

# EWELINA FORKER

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Wisconsin School of Business  
University of Wisconsin-Madison  
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Madison, WI 53706  
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## ACADEMIC EMPLOYMENT AND EDUCATION

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| <b>University of Wisconsin-Madison, Wisconsin School of Business</b><br><i>Assistant Professor of Accounting</i> | 2023-present |
| <b>Emory University, Goizueta Business School</b><br><i>PhD of Accounting</i>                                    | 2023         |
| <b>Texas A&amp;M University</b><br><i>Bachelor of Science in Industrial Engineering, Magna Cum Laude</i>         | 2007         |

## RESEARCH

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### Working Papers:

Forker, E. 2026. Dark data and the information content of employee email sentiment for future demand (*preparing for submission to Journal of Accounting Research*)

- Winner, 2024 MAS Outstanding Doctoral Dissertation Award

Choi, J., E. Forker, I. Grabner, and K. L. Sedatole. 2025. The role of the human in the loop: The case of franchisee agency costs in product assortment planning with predictive analytics (*preparing for submission to Management Science*)

Forker, E., I. Grabner, and K. L. Sedatole. 2025. Sooner is better than later: The effect of forecast disaggregation on the year-over-year improvement in demand forecast revisions (*revise and resubmit at Accounting, Organizations and Society*)

Forker, E., S. Gallani, and K. L. Sedatole. 2025. Team Fluidity and Relative Performance Incentives: Field Evidence from Operating Room Turnovers (*under review at Journal of Accounting Research*)

### Work in Progress:

Forker, E., A. Presslee, and A. Vandenberg. The effects of relative performance information in peer-to-peer recognition platforms (*Field experiment data analysis in process*)

Forker, E., I. Grabner, and K. L. Sedatole. The role of management control systems on the value of human intervention over predictive analytics (*Survey data analysis in process*)

### Practitioner Publications:

Choi, J., E. Forker, I. Grabner, and K. L. Sedatole. 2023. Predictive Analytics: Should there be a “human in the loop?” *CIMA Research Executive Summary* 19 (5): 1-9.

Brüggen, A., E. Forker, I. Grabner, and K. L. Sedatole. 2021. Demand forecasts in organizational planning. *Strategic Finance* 102 (10): 42-47.

## TEACHING EXPERIENCE

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### University of Wisconsin-Madison

Managerial Accounting, Professional MBA

Summer 2023-

Managerial Accounting, Full-time MBA

Fall 2023-

### Emory University

Accounting Data Analytics, BBA Teaching Assistant

Fall 2020-2021

Managerial Accounting, Full-time MBA Teaching Assistant

Spring 2021

Managerial Accounting, Evening MBA Teaching Assistant

Summer 2019

## CONFERENCES AND PRESENTATIONS

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UIC Accounting Research Conference – *invited participant*

2026 (scheduled)

Columbia Management Accounting Conference – *invited participant*

Labor and Accounting Conference – *invited participant*

UIUC Emerging Management Accounting Scholars Symposium – *presenter*

AAA MAS Midyear Meeting – *discussant*

UW E-Business Consortium Annual Conference

2025

UIC Accounting Research Conference – *invited participant*

AAA Annual Meeting – *presenter, discussant, moderator*

WSB AIS Alumni Conference

Dairyland Accounting Symposium

INSEAD Research Conference - *presenter*

Indiana Junior Archival Research Conference – *invited participant*

Columbia Management Accounting Conference – *invited participant*

Performance Management Field Research Symposium – *invited participant*

Labor and Accounting Conference – *invited participant*

MEemory Alumni Research Conference – *invited participant*

AAA MAS Midyear Meeting – *discussant*

JAR Pre-Registered Reports Conference – *invited participant*

2024

UW-Madison Rays of Research – *presenter*

AAA Annual Meeting – *award recipient*

Dairyland Accounting Symposium

International Society of Franchising Annual Conference – *presenter*

Midwest Accounting Research Conference – *presenter*

Columbia Management Accounting Conference – *invited participant & paper presented*

Notre Dame Emerging Scholars Conference – *invited participant*

UIUC Emerging Management Scholars Symposium – *invited participant & paper presented*

