

MARTIN WIERNSPERGER

Samuel Curtis Johnson Graduate School of Management | Cornell University
401K Sage Hall, Ithaca, New York | +1 (607) 255-3653 | martin.wiernsperger@cornell.edu

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: Performance management, compensation contract design, 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 Performance Assessments in Diverse Teams: How External Information on 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. “Firm Investments in Employee-led Entrepreneurial Ventures”
5. “When is it Fairer to Allocate Resources for Professional Development to Lower-Performing versus Higher-Performing Employees” with Eric Chan and Kenzie Feinberg
6. “Meaningful Work and Financial Incentives: Complements or Substitutes for Motivating Creativity” with Gerhard Speckbacher

WORK IN PROGRESS

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

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
Management Accounting Section Midyear Meeting (Austin, Texas | Scheduled)

2024
New Directions Conference at Bocconi University (Milan, Italy)
Accounting Behavior and Organizations Research Conference (Montreal, Canada)
BEDR Research Showcase at Cornell University (Ithaca, New York)
Empirical Research in Management Accounting Conference (Vienna, Austria)
Management Accounting Section Midyear Meeting (Orlando, Florida)

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

Cornell University:

Managerial Accounting and Reporting (MBA students | Scheduled for Spring 2025)

WU Vienna:

Strategy and Managerial Accounting (BSc students | Spring 2021, Fall 2021, Fall 2022, Spring 2024)

Business Project (BSc & MSc students | Spring 2024)

Community Project (BSc students | Fall 2021, Spring 2022, Fall 2022, Spring 2023, Spring 2024)

Center of Excellence (MSc students | Fall 2020, Spring 2021, Fall 2021, Spring 2022)

SERVICE

Journal Reviewer: Management Science

Grant Reviewer: Science Fund of the State of Tyrol

Conference Reviewer: 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 (Scheduled)
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)

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)