

MARTIN WIERNSPERGER

Samuel Curtis Johnson Graduate School of Management | Cornell University
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ACADEMIC EXPERIENCE

Cornell University – Johnson Graduate School of Management
Assistant Professor of Accounting (Tenure Track) since 2024

EDUCATION

Vienna University of Economics and Business
Doctor of Philosophy (Ph.D.) in Accounting 2020 – 2024
Master of Science (M.Sc.) in Strategy, Innovation, and Management Control 2018 – 2019
Bachelor of Science (B.Sc.) in Business, Economics, and Social Sciences 2015 – 2018

University of Texas at Austin – McCombs School of Business
Visiting Ph.D. Student – Department of Accounting 2023 – 2024

University of Technology Sydney
Master of Business Administration (M.B.A.) 2019 – 2020

The George Washington University
Exchange Student 2017 – 2018

RESEARCH AND TEACHING INTERESTS

Research: Accounting, performance management, managerial decision-making
Method: Laboratory, field, and online experiments
Teaching: Managerial accounting and reporting

PUBLICATIONS

1. “Incentives, Framing, and Reliance on Algorithmic Advice: An Experimental Study” with Ben Greiner, Philipp Grünwald, Thomas Lindner, and Georg Lintner. *Management Science* (forthcoming in the special issue on “The Human-Algorithm Connection”)

WORKING PAPERS

2. “Peer Evaluations in Diverse Teams: How External Validation of Team Performance Influences Ingroup Favoritism” with Gerhard Speckbacher (preparing for 3rd round submission at *Accounting, Organizations and Society*)
3. “Voluntary Managerial Pay Cuts and Employee Effort” with Christoph Feichter (preparing for 2nd round submission at *Accounting, Organizations and Society*)
4. “When is it Fairer to Allocate Resources for Training to Lower-Performing versus Higher-Performing Employees” with Eric Chan and Kenzie Feinberg (preparing for 2nd round submission at *Journal of Accounting Research*).
5. “Firm Investments in Employee-led Entrepreneurial Ventures” (under review)
6. “Meaningful Purpose and Financial Incentives: Complements or Substitutes for Motivating Creativity” with Gerhard Speckbacher (preparing for submission)

WORK IN PROGRESS

7. “Bonus Allocations in Self-Managed Teams” with Karl Schuhmacher
8. “Collective Bargaining” with Xinyu Zhang
9. “Accounting for R&D Uncertainty” with Ben van Landuyt and Brian White
10. “Job Titles” with Yaxuan Chen

PROFESSIONAL PUBLICATIONS

1. „Financial Incentives and Trust in Algorithmic Advice“ (published in German) with Ben Greiner. *diePresse*. September 2022. Article available online at [diePresse.com](https://www.diePresse.com)
2. “Corporate Purpose & War for Talent: The Role of a Firm’s Purpose on the Attraction of Young Talents” (published in German) with Anna Burger. *CFO Aktuell*, 2022, 16(2): 60-63.

MEDIA COVERAGE

- “When CEOs Take a Pay Cut, What Difference Does It Make?” Article by Corinne Post in *Forbes* (2023)
- “Should You Take a Pay Cut to Boost Your Business?” Article by Mike Berner on *Business.com* (2023)
- “CEO Pay Cuts Can Motivate Employees” Article by Tobias Seifried for *Leadersnet* (2023)
- “Managers’ Pay Cuts Motivate Employees” Article by Stefan Veigl in *Salzburger Nachrichten* (2024)
- “Less is More: Pay Sacrifice by CEOs Increases Employee Motivation” Article in *die Wirtschaft* (2024)

SEMINAR PRESENTATIONS

- 2024 Bocconi University (Milan, Italy)
 Cornell University (Online)
 Erasmus University (Rotterdam, The Netherlands)
 Indiana University (Bloomington, Indiana)
 Monash University (Online)
 Northeastern University (Boston, Massachusetts)
 Tilburg University (Online)
 University of Melbourne (Melbourne, Australia)
 University of Pittsburgh (Pittsburgh, Pennsylvania)
 University of Texas at Austin (Austin, Texas)
- 2023 University of Texas at Austin (Austin, Texas)
 Vienna University of Economics and Business (Vienna, Austria)

