



Call for Papers/Speakers

Financial Statement Analysis and Valuation: Forecasting Firm and Industry Fundamentals

Biltmore Hotel
Coral Gables, Florida
April 9 & 10, 2010

Jointly sponsored by:
The University of Notre Dame
and
The University of Miami

BRIEF DESCRIPTION OF CARE:

CARE organizes conferences, with two key aims: (1) to strengthen the links between investment/accounting professionals and university faculty who teach and do research at the interface of accounting and finance; and (2) to encourage younger academics to pursue a research agenda that is relevant to the investment/accounting community and hence relevant in the classroom. With this in mind, we invite highly informed, very influential, sometimes provocative, keynote speakers. These speakers set the stage for the conference and are followed by several short presentations by academics of completed research and work-in-progress, which is related to the topic selected by the keynote speaker.

THE FOCUS OF THE 2010 CONFERENCE:

The theme of the 2010 conference is: *Forecasting Firm and Industry Fundamentals*. The aims of this particular conference are: (1) to encourage and promote quality and innovative research on this topic, and (2) to facilitate discussion regarding; (a) directions for future

research on forecasting, and (b) innovations in teaching forecasting in business school curricula, particularly in courses on Financial Statement Analysis and Valuation. CARE seeks speakers/papers, which are innovative and somewhat different from the norm. The aim is to facilitate a discussion among academics and between academics and practitioners that will lead to research ideas and to changes in the way we teach. Topics that fall within the conference theme include, but are by no means limited to:

- Models for forecasting almost anything of interest (ranging from the weather, to GDP growth, to the outcome of elections, to corporate earnings, either by an outsider, such as an analyst, or by an insider, such as a member of the executive management team or the CFO) or people who have developed bankruptcy prediction models
- Interesting new ideas on forecasting sales, earnings, cash flows or other fundamentals
- Forecasting extreme outcomes
- Forecasting in developing countries
- Prediction Markets
- When forecasting fails
- Forecasting catastrophic events
- Accounting for catastrophic events
- Use of markets as the basis for forecasting
- Forecasting forecast errors
- The limits to forecasting using accounting information
- Expanding the information set for forecasting
- Forecasting distribution of outcomes (risk) rather than just expected values
- The sensitivity of forecasts to market-wide conditions (the accounting beta idea; the conditional beta idea)
- Pricing forecasts
- Incorporating cross-industry links in sales and earnings forecasts
- Customer-base dynamics and future firm profitability
- Macro-economic trends and predictability of corporate earnings
- Intra-industry links and future firm profitability

PAPER SUBMISSION PROCEDURE:

The deadline for submission of papers is November 1, 2009. Please forward working or published papers, in Microsoft Word, to lmars1@nd.edu as soon as possible. Suggestions for papers/speakers, which CARE may solicit for the conference, would also be most welcome.

Authors/speakers will be contacted regarding the inclusion of their paper in the conference in late January 2010. Authors/speakers will be asked to give a 20-30 minute speech, which is based on the paper, but they may be asked to provide more background and related material. CARE will provide travel cost and lodging for all speakers; registration fees will be waived.