

**CENTRE FOR IMPRESSION MANAGEMENT IN ACCOUNTING COMMUNICATION (CIMAC) LAUNCH**

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| **Time** | **Speaker** | **Topic** |
| 1.00-1.05 | Prof. John Thornton, Head of Bangor Business School | Welcome to BBS |
| 1.05-1.15 | Prof. Lynn Hodgkinson, Director of CIMAC | Opening address |
| 1.15-1.45 | Prof. Niamh Brennan (UCD) & Dr. Doris Merkl-Davies (Bangor) | Impression management in accounting narratives |
| 1.45-2.15 | Prof. Vivien Beattie (Glasgow) & Prof. Mike Jones (Bristol) | Impression management in graphs |
| 2.15-2.45 | Prof. Lynn Hodgkinson (Bangor) & Dr. Jo Wells (Bangor) | Impression management and share option grants |
| 2.45-3.15 | Coffee break |  |
| 3.15-3.45 | Prof. Jane Davison (Royal Holloway) | Impression management and the visual |
| 3.45-4.15 | Prof. Steve Young (Lancaster) | Earnings management |
| 4.15-4.45 | Tea & coffee |  |

**FRIDAY, 15 JUNE 2012**

**1.00 - 4.15**

**BANGOR BUSINESS SCHOOL**

**(Room Alun 0.01)**

**http://cimac.bangor.ac.uk/**