

■ Editorial



As the 36th Annual Congress of the EAA and Doctoral Colloquium, to be held in Paris in May 2013, are getting closer, Begoña Giner, the President of EAA, will tell us some statistics on submissions for the annual congress in her presidential letter. She will also tell us many important news regarding the EAA management. In addition, the letter from the *EAR* Editor, Laurence van Lent, includes recent updates regarding the EAR.

This newsletter provides also a report from the 8th Conference on New Directions in Management Accounting. In the section “About Publishing”, Professor Juhani Vaivio tells us about his concerns regarding a double-blind review process challenging other academics to think about new ways to evaluate academic research. In addition, Carsten Rohde will introduce accounting traditions in Denmark.

Last but not least, a new section “Have you read?” appears with two book reviews. Philip O’Regan will analyse *Guardians of Finance: Making Regulators Work For Us* and Mark van der Veen will review *Environmental Management Accounting, Case studies of South-East Asian companies*. The EAA book review Editor, Saverio Bozzolan saverio.bozzolan@unipd.it welcomes recommendations and wishes regarding the future book reviews.

I hope you will enjoy reading these reports.

Yours,

Hanna Silvola
Hanna.Silvola@aalto.fi

Highlights

Letter from the President	2
News on EAR, AiE and EI-ASM	7
Letter from the <i>EAR</i> Editor	8
Report on the 8th Conference on New Directions in Management Accounting	17
About Publishing: Sustaining the unsustainable? by Juhani Vaivio	18
European traditions in accounting: Denmark	20
Have you read? Guardians of Finance: Making Regulators Work For Us	23
Have you read? Environmental Management Accounting, Case studies of South-East Asian companies	24



Letter from the president, Begoña Giner

Dear Colleagues,

The MC had its interim meeting last week, and this gives me the opportunity to share fresh information about important changes within the EAA. In addition given the immediacy of the next EAA Conference, I would also like to comment on some of the most relevant details.

Let's start with the changes. As you know the Governance Guidelines of the association establish certain rules in order to ensure a reasonable turnover on the different committees. Following those regulations, the MC has made some important decisions, which are due to come into force after the Paris conference. Regarding the standing Scientific Committee, Hervey Stolowy, who has been leading the committee during the last three years will be replaced by Aljosa Valentincic. Some may think that three years is not such a long period, but this is the maximum allowed and believe me, it is more than enough as this is an extremely demanding job. There will be also another important change on the Committee; Marleen Willekens is leaving after the maximum period of six years established for SSC members. I have to thank both of them for the enormous time devoted to the SSC Committee. I have also been involved on such a committee, and I know perfectly well the amount of hard work it implies. Regarding the DC, Bill Rees has been reappointed as the Co-Chair for another three year term, so a very good team remains in place for some years to come. There have been a number of reappointments and renewals on the FRSC Committee. On one side, the Chair, Peter Walton, has agreed to continue for a second period, and two members, Axel Haller and Chris Nobes, have been reappointed. However, there have been other changes that have brought new minds to the group, thus two new members, Richard Barker and Filippo Poli, have been appointed to replace Gilbert Gélard and Mario

Abela. There are also new additions to the Publications Committee, although this committee follows a somewhat different timetable, and since the 1st January this year Kees Camfferman and Peter Walton have been added to fill vacancies. Although Lisa Evans will end her term as Editor of Accounting in Europe at the end of the year 2013, Paul Andre has already been appointed as the next editor. So, at this juncture I would like to welcome all new members and thank everyone including, the new, those that remain, and especially those that are leaving at this time for their hard work and valuable contributions over the years.

The changes to the Management Committee follow a different strategy. The first step has already been completed resulting in a long list of nominees (188 names) for the replacement of two very active MC members, Thomas Jeanjean and Joachim Gassen. The second stage, where the Board votes upon a shortlist made by the President, has not yet taken place. In any case these names have to be approved by the General Assembly in Paris. Finally there have been elections for the Board representatives. The elections have culminated with 9 names. There have been no changes in the representatives from Belgium, Norway, Romania and Switzerland, but the representatives from Denmark, Ireland, Sweden, The Netherlands and Central & South America will all provide new faces to the Board. I thank very much those EAA members that have participated in those processes.