CONFERENCE PRESENTATIONS

- 2025 Labor and Accounting Conference at Stanford Graduate School of Business (Scheduled)
 Management Accounting Section Midyear Meeting (Austin, TX)
- 2024 New Directions Conference at Bocconi University (Milan, Italy)
 BEDR Research Showcase at Cornell University (Ithaca, NY)
 Empirical Research in Management Accounting Conference (Vienna, Austria)
 Management Accounting Section Midyear Meeting (Orlando, FL)
- 2023 American Accounting Association Research Rookie Camp (Dallas, TX)
 Journal of Management Accounting Research Rookie Camp (Online)
 Accounting Behavior and Organizations Research Conference (Pittsburgh, PA)
 Empirical Research in Management Accounting Conference (Vienna, Austria)
 Management Accounting Section Midyear Meeting (Atlanta, GA)
- 2022 Conference on New Directions in Management Accounting (Lisbon, Portugal)
 American Accounting Association Annual Meeting (San Diego, CA)
 European Network on Experimental Accounting Research (Seville, Spain)
 Empirical Research in Management Accounting Conference (Vienna, Austria)
 Global Management Accounting Research Symposium (Online)
 Joint Research Forum with the University of Ulm (Vienna, Austria)
 European Accounting Association Annual Congress (Bergen, Norway)
 European Accounting Association Doctoral Colloquium (Osøyro, Norway)
 Management Accounting Section Midyear Meeting (Online)

- Conference Attendance (without presentation):

- ## TEACHING

Managerial Accounting and Reporting (MBA students | Spring 2025)

Strategy and Managerial Accounting (Bachelor students | Spring 2021, Fall 2021, Fall 2022, Spring 2024)
Business Project (Mix of Bachelor and Master students | Spring 2024)
Community Project (Bachelor students | Fall 2021, Spring 2022, Fall 2022, Spring 2023, Spring 2024)
Center of Excellence (Master students | Fall 2020, Spring 2021, Fall 2021, Spring 2022)

SERVICE

Conference Reviewer: AAA Annual Meeting 2025
MAS Midyear Meeting 2025
HARC Conference 2025
MAS Midyear Meeting 2024
ABO Research Conference 2023
AAA Annual Meeting 2022
MAS Midyear Meeting 2022
AAA Annual Meeting 2021

Discussant:	MAS Midyear Meeting 2025 New Directions Conference 2024 MAS Midyear Meeting 2024 ABO Research Conference 2023 New Directions Conference 2022 AAA Annual Meeting 2022 ENEAR Conference 2022 Nordic Accounting Conference 2021 AAA Annual Meeting 2021
Memberships:	American Accounting Association (MAS & ABO Sections) Canadian Accounting Association

AWARDS AND GRANTS

2023	Outstanding Reviewer Award, MAS Midyear Meeting International Research Fellowship (EUR 7,000)
2022	Research grant for the project on employee startups (EUR 750) Finalist at the Project Management Austria Junior Award WU Award for Outstanding Research Achievements Outstanding Reviewer Award, MAS Midyear Meeting Outstanding Reviewer Award, AAA Annual Meeting
2021	1 st place at the Excellence in Financial Research Award, CFO Club Austria (EUR 1,500) Research grant for the project on managerial pay cuts (EUR 4,800) Outstanding Reviewer Award, AAA Annual Meeting Merit-based scholarship, WU Vienna (EUR 900)
2020	Dean's List, University of Technology Sydney Austrian State Award for Academic Excellence, Ministry for Education (EUR 3,000) Merit-based scholarship, WU Vienna (EUR 900) Master graduation scholarship, WU Vienna (EUR 700) International Credit Mobility scholarship, European Commission (EUR 5,000)