



# Accounting, Controlling and Financial Management (CRF)

A Research Field at FH Upper Austria Steyr Campus

## Research Topics

- » Controlling and value based management
- » Reporting design with eye-tracking analysis
- » User-centred interactive visualization of big data
- » Social and sustainable finance
- » Risk management
- » International accounting – IFRS
- » Financial leadership

**Research that works!** Careful financial planning and efficient control systems are vital when it comes to ensuring economic success in the long run. In the CRF department, accounting, controlling and finance join forces in providing cutting edge research to assist companies in achieving a competitive advantage. Controlling looks at planning and forecasting in volatile times, at advanced value based management and integrates all instruments to achieve an excellent strategic fit. The accounting focus is on IFRS, in which the professors are strongly involved in its top-current developments. Finance research includes perspectives on sustainability, risk and impact investing and looks at innovative approaches such as crowdfunding. Financial leadership finally bridges these perspectives to include the human element in relevant decision making.

In its research activities, the research team is not content with answering theoretical questions. Indeed, attempts are being made to develop concrete, scientifically based solutions for practically relevant problems and thus to close the gap between theory and practice.

## Flagship Projects

### Optimized Reporting Design (Eye-Tracking)

Information is an important source for management decisions. Reports of all types and in all forms, from traditional print to mobile online visualizations are the primary source of information for managers. Up to now no empirically confirmed guidelines exist as far as the design of these reports, charts and tables is concerned. The most common problems when reading such reports and interpreting the numbers are perceptual anomalies and information overload. Subsequently, this effect might lead to a wrong assessment of a company's economic situation and, furthermore, may give rise to wrong decisions being made by the company's management. As a consequence, managers are quite dissatisfied with currently available management reports. The objective of this project is the development of an effective and perception-wise optimized design



of management reports, webpages and information cockpits. The project results in underlying design recommendations for annual and management reports based on experimental tests, empirical research and statistical calculation methods. To achieve these objectives, the research team works interdisciplinarily (economics, information technology, psychology) and in cooperation with leading auditing companies and the IT-industry. This is a special offer to companies of all sorts, implemented directly at the university with the latest eye-tracking equipment, where companies can have their reports tested for compliance with the recommendations based on the research activities.

**C-FIT: Crowdfunding for innovative technology companies**  
 Crowdfunding is seen as an important alternative to bank loans as far as risk financing is concerned. There is, however, very little know-how available regarding the structure and the essential factors of a successful crowdfunding financing and existing freely accessible publications often describe this process in vague terms.

Within the scope of this research, success factors for crowdfunding of innovative technology-driven business models are identified and practical recommendations for action are derived. In particular, a scoring model is built which, using a point system, assesses the individual suitability of a technological innovation for crowdfunding as a means of risk financing. This is supplemented by a best practice guide for the optimal implementation of the success-critical factors in a crowdfunding campaign – from the selection of the platform through the legal framework to the financing mix and marketing questions. This guide is created with suitable partners.



**USIVIS: User-Centered Interactive Visualization for Big Data**  
 The term "big data" refers to the automatic processing and analysis of the rapidly growing data volumes in companies in order to achieve a new quality of decision support. This can only be realized if the large amounts of data can also be cognitively recorded and processed by the employees. This requires an interactive visualization of the data with intuitive operating concepts, so that patterns or trends can be quickly recognized and explored by non-experts. However, it is often the case that cognitive and ergonomic aspects are not taken into account, as software producers and consultants in the "big data" area generally have little experience with the user-centred and cognitive-optimal design of visualization and interaction.

The project objective is a fundamental improvement of the decision support by designing new visualization and operating concepts for "big data" and their exploration with regard to usability, user experience and usability with eye-tracking. Collaborative visualization on large displays or mobile terminals is also taken into account. The project management is headed by Hagenberg Campus.

USIVIS is funded by the research promotion programme "COIN" by the Federal Ministry of Science, Research and Economy.

➔ **Check this out:**  
[forschung.fh-ooe.at/en/fe-crf](http://forschung.fh-ooe.at/en/fe-crf)

## Research & Development at FH Upper Austria

© Fotolia



More than **440 researchers** at FH Upper Austria use their expertise within **17 thematic areas.**

A total of **€ 17,34 million** of research funding is available per year, with almost **350 ongoing national and international projects** being financed.



We cooperate with about **630 partners** from industry and business.

## Contact

Prof. DI Dr. Heimo Losbichler  
 Head of Studies CRF – Accounting,  
 Controlling and Financial Management  
 (Bachelor and Master)

University of Applied Sciences Upper Austria  
 School of Management  
 Wehrgrabengasse 1-3, 4400 Steyr/Austria  
 heimo.losbichler@fh-steyr.at  
 Phone: +43 5 0804 33700  
 forschung.fh-ooe.at/en

## Take a look at ...



Prof. DI Dr. Heimo  
 Losbichler talking about CRF:  
[www.youtube.com](http://www.youtube.com)