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Titolo	The Digitalization of Management Accounting : Use Cases from Theory and Practice // edited by Imke Keimer, Ulrich Egle
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Nota di contenuto	Opinions on digitalization in mangagement accounting -- Measuring digitalization in mangagement accounting -- Digital trends in mangagement accounting -- Evaluation options for business analytics in mangagement accounting -- Requirements for the profile of the digital mangagement accountant -- Gamification in mangagement accounting -- DACH companies - cross-industry practical examples on the topic of digitalization in mangagement accounting.
Sommario/riassunto	Digital transformation has companies firmly in its grip. Digitalization has a multidimensional impact on the controlling function and is changing controlling processes, controlling methods and the role of the controller. This edited work shows how the opportunities of

digitalization can be used in a way that adds value to the controlling function. The authors describe individual dimensions of digitalization in controlling and convey the necessary fundamentals and concepts. Use cases from controlling practice complement the theoretical foundations and show cross-industry approaches to solutions. The Content digital controlling current trends in digital transformation in controlling business intelligence in controlling business analytics in controlling big data visualization controlling competence profile use cases from SAP SE, Gebrüder Weiss GmbH, Swiss Radio and Television (SRF), Ticketcorner AG, Siemens Schweiz AG, and Zalando SE, among others. The Editors Prof. Dr. Imke Keimer is Professor of Business Analytics at the Institute of Financial Services Zug IFZ at the Lucerne School of Business. Imke Keimer researches and teaches in the areas of digitalization in controlling, financial risk management, and business analytics. She is the head of the MSc International Financial Management programme. Prof Dr Ulrich Egle is Professor of Digital Performance Management at the Institute of Financial Services Zug IFZ of the Lucerne School of Business. After studying technically oriented business administration at the University of Stuttgart, he earned his doctorate at the Institute of Information Systems at the University of Bern. He supports companies in the digital transformation of business models and on the topic of digital finance transformation. This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.
