance Management Field Research Symposium, Invited discussant, Waterloo, ON (June 2023)

“Leadership and Incentives: The Role of Management in Creating Meaning,” “Experiences in Doing Field-Based Managerial Accounting,” CIBEC 2022: XVI Congreso Latinoamericano de Control de Gestión, Santiago, Chile (October 2022)

“The G in ESG,” Moderator of a session of the Sustainability Round Table, Cornell Nolan School of Hotel Administration (September 2022)

“Your Restaurant’s Digital Front Door: Leveraging Digital Marketing for Success,” Panel Organizer and Moderator, Pillsbury Institute for Hospitality Entrepreneurship (May 2021).

“Leader Effects in Competition among Teams: Evidence from a Field Intervention,” Hawaii Accounting Research Conference (January 3<sup>rd</sup>, 2020)

Tulane University, New Orleans, LA (October 2019)

American Accounting Association Annual Meeting, Washington, DC (August 2018)

University of Illinois at Urbana-Champaign (November 2017)

Director and Presenter at the Research Symposium -IAP, Cambridge (June 2017)

European Accounting Association Annual Meeting, Valencia, Spain (May 2017)

Harvard Business School (April 2017)

University of Toronto (April 2017)

ISEG, Lisbon, Portugal (March 2017)

Universidad Carlos III, Madrid, Spain (March 2017)

The University of Iowa (March 2017)

University of Toledo, OH (January 2017)

Management Accounting Section Annual Meeting, San Juan, PR (January 7<sup>th</sup>, 2017)

IE, Madrid, Spain (October 2016)

Universidad de Chile (July 2016).

“Motivating through Managing by Walking Around,” American Accounting Association Annual Meetings, San Francisco (August 13<sup>th</sup>, 2019)

Research Symposium -IAP, Cambridge (June 2019)

European Accounting Association Annual Meeting, Paphos, Cyprus (May 2019)

University of Minnesota (April 2019)

Management Accounting Section Annual Meeting, Fort Lauderdale, FL (January 4<sup>th</sup>, 2019)

Cornell University (October 2018)

Experimental Research in Management Accounting Conference, Giessen, Germany (August 2018)

Research Symposium -IAP, Cambridge (June 2018)

George Washington University (April 2018)

“Experiences in Doing Field-Based Managerial Accounting,” Symposium Panel with Isabella Grabner and Christoph Feichter, Asian Management Accounting Research Symposium, Shanghai, China (July 2019)

“Going Public: Employee Responses to Relative Performance Disclosure,” Global Management Accounting Research Symposium, Copenhagen, Denmark (June 2018)

European Accounting Association Annual Meeting, Milan, Italy (May 2018)

“Are We Ready for the Future?: What Management Accountants Can and Ought to Study,” Symposium Panel with Robert Bloomfield and Karen Sedatole, Chaired by Eddy Cardinaels, European Accounting Association Annual Meeting, Valencia, Spain (May 2017)

“The performance effect of feedback frequency and detail: Evidence from a field experiment in customer satisfaction,” Director and Presenter at the Research Symposium -IAP, Cambridge (June 2016).

Director and Presenter at the Accounting Research Symposium , Cambridge (June 2015).  
Universidad Complutense de Madrid (May 2015)

Kellogg School of Management, Northwestern University (April 2015)

Accounting Conference at Temple University (August 2014)

American Accounting Association Annual Meeting, Atlanta, GA (August 2014)

IE, Madrid, Spain (February 2014)

University of Toledo, OH (2014)

Director and Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge (June 2014).

“The performance effect of ranking disclosure in relative performance compensation schemes,” American Accounting Association Annual Meeting, New York, NY (August 2016)

Management Accounting Section Annual Meeting, New Orleans, LA (January 2013)

“The Impact of Forward-Looking Metrics on Employee Decision Making,” University of Miami International Accounting Conference (2014)

University of Wisconsin-Madison (2013)

Baruch College (2013)

Drexel University (2013)

University of Maryland (2013)

McGill University (2012)

University of Notre Dame (2012)

Stanford University (January 12<sup>th</sup>, 2011)

American Accounting Association Annual Meeting, Denver, CO (August 2011)  
Harvard Business School IMO Conference, Boston (June 2011)  
Management Accounting Section Annual Meeting, Atlanta, GA (January 7<sup>th</sup>, 2011)  
Global Management Accounting Research Symposium, Copenhagen, Denmark (June 2012)

“Infosys’ Relationship Scorecard: Measuring Transformational Partnerships,” Presenter and Discussant at the Management Accounting Section of the American Accounting Association Conference (January 2010)

Director and Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge (June 2010).