Let's turn now to the Paris conference, which takes place from the 6th to the 8th of May. This year about 1250 papers have been double-blind reviewed by 130 SC members. Thus, I wish to express my sincerest gratitude to all Committee members who have graciously given their time to analyze the quality of the papers in order to help the SSC make the best decisions, and at the same time to provide the authors with highly valuable comments. The acceptance rate has been 83%, which

is about the same as previous years, 84% and 82% in Ljubljana and Rome respectively. These numbers confirm that EAA members are extremely active and accounting research is not in "crisis"; on the contrary, we are a strong community that continues to work very hard despite present difficulties. I hope that many EAA members will attend the conference where we have the opportunity to present, discuss and learn from the latest research, which inevitably provides useful food for thought.

Although later in this Newsletter you will find a note that expresses the MC's view on Doctoral Education, I would also like to say a few words on the subject. So far we have developed three main different initiatives.

First, the now consolidated Doctoral Colloquium, which will take place as usual just before the meeting, had 144 applications, and 34 young researchers from 15 countries will benefit from the feedback on their research projects from a distinguished international faculty.

Second, we are organizing the new PhD Forum this year for the first time. We believe the Forum is a great opportunity for PhD students to network and gain insights into academic accounting research and its environment from a wide range of speakers. It may also provide them with valuable information on how best to establish contacts for entry to the job market. This half-day event will take place on the morning of Monday 6th May. It is open to PhD students from all fields related to the EAA (financial accounting, managerial accounting, audit, capital market research...); however due to capacity restrictions attendance at the Forum is limited to about 100 EAA delegates. Therefore, I encourage all those interested to register as soon as possible, and indicate their intention to attend the sessions; otherwise they may have difficulty in securing a place at a later date (<http://www.eaa2013.org/r/home>).

(continued on the next page)

Letter from the president (cont'd)

(continued from the previous page)

This initiative has been to some extent the consequence of a long process, which started when Aileen Pierce was the EAA President (2009-2010). A committee under the leadership of Chris Humphrey, a MC member at the time, studied different options to develop doctoral education within the EU and prepared a report that was discussed at the MC and by the Board in October 2010 and April 2011 respectively; and so last year we carried out a survey amongst all those PhD students that had attended EAA activities to learn more about their views and needs. Thus the current initiative is a result of the feedback given by PhD students in the survey and the outcome of the report of the study group.

These latter actions also gave us the idea of providing funding for students to attend short term PhD activities, which is the third initiative that we have introduced. With this scheme we try to facilitate the attendance of European-based students to doctoral accounting education and training programmes organised throughout Europe. By disseminating the pool of funding among a relatively large number of activities (10 this year), we try to give a large group of students (55 this year), the chance to choose between well-established activities. As already mentioned in my last Letter: *"In our view the sustainability of the European accounting academic community critically depends on the existence of strong, vibrant doctoral programmes and developmental activities, and helping to achieve this is one of the immediate priorities of the EAA"*.

Of course we realise this is not the only way of improving Doctoral education, and we are open to other initiatives that can come out of new discussions and insights on the fundamental question: *How can we help PhD accounting students?*

With my last words I wish to turn to the EAA's great annual event. I greatly look forward to seeing you all in Paris in May. Each EAA conference is different and indeed that in it should be a good enough reason to attend once again. However, the fact that this year's event takes place in the spectacular city of Paris, only adds further reasons to attend the conference. So, please make haste and start organizing your trip now. Indeed, the sooner you do so the better and you will undoubtedly have a remarkable time in the beautiful French capital.

Begoña Giner
EAA President

PhD seminars 2013 sponsored by EAA

EDEN Doctoral Seminar on Case-based Research in Management Accounting

April 16-20, 2013

Organised by/Location: EIASM, Brussels, Belgium

4th Early Career Academics' Research Development Program (ECARDP)

May 16--17, 2013

Organised by/Location: School of Business, Istanbul University, Turkey
Application deadline: March 13, 2012

WHU Doctoral Summer Program in Accounting Research (SPAR)

July 8-12, 2013

Organised by/Location: Campus of WHU - Otto Beisheim School of Management, Germany
Application deadline: May 12, 2013

Doctoral Summer School 2013 on Financial Decision Making

July 17-19, 2013

Organised by/Location: Campus of University of Bern, Switzerland
Application deadline: March 11, 2013

