

MARTIN WIERNSPERGER

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ACADEMIC EXPERIENCE

Assistant Professor of Accounting <i>S.C. Johnson Graduate School of Management – Cornell University</i>	2024 - Present
Visiting Ph.D. Scholar <i>McCombs School of Business – The University of Texas at Austin</i>	2023 - 2024
Ph.D. Scholar / Research & Teaching Associate <i>Vienna University of Economics and Business</i>	2020 - 2024
Research Assistant <i>University of Technology Sydney</i>	2019 - 2020

EDUCATION

Doctor of Philosophy (Ph.D.) in Accounting <i>Vienna University of Economics and Business</i>	2024
Master of Business Administration (M.B.A.) <i>University of Technology Sydney</i>	2020
Master of Science (M.Sc.) in Strategy, Innovation, and Management Control <i>Vienna University of Economics and Business</i>	2019
Bachelor of Science (B.Sc.) in Business, Economics, and Social Sciences <i>Vienna University of Economics and Business</i> <i>The George Washington University</i>	2018

RESEARCH AND TEACHING INTERESTS

Research:	Performance management, compensation contract design, managerial decision-making
Method:	Laboratory, field, and online experiments (econ-based and JDM-style)
Teaching:	Managerial accounting and reporting

WORKING PAPERS

1. “Peer Performance Assessments in Diverse Teams: The Role of Team Performance Information” with Gerhard Speckbacher (R&R at *Accounting, Organizations and Society*)
2. “Incentives, Framing, and Reliance on Algorithmic Advice: An Experimental Study” with Ben Greiner, Philipp Grünwald, Thomas Lindner, and Georg Lintner (R&R at *Management Science*)
3. “Voluntary Managerial Pay Cuts and Employee Effort” with Christoph Feichter
4. “Startups, Firm Investments, and Employee Effort: An Experimental Study”
5. “Meritocracy versus Egalitarianism: An Experimental Examination of Employee Training, Control over Job Tasks, and Fairness Concerns” with Eric Chan and Kenzie Feinberg

WORK IN PROGRESS

6. “Motivating Creativity: The Interrelated Role of a Prosocial Purpose and Financial Incentives” with Gerhard Speckbacher
7. “Green Initiatives in the Aviation Industry and Employee Motivation” with Christoph Feichter and Kate Patterson
8. “ESG Assurance” with Samantha Seto, Emma Wang, and Brian White

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)

WORKSHOP 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

2024 Management Accounting Section Midyear Meeting (Orlando, Florida)
Empirical Research in Management Accounting Conference (Vienna, Austria)

2023 American Accounting Association Research Rookie Camp (Dallas, Texas)
Journal of Management Accounting Research Rookie Camp (Online)
Accounting Behavior and Organizations Research Conference (Pittsburgh, Pennsylvania)
Empirical Research in Management Accounting Conference (Vienna, Austria)
Management Accounting Section Midyear Meeting (Atlanta, Georgia)

2022 Conference on New Directions in Management Accounting (Lisbon, Portugal)
American Accounting Association Annual Meeting (San Diego, California)
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)

2021 Nordic Accounting Conference (Copenhagen, Denmark)
Annual Meeting of the Academy of Management (Online)
Conference of the Australian Accounting and Finance Association (Online)
Empirical Research in Management Accounting Conference (Online)

TEACHING

Introduction to Strategy and Managerial Accounting (WU Vienna)

Course for senior bachelor students on how managerial accounting facilitates strategic decision making

Instructor: Spring 2021 | Fall 2021 | Fall 2022 | Spring 2024

Business Project (WU Vienna)

Consulting-style project course for senior bachelor and master students together with an industry partner

Instructor: Spring 2023

Community Project (WU Vienna)

Project-based course for first-year bachelor students on sustainability

Instructor: Fall 2021 | Spring 2022 | Fall 2022 | Spring 2023 | Spring 2024

Academic Mentor for the “Center of Excellence” (WU Vienna)

Selective honors program for the 30 best-performing master students at WU Vienna

Instructor: 51st cohort from Fall 2020 to Summer 2022

Supervision of Thesis Projects by Bachelor and Master Students (WU Vienna)

Topics related to non-professional investor judgements, performance evaluation, incentive systems, employee creativity, and ESG ratings (experimental, survey, and archival research methods)

SERVICE

Journal Reviewer: Management Science

Grant Reviewer: Science Fund of the State of Tyrol

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

Discussant: 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)
European Accounting Association
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 1st 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)
- 2019 - 3 × merit-based scholarship, WU Vienna (EUR 2,500)
2015 Rector's List, WU Vienna
Joint Study scholarship, WU Vienna (EUR 1,000)
Center of Excellence (master) & Top League (bachelor), WU Vienna