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WARWICK BUSINESS SCHOOL  
THE UNIVERSITY OF WARWICK

# Call for Papers

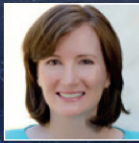
## Mergers & Acquisitions: State of the Art in Research & Practice

24 – 25 April 2019  
WBS, The Shard, London

### Program Chairs



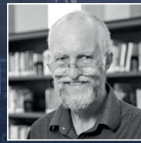
**Koen Heimeriks**  
Professor of Strategy,  
Warwick Business  
School, University  
of Warwick



**Melissa Graebner**  
Associate Professor  
of Management,  
McCombs School of  
Business, University of  
Texas at Austin



**James McLetchie**  
Partner and U.K. Head  
of Merger Management  
Practice, McKinsey  
& Company



**Will Mitchell**  
Anthony S. Fell Chair in  
New Technologies and  
Commercialization,  
Professor of Strategic  
Management, Rotman  
School of Management,  
University of Toronto

### Warwick Business School (WBS) is pleased to announce its Mergers and Acquisitions (M&A) conference, to be held at WBS The Shard, London on 24–25 April 2019

Mergers and acquisitions (M&A) activities are at an all-time high. Increasingly, companies turn to M&A to cope with digitalization, environmental volatility, shifting technologies, and competition from adjacent industries. Despite inherent challenges in the dealmaking and post-merger integration phases, these recent developments cause portfolio transformation to top executive agendas. This conference brings together leading thinkers from practice and academia to address open questions on strategic and behavioral issues, the role of context, and best practices for today's M&A to succeed. By sharing "state of the art" insights on how to prepare, execute, and learn to be successful, the conference unites executive and academic interests and aims to define frontiers in M&A research and practice in the years ahead.

Please see the next page for [Conference Themes, Submission Guidelines and Requirements](#)

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## Mergers & Acquisitions: State of the Art in Research & Practice

24 – 25 April 2019  
WBS, The Shard, London

### THEME 1

#### Strategy and Stakeholder Management

Wednesday April 24

##### Keynotes



**James Allison**  
EVP Corporate Strategy, M&A,  
and Treasury, Unilever



**James McLetchie**  
Partner and U.K. Head of  
Merger Management  
Practice, McKinsey & Company



**Maurizio Zollo**  
Bocconi University



**Tomi Laamanen**  
University of St. Gallen

##### Key questions

How do strategy and successful M&A relate?

How do serial acquirers implement successful dealmaking?

What role do different stakeholders play across in the M&A process?

How do behavior, personality, and ability to learn matter for M&A?

How do tools and technologies affect behavioral dynamics in M&A?

What is the role of artificial intelligence in M&A?

### THEME 2

#### Behavioural Dynamics and Technology

Thursday April 25

##### Keynotes



**Mark Gunther**  
Senior Director, Global ventures,  
Philips Lighting



**Karl-Michael Popp**  
Senior Director M&A, SAP



**Will Mitchell**  
Anthony S. Fell Chair in New  
Technologies and  
Commercialization, Professor  
of Strategic Management,  
Rotman School of Management,  
University of Toronto



**Melissa Graebner**  
Associate Professor of  
Management, McCombs  
School of Business, University  
of Texas at Austin

What is the role of contextual factors in M&A?

How are preparation and execution in M&A affected by context?

How does context influence synergy realization?

What are the latest best practices to succeed in digital M&A?

How does digitalization affect decision-making in M&A?

Can firms learn to become better at M&A?

### Submission Guidelines and Requirements

The conference is focused around four key themes, and we are calling for paper submissions from both academics and practitioners, to address some of the questions posed against each theme.

Submissions should be no longer than 5 pages in length and should reflect original ideas and unpublished work. Please submit proposals to [mandaconference2019@wbs.ac.uk](mailto:mandaconference2019@wbs.ac.uk) by 15 January 2019.

### Timeline

15 January 2019 – Paper submission deadline

28 February 2019 – Notifications of program review committee decisions

Mid-March 2019 – Full conference program available online

1 April 2019 – Conference registration deadline

24-25 April 2019 – WBS M&A conference at WBS The Shard, London

### Pricing

**Early bird registration** (by 31.01.19): £250 (academics), £400 (practitioners). **Standard registration** (01.02.19 onwards): £300 (academics), £500 (practitioners)

There are a limited number of sponsored places for talented PhDs, please contact us at [mandaconference2019@wbs.ac.uk](mailto:mandaconference2019@wbs.ac.uk) for further details.

Acceptance of a paper at the WBS M&A 2019 conference is not required, but attendance at the conference is expected.

To find out more about the conference, please visit [warwick.ac.uk/fac/soc/wbs/conf/mergers-and-acquisitions/](http://warwick.ac.uk/fac/soc/wbs/conf/mergers-and-acquisitions/)