Summer School Empirical Financial Accounting Research

August 27-30, 2013

Organised by/Location: Humboldt University Berlin, Germany
Application deadline: June 9, 2013

Doctoral Course in Analytical and Empirical Accounting Research

September 8-10, 2013

Organised by/Location: University Babes-Bolyai, Cluj-Napoca, Romania
Application deadline: March 15, 2013

EDEN Doctoral Seminar on Visualising, Measuring and

Managing Intangibles and Intellectual Capital

September 23-28, 2013

Organised by EIASM
Location: Campus of CBS, Copenhagen, Denmark
Application deadline: June 20, 2013

EARNet Workshop for PhD students

September 26, 2013

Organised by/Location: University of Trier, Germany
Application deadline: May 5, 2013

EDEN Doctoral Seminar on Quantitative Empirical Research in Management Accounting

December 9-13, 2013

Organised by/Location: EIASM, Brussels, Belgium
Application deadline: October 1, 2013
Please see details on the [EAA website](#).

■ Commentary

Accountancy Doctoral (PhD) Training in Europe in 2020: much more ambition is necessary

Willem Buijink

In the final 2012 EAA Newsletter, EAA President Begoña Giner presents the EAA Management Committee's (MC) new first initiative to help the development of doctoral training in Accountancy in Europe. I use the term Accountancy to include Accounting, Financial and Managerial, and Auditing. To simplify my contribution below I will most of the time define Europe as the 27 EU member states, i.e. as the EU.

The first EAA MC's doctoral training initiative consists of the selection of ten Doctoral Accountancy Research Seminars across Europe. The initiative is that the EAA will fund 55 European doctorandi, doctoral candidates, to attend one of these seminars in 2013. All ten Research Seminars selected are short, 1 to 5 days, intensive events. Among them are the well-known EIASM EDEN Accountancy Doctoral Seminars.

The Management Committee invites suggestions for further doctoral training initiatives that it could support. My goal here is to develop such a suggestion.

I had heard that the EAA MC was planning to take action to help the development of doctoral training in the Europe. This is laudable. However, its first initiative could have been much more ambitious. In fact, the short intensive Doctoral Accountancy Research Training Seminars the MC now seeks to help are yesterday's recipe for accountancy research training. We can and should be much more ambitious.

In Maastricht, where I was before I moved to Tilburg, we began organising short intensive Accountancy Research training seminars in Financial Accounting (FA), Managerial Accounting (MA), Auditing (AUD) and in Tax Accounting (TA) in the early

1990's. At about the same time the annual EIASM EDEN Accountancy Doctoral Seminar series started. All that is almost 25 years ago now.

In the meantime in various places in the EU another initiative was taken: the creation of two year fully taught Master Programs in Accountancy Research. One of the places where this has happened is Tilburg. The Research Master in Accountancy here started in 2004, and was fully accredited by the Dutch-Flemish Accreditation Organisation (NVAO) two years later. Other places that I know of where such a two-year Research Master in Accountancy exists are Mannheim, Carlos III, Maastricht and Rotterdam. As far as I can see the latter 3 programs are combined Accounting and Finance programs. The structure of these programs is very simple and basically follows the template developed for us by (a) our Economics colleagues in Europe and (b) our North-American Accountancy colleagues with the two-year taught part of their PhD programs.

The Bologna Bachelor-Master framework makes it easy to explain the structure of a Research Master in Accountancy. I will describe the Tilburg program, slightly stylized to make comparisons easier. A two-year Master program, under the Bologna Credit Trading System, consists of 120 European Credits (ECTS). Students that enter the program have a Bachelor degree, usually in Business Economics, Management or Economics. In Tilburg the 2nd year Research Master Thesis is a 30 ECTS thesis. The remaining 90 ECTS are used as follows: 5 Research in Accountancy courses: 5 x 6 ECTS. These are (and I also give the name(s) of the Tilburg course coordinator): Introduction to Financial Accounting Research (Joos); Research in Financial Accounting (van Lent); Research in Management Accounting

