

**MCD 2009**  
**4<sup>th</sup> International Conference**  
**on Management Consulting**

**June 11 – 13, 2009 / Vienna, Austria**  
**PhD Seminar – Thursday, June 11, 2009**

## **The Changing Paradigm of Consulting** **Adjusting to the Fast-Paced World**

**Announcement**

**MCD 2009 in Vienna is**  
**organized by the**

**Management Consulting Division –**  
**Academy of Management**

**&**

**IFF- Faculty for Interdisciplinary**  
**Studies at the University of Klagenfurt.**

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## **The Changing Paradigm of Consulting**

**Adjusting to the Fast-Paced World**

The dynamic global business world is providing a wake-up call and teaching a lesson these days to consultants, consulting firms and academics – to become more relevant and real-time.

- Gone are studies based on fees billed on time consumed.
- Clients are pressing for more involvement in projects.
- The role of consultants is turning into facilitators and doers, not analysts.
- Consulting firms are diversifying into outsourcing and venture capital.
- The training of consultants no longer lies in MBAs being hired with only functional discipline training.
- Pressures for professional accreditation and higher levels of integrity are increasing.

Lots of fall-out implications for the role of consultants, the process of consulting, the business model of firms, the teaching of consulting and research on consulting. These are just some of the changes and implications that will be discussed at the upcoming MCD conference in Vienna.

Consultants, academics, managers and PhD students are welcome to attend the conference and submit proposals for the program. Notable executives, consultants and scholars will be invited to speak. Lots of lively discussion is promised in a spirit of open debate and enjoyable times together.

Papers and symposia submissions are welcome (more information later, [www.iff.ac.at/oe/mcd](http://www.iff.ac.at/oe/mcd)).

### **Key Dates:**

September 12, 2008 – Call for papers on [www.iff.ac.at/oe/mcd](http://www.iff.ac.at/oe/mcd)

December 1, 2008 – Deadline for submission of proposals

January 31, 2009 – Information about acceptance of proposals

March 31, 2009 – Submission of full and formal papers

April 15, 2009 – Detailed program online

**Conference Fees:** (includes two lunches and two dinners)

€ 250 on or before March 31, 2009

€ 300 from April 1, 2009 – May 31, 2009

€ 350 from June 1, 2009 or on-site

€ 150 doctoral students

**Organizing Committee:** Anthony Buono, Leon de Caluwé, Ann Feyerherm, Larry Greiner, Ralph Grossmann, Alfred Janes, Rickie Moore, Flemming Poufelt, Ansgar Richter, Ginka Toegel, Andreas Werr, Therese Yaeger

**Local Organizer:** Department of Organizational Development and Group Dynamics, part of the Faculty of Interdisciplinary Studies at the University of Klagenfurt.

**Coordinator:** Kurt Mayer, [kurt.mayer@uni-klu.ac.at](mailto:kurt.mayer@uni-klu.ac.at)

**IFF-Planing Team:** Ralph Grossmann, Alfred Janes, Hubert Lobnig, Kurt Mayer

**Conference Chair:** Ralph Grossmann, [ralph.grossmann@uni-klu.ac.at](mailto:ralph.grossmann@uni-klu.ac.at), [www.iff.ac.at/oe/mcd](http://www.iff.ac.at/oe/mcd)

**Location:** Hotel & Palais Strudlhof, Vienna

Single Room Price: approx. € 110 / Double Room Price: approx. € 150