

**IGC**[www.igc-controlling.org](http://www.igc-controlling.org)**International  
Group of  
Controlling**

Dear IGC Friends!

Summer is the time to relax but unfortunately this summer is different. The health, economic and social consequences of COVID-19 are still being felt five months after the major lock-down which is why many of us cannot spend our holidays as usual. Nevertheless, we wish you time for relaxation, economic recovery and, most importantly, health. We hope you enjoy reading our newsletter.

**Klaus Eiselmayer, Ronald Gleich, Heimo Losbichler, Klaus Möller, Rita Niedermayr**  
Management Board of IGC

---

### 1.) IGC Inside

#### General Assembly

We hope you enjoyed our first online general assembly. It was an experiment for all of us, which from our point of view was a success. Interesting perspectives on current developments in controlling influenced by COVID-19 have hopefully brought valuable insights. Thanks to all speakers, especially Jeff Thompson, who gave his presentation from the USA early in the morning. Of course we would have loved to have been in Amsterdam, but we will hopefully make up for this in 2021. The re-elected board, Heimo Losbichler (Chairman), Rita Niedermayr (Vice-Chairman), Klaus Möller, Ronald Gleich and Klaus Eiselmayer will make every effort to make this happen.

#### Learning Nugget (members only)

We would like to draw your attention again to the IGC-Learning Nuggets. Please contact Rita Niedermayr if you wish to use it in your own learning environment. Link and password for members only.

#### IGC-Quality Label

We are pleased to inform you that ABIT / Institute for Business & Management Heidelberg Skopje - North Macedonia is seeking IGC certification.

IGC-Member Sinisa Naumoski opening the 3<sup>rd</sup> North-Macedonian Controlling Conference:



## 2.) Trends and Studies – COVID-19

What we are currently experiencing, in terms of the unfolding crisis in society and the economy, is completely unprecedented in terms of both its form and radical nature. None of the managers and controllers presently responsible for the fate of their companies have ever dealt with anything like it before. As a result, we are lacking reference points and company-specific experience for coping with this critical moment. The ideas summarized by the ICV Think Tank aim to help you determine the positioning of your company and show you ways out of the crisis (members only).

---

## 3.) Literature Review

Due to the current economic situation caused by COVID-19, the literature review this time deals with the topic of crisis management and covers the following books:

- a) Product Harm Crisis Management: How to lead a Company during Crisis by Paola Cane, 2019
- b) Communication in Times of Trouble by Matthew W. Seeger and Timothy L. Sellnow, 2019
- c) Incident and Crisis Management Complete Self-Assessment Guide by Gerardus Blokdyk, 2018
- d) Cyber Crisis Management Planning: How to reduce cyber risk and increase organizational resilience by Jeffrey Don Crump, 2019.

The literature review is provided by Prof. Dr. Ronald Gleich and Prof. Dr. Mike Schulze.

---

## 4.) Articles

Despite the current effects of COVID-19, the digitization of controlling is unstoppable. Thus, we would like to recommend four very different articles on the topic of digitization in this issue.

- Artificial Intelligence in Controlling - Applications and limits of machine forecasts by Heimo Losbichler
  - Driver Based Simulation at Infineon by Frank Federmann, Björn Häckel, Felix Isbruch, Wolfgang Kratsch, Klaus Möller, Christian Voit and Philipp Wunderlich (members only)
  - Digitalization in management accounting and control: an editorial by Klaus Möller, Utz Schäffer and Frank Verbeeten (members only)
  - Digital data and management accounting: why we need to rethink research methods by Alnoor Bhimani
- 

## 5.) Important Dates

### IGC-Meetings:

January 21<sup>st</sup> 2021 Meeting of the board, Vienna  
May 15<sup>th</sup> 2021 General Assembly 2021, Amsterdam

Please let us know your most important conferences for the next newsletter.

---

## Unsubscribe from the Newsletter

You receive these free newsletters because in the past you signed up for the newsletter subscription service or indicated your interest in the newsletter subscription in another way. If you no longer wish to receive our newsletter, please write to the following address: [newsletter-abbestellen@igc-controlling.org](mailto:newsletter-abbestellen@igc-controlling.org)

---



IGC – International Group of Controlling  
Tigerbergstrasse 9, 9000 St. Gallen, Switzerland  
Office: FH Studienbetriebs GmbH,  
Wehrgrabengasse 1-3, 4400 Steyr  
Phone: +43 50804-33700, fax: +43 50804-933700  
[info@igc-controlling.org](mailto:info@igc-controlling.org), [www.igc-controlling.org](http://www.igc-controlling.org)



This quality label is awarded by the IGC International Group of Controlling after thorough examinations. It confirms that a programme under this label corresponds with the IGC quality standards.

**International Group of Controlling**