(Bouwens); Analytical Research in Accounting (De Waegenaere, Suijs); Behavioural Research in Accounting (Cardinaels). Accountancy institutions are of course also discussed in these courses. The remainder of 60 ECTS of courses (10 x 6 ECTS) are the following: Mathematics, Econometrics I, II, III, IV, Multivariate Statistics, Microeconomics I and II, Finance I and II (or Organization Studies). These courses are taught by Tilburg Economics, Econometrics, Finance and Organization Faculty, and the accountancy students take them jointly with economics, econometrics and other business students. Also, note that the latter courses basically fill the first year, i.e. the Accountancy Research Courses tend to take place in year 2, except for Philip Joos' intro course. Intake is on average 5 Accountancy Research Master students each year (note that the regular Tilburg Master in Accounting student intake is 150 these days); 20 in Business in total and about 30 more in Economics and Econometrics; i.e. an annual intake of 50 research master students for the Tilburg School of Economics and Management as a whole. Jan Bouwens, who runs the Tilburg Accountancy Research Master, wants to increase its annual intake to 10 students.

Accountancy Research Master Programs in Mannheim, Carlos III, Maastricht and Rotterdam are similar. Note that all programs mentioned so far do indeed lead to the degree of (Research) Master. LBS, but not INSEAD as yet apparently, of course also has an Accountancy Doctoral Program. The first two, taught, years in that program are almost identical to the 2-year Tilburg Research Master. Only, this is the North-American model, they do not usually lead to a degree being conferred, unless, I understand, a student leaves the program after two years.

(continued on the next page)

■
■ Commentary

Accountancy Doctoral (PhD) Training (cont'd)

(continued from the previous page)

Note also that some EU schools, for instance Leuven and HEC, and also some other schools in the UK, have a different approach. There the research master is a second master, after a first relevant (usually in Accounting or Business) master. In this two-stage set-up obviously less time can be devoted to finance, economics and econometrics. On the other hand, these students may know more about accountancy institutions such as IFRS.

My point in telling all this, is the following: it is this two-year research master set-up that the EAA MC now needs to support; much more so than the short intensive doctoral seminars. These Doctoral Seminars, EDEN seminars for instance, can still play a useful role of course, as networking events, and certainly as inspirational add-ons to the research master programs, preferably in year 2 of those programs. How can the EAA MC do this? My impression is that currently only a handful of EU schools, I mentioned them earlier, have a Research

Master Degree Program in Accountancy (either a two- or a one-year version). This is surprising. The quality of Accountancy Research in Europe is now such that it is relatively easy to set up these programs. Finance, Economics and Econometrics colleagues are more than willing to help and often already have research master programs of their own in place. Many EU schools now also have research active Accountancy faculty that can easily teach the Research in Accountancy courses. Official accreditation is often probably required, but that is usually a simple bureaucratic hurdle.

What the EAA MC could do is this:

a. state that it is the Association's pertinent goal that by 2020 (AMBITION 2020) in the top-100 Doctoral Accountancy Degree granting schools in the EU there is in place a two-year or a one-year (second) Accountancy Research Master Degree program. It is not that difficult to identify these 100 EU schools. They can be easily found in for instance the Brigham Young University world-wide Accountancy Research quality ranking.

b. devote time to the setting up of Research Master Degree Programs in Accountancy during the event planned by Thomas Jeanjean at the coming EAA Paris conference and create a EAA Standing Committee on Doctoral Training in Accountancy there, that can in future be consulted by interested EU schools.

c. commission the EIASM to create and maintain a complete Directory of Accountancy Doctoral Degree granting schools in the EU. Such a list does not yet exist. In the end all these schools will need to offer a Research Master in Accountancy.

Colleagues from the behavioural and critical wings of our Association should see that of course courses in sociology, psychology, and philosophy could take the place of microeconomics and finance in the Accountancy Research Master (to a certain extent, I would caution). And econometrics can be called 'statistics'.

Willem Buijink
Professor of Accounting, TiSEM
Universiteit Tilburg, The Netherlands

■
■ Commentary

Doctoral Accounting Education in Europe

EAA Management Committee

Accounting as an academic discipline needs excellent doctoral education. Thus, we (the EAAC Management Committee) applaud the initiative of Willem Buijink to take doctoral education in accounting to “the next level”. As soon as 1984, the EAA created the Doctoral Colloquium. Last year, the MC launched a survey among 103 PhD students (among those who participated to the EAA doctoral colloquium in the last 3 years and students who attended for the first time the EAA Congress in Ljubljana). Respondents come from a variety of countries and are involved into various research methodologies (behavioral, quantitative, qualitative) and topic (financial accounting, management accounting, auditing).

