

**2018 LSE/A-MBS/SSE  
ACCOUNTING AND CAPITAL MARKETS CONFERENCE**

# **ACCOUNTING AND EVOLVING BUSINESS MODELS**

**JUNE 18, 2018**

**@ Stockholm School of Economics, Stockholm, Sweden**



The organisers thank the  
ICAEW for their support  
of this event.

## EVENT PROGRAMME

- 8.30 - 9.00** **Registration at SSE** (Stockholm School of Economics, Sveavägen 65, Stockholm)
- 9.00 - 9.15** **Opening address by Professor Martin Walker** (A-MBS)
- 9.15 - 10.15** **Research Paper 1: *Ending at the Wrong Time: The Financial Reporting Consequences of a Uniform Fiscal Year-End***  
**Speaker:** Cheng (Colin) Zeng (A-MBS)  
**Discussant:** Henrik Andersson (SSE)
- 10.15 - 10.45** *Coffee and tea break*
- 10.45 - 11.45** **Keynote 1: *The End of Accounting? Can Business Model Reporting Improve Annual Reports?***  
**Speaker:** Feng Gu (University at Buffalo)
- 11.45 - 12.45** *Lunch break*
- 12.45 - 13.45** **Research Paper 2: *Management Commentary Articulating Strategy and Business Model: Measurement and Impact***  
**Speaker:** Vasiliki Athanasakou (LSE)  
**Discussant:** Edward Lee (A-MBS)
- 13.45 - 14.45** **Practitioners Panel: *The Benefits and Limitations of Business Model Reporting***  
Matthew Chapman (Better Business Reporting, KPMG, London),  
Peter Malmqvist (Remium Nordic AB, Stockholm),  
Thomas Toomse-Smith (The Financial Reporting Council, UK)
- 14.45 - 15.15** *Coffee and tea break*
- 15.15 - 16.15** **Keynote 2: *Understanding the Business Model Concept***  
**Speaker:** Christopher Tucci (École Polytechnique Fédérale de Lausanne)
- 16.15 - 17.15** **Research Paper 3: *The Dark Side of Asset Redeployability: Future Stock Price Crashes***  
**Speaker:** Yangyang Chen (The Hong Kong Polytechnic University)  
**Discussant:** Ana Simpson (LSE)
- 17.15 - 17.30** **Summing up and closing of the conference**



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**SIGNING UP FOR THE CONFERENCE:** <https://www.eventbrite.co.uk/e/accounting-and-evolving-business-models-registration-44099071510>

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