“The Learning Effects of Monitoring,” University of Notre Dame, South Bend, IN (2010)  
Session Organizer, Presenter and Discussant at the Management Accounting Section of the American Accounting Association Conference (January 2009)

Director and Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge (July 2009).

Universidad Complutense (2008)

Director and Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge (July 2008).

“Bouncing out of the Banking System: An Empirical Analysis of Involuntary Account Closures,” Universidad de Navarra (2008)

“Relative Performance Compensation, Tournaments and Dynamic Incentives” Presenter at the Tournaments, Contests and Relative Performance Evaluation Conference, Raleigh (2008)

“Customer Information Blinders” Harvard Business School, Harvard Business School’s European Research Symposium (Paris) (2007),

“Relative Performance Compensation, Tournaments and Dynamic Incentives” London Business School (2007),

Director and Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge, (July 2007).

“The Geography of Trade on eBay and MercadoLibre,” International Industrial Organization Conference, Boston (April 8<sup>th</sup>, 2006)

University of Southern California

INFORMS Conference, Pittsburgh, PA (May 6<sup>th</sup>, 2006)

Summer Seminar for Spanish Management Scholars-Colegio Complutense, Cambridge, MA (July 2005)

Universidad de Alicante

Discussant at the American Accounting Association Annual Meeting, San Francisco, CA (August 2005)

Discussant at the Management Accounting Section Annual Meeting, Scottsdale, AZ (January 2005)



“Perspectives on Management Accounting”

Presenter at the Accounting Research Symposium -Colegio Complutense, Cambridge, MA (July 2006)

Discussant at the Management Accounting Section Annual Meeting, Clearwater, FL (January 2006)

Discussant at the American Accounting Association Annual Meeting, Washington, DC (August 2006)

“Relative Performance Compensation, Tournaments and Dynamic Incentives” with Pablo Casas-Arce, American Economic Association, Philadelphia, PA (January 7<sup>th</sup>, 2005)

Management Accounting Section Annual Meeting , Scottsdale, AZ (January 2005)

Accounting Research Symposium -Colegio Complutense, Cambridge, MA (July 2005)

Global Management Accounting Research Conference, East Lansing, MI (June 2004)

Massachusetts Institute of Technology

Summer Seminar for Spanish Management Scholars-Colegio Complutense, Cambridge, MA (July 2004)

“The Geography of Trade on eBay and MercadoLibre,” Summer Seminar for Spanish Management Scholars, Colegio Complutense, Cambridge, MA (July 2005)

Universidad de Alicante

Discussant at the American Accounting Association Annual Meeting, San Francisco, CA (August 2005)

Discussant at the Management Accounting Section Annual Meeting, Scottsdale, AZ (January 2005)

“The Governance Role of Conditional Conservatism,” Summer Seminar for Spanish Management Scholars, Colegio Complutense, Cambridge, MA (July 2003)

Discussant at the American Accounting Association Annual Meeting, Honolulu, HI (August 2003)

“Capital Markets Assessment of Accounting for Business Combinations,” American Accounting Association Annual Meeting, Atlanta, GA(August 2002)

IESE/EFMA Symposium on European M&A, Corporate Restructuring and Consolidation Issues, Barcelona, Spain (March 2002)

“e-Information: A Clinical Study of Investor Discussion and Sentiment,” American Financial Association Annual Meeting, Atlanta, GA (August 2002)

“How Do Investors' Perceptions of the Credibility of Accounting Information and Its Governance Role Affect Firms' Capital Market Reactions to the Enron Collapse?” Information, Organization and Markets Conference, Harvard University, Boston, MA (2002)

“Capital Markets Assessment of Accounting for Business Combinations,” University of Chicago, Chicago, IL (February 2001)

University of California at Berkeley

Columbia University

INSEAD  
London Business School  
University of Michigan  
New York University  
University of Rochester  
University of Texas at Austin.