Results showed that PhD programs are relatively diverse in Europe. While the average duration of a PhD span over four years, the structure of the programs differ greatly: while 50% of the programs have a course phase followed by a writing phase, an equal proportion of programs mix courses

and writing phases. The format of the PhD also exhibit variation: 17% of the programs require a monograph, 38% essays and 45% allow both formats. Despite this relative diversity in terms of structure and format, most PhD sampled students feel an increasing pressure for publication; most of the surveyed students are interested in additional courses in quantitative methodology (62%), specialized courses (53.6%) and networking events. However, they refrain to do because of funding issues and time constraints.

Following this survey, the MC decided to help PhD Students participating at training workshops by providing financial support to specific programs. The MC also decided to create the PhD Forum just before the EAA Congress to offer educational sessions designed to fit the needs of doctoral students and to foster networking among PhD Students.

We think that the EAA should extend these initiatives by creating a “Standing Task Force on Doctoral

Education in Accounting”. Its aim should be to promote collaboration, share ideas and identify best practices for doctoral education in accounting across Europe (while respecting national cultures and institutional infrastructures). Ultimately, this Task force may formulate recommendations and insights to the EAA Management Committee about actions to promote PhD Education in Accounting. Such a task force will benefit tremendously from the exiting breadth and depth of European accounting doctoral education.

We strongly encourage everyone interested to participate in such a task force to send an email to phd@eaa.com before April 30th. A meeting will take place during the EAA congress in Paris to organize the next steps.

EAA Management Committee



News on *European Accounting Review*

Forthcoming articles in the EAR:

Competitive Procurement of Auditing Services with Limited Information, Monika Causholli, W. Robert Knechel, Haijin Lin & David E.M. Sappington

A Field Study of the Emerging Practice of Beyond Budgeting in Industrial Companies: an Institutional Perspective, Tiina Henttu-Aho & Janne Järvinen

External Auditor Reassessment of Client Business Risk Following the Issuance of a Comment Letter by the SEC, Miles Gietzmann & Angela Kate Pettinichio

The Demand for Audit in Private Firms: Recent Large-Sample Evidence from the UK, Elisabeth Dedman, Asad Kausar & Clive Lennox

How Important are Earnings Announcements as an Information Source? Stan Markov, Sudipta Basu, Truong Duong & Eng Joo Tan



News on *Accounting in Europe*

Forthcoming articles in Accounting in Europe:

Mandatory audit firm rotation: A review of stakeholder perspectives and prior research, Corinna Ewelt-Knauer, Anna Gold & Christiane Pott

Evolving Connections between Tax and Financial Reporting in Italy, Giovanna Gavana, Gabriele Guggiola & Anna Marenzi

The EU Emissions Trading System under IFRS - Towards a "true and fair view", Madlen Haupt & Roland Ismer

A Multi-Issue/Multi-Period Analysis of the Geographic Diversity of IASB Comment Letter Participation, Robert K. Larson & Paul J. Herz

Upcoming EIASM Events

Here are some of the upcoming EIASM events. For a full list, please visit www.eiasm.org.

10th Workshop on Corporate Governance, June 3-4, 2013, Brussels, Belgium

3rd Workshop on Current Research in Taxation, July 1-2, 2013, Münster, Germany

6th International Workshop on Accounting & Regulation, July 4-6, 2013, Siena, Italy

7th Conference on Performance Measurement and Management Control, September 18-20, 2013, Barcelona, Spain

9th Interdisciplinary Workshop on Intangibles, Intellectual Capital and Extra-Financial Information, September 26-27, 2013, Copenhagen, Denmark

Upcoming EAA Events:

EAA 29th Doctoral Colloquium in Accounting, May 2-5, 2013, Paris, France

36th EAA Annual Congress, May 6-8, 2013, Paris, France

■ Letter from the *European Accounting Review* Editor, Laurence van Lent

Changes in the editorial team

After years of excellent service to the journal, Jennifer Francis has stepped down as one of the associate editors for capital markets research in accounting. She took up a senior administrative role at her school and the additional workload made it impossible for her to continue her commitment to EAR. Authors who have experienced Jennifer's work as