New Faculty Consortium – *invited participant*

AAA MAS Midyear Meeting – *discussant*

Ivey Business School – *workshop presenter*

2023

Dairyland Accounting Symposium

Performance Management Field Research Symposium – *presenter*

HBS Information, Markets, and Organizations Conference – *presenter*

Cornell University – *workshop presenter*

University of Washington – *workshop presenter*

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| Virginia Darden School of Business – <i>workshop presenter</i>                       |      |
| University of Georgia – <i>workshop presenter</i>                                    |      |
| University of Chicago – <i>workshop presenter</i>                                    |      |
| University of Wisconsin-Madison – <i>workshop presenter</i>                          |      |
| University of Notre Dame – <i>workshop presenter</i>                                 |      |
| Georgia State University – <i>workshop presenter</i>                                 |      |
| Ole Miss University – <i>workshop presenter</i>                                      |      |
| AAA MAS Midyear Meeting – <i>presenter and discussant</i>                            |      |
| University of Amsterdam – <i>workshop presenter</i>                                  | 2022 |
| JMAR Rookie Camp – <i>presenter</i>                                                  |      |
| Goizueta Doctoral Research Conference – <i>presenter</i>                             |      |
| AAA Annual Meeting – <i>discussant and moderator</i>                                 |      |
| AAA/Deloitte Foundation/J. Michael Cook Doctoral Consortium – <i>presenter</i>       |      |
| HBS Information, Markets, and Organizations Conference – <i>invited participant</i>  |      |
| AAA MAS Midyear Meeting – <i>presenter and discussant</i>                            |      |
| HBS Rising Scholars Conference – <i>presenter</i>                                    | 2021 |
| ELIASM Conference on Performance Measurement – <i>presenter and discussant</i>       |      |
| AAA Annual Meeting – <i>presenter and discussant</i>                                 |      |
| Global Management Accounting Research Symposium – <i>presenter</i>                   |      |
| CPMRE Research Symposium – <i>invited participant &amp; paper presented</i>          |      |
| WHU Annual Conference of Management Accounting Research – <i>presenter</i>           |      |
| AAA MAS Midyear Meeting – <i>presenter and discussant</i>                            |      |
| New Directions in Management Accounting Conference – <i>presenter and discussant</i> | 2020 |
| Monforma Conference – <i>presenter</i>                                               |      |
| AAA Annual Meeting – <i>presenter and discussant</i>                                 |      |
| <i>Journal of Management Accounting Research</i> Brownbag Series – <i>presenter</i>  |      |
| AAA MAS Midyear Meeting                                                              |      |
| Graduate Research Accounting Conference at Emory                                     | 2019 |
| MEemory Conference                                                                   |      |
| AAA MAS Midyear Meeting                                                              |      |
| Society for Corporate Governance Southeastern Chapter Annual Conference              | 2018 |

## SERVICE

### External Service:

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| Reviewer for <i>Journal of Accounting Research</i> , <i>The Accounting Review</i> ,<br><i>Contemporary Accounting Research</i> , <i>Management Science</i> ,<br>AAA Annual Meeting                                         | 2025 |
| Panelist at MAS Doctoral Colloquium                                                                                                                                                                                        | 2025 |
| Reviewer for <i>Management Science</i> , <i>Contemporary Accounting Research</i> ,<br><i>The Accounting Review</i> , <i>European Accounting Review</i> , Hawaii<br>Accounting Research Conference, AAA MAS Midyear Meeting | 2024 |

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| Panelist at Graduate Research Accounting Conference at Emory,<br>MAS Field Research Webinar | 2024 |
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| Reviewer for <i>European Accounting Review</i> , AAA MAS Midyear Meeting | 2023 |
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| Interviewee for University of Waterloo's "Thought Leaders" series<br><a href="https://www.youtube.com/watch?v=OM1J-YzjeCI">https://www.youtube.com/watch?v=OM1J-YzjeCI</a> | 2023 |
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**Internal Service:**

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| Managerial Accounting Curriculum Committee Member | 2025- |
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| Dissertation Committee Member for McKay Jones | 2024- |
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| Fall PMBA Faculty Summit Teaching Panelist | 2025 |
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| GBCA Consulting Club Speed Casing Faculty Interviewer | 2025 |
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| Talking about Teaching Panelist | 2025 |
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| Dollars and Data Panelist | 2025 |
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| Faculty Podcast: AI in Accounting | 2025 |
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| Professional Programs Committee Member | 2024-2025 |
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| PhD Committee on Inclusion Job Market Event Panelist | 2024 |
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| Faculty Coordinator for Research Conferences | 2023-2024 |
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**Other:**

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|------------------------------------------------------------------------------|------|
| WI Association of School Personnel Administrators Conference Invited Speaker | 2025 |
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| HeyTaco Practitioner Webinar on Peer-to-Peer Recognition Invited Speaker | 2025 |
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| ANF Grant Business Case Analysis for Emory Integrated Memory Care<br>in Community Program | 2024 |
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| Canada Life CPA Professional Development Speaker on AI in Accounting | 2023 |
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| Menomonee Falls High School FBLA Tour Host | 2023 |
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| Emory Diversifying Graduate Education (EDGE) Research Showcase Volunteer | 2022 |
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| Laurel Ridge Elementary PTA Audit Committee | 2021-2022 |
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| City of Fulshear Economic Development Corporation Appointee<br><i>President 2016-2017, Secretary 2012-2016</i> | 2012-2017 |
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**HONORS, AWARDS, AND GRANTS**

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|---------------------------------------------|------|
| MAS Outstanding Doctoral Dissertation Award | 2024 |
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| Deloitte Foundation Doctoral Fellowship | 2022 |
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| Elfrink PhD Fellowship | 2022 |
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| Goizueta Doctoral Research Conference Best Presenter Award | 2022 |
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| Outstanding Reviewer Award, AAA MAS Midyear Meeting | 2022 |
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| American Nurses Foundation Reimagining Nursing Initiative Grant \$1.5M | 2022 |
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| CIMA Contemporary Developments in Technology Grant £26,950 | 2021 |
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| Sheth Fellowship, Goizueta Business School | 2021 |
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| Outstanding Reviewer Award, AAA Annual Meeting | 2020, 2021 |
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| Hewlett Packard Lean Leadership Award                              | 2012      |
| GE Healthcare Global Supply Chain Top Working Capital Project      | 2009      |
| GE Healthcare Marie Curie Award for Labor Productivity Innovations | 2008      |
| Texas A&M Student Research Week Poster Competition Winner          | 2007      |
| Texas A&M Scholar Athlete of the Year                              | 2006      |
| Texas A&M President's Endowed Scholarship Recipient                | 2002-2006 |

## SELECTED PROFESSIONAL WORK EXPERIENCE

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|                                           |              |
|-------------------------------------------|--------------|
| <b>Weatherford International</b>          | Katy, TX     |
| <i>Manufacturing Manager</i>              | 2013-2017    |
| <b>Hewlett Packard</b>                    | Houston, TX  |
| <i>Lean Continuous Improvement Leader</i> | 2011-2013    |
| <b>General Electric</b>                   | Waukesha, WI |
| <i>Operations Leader</i>                  | 2007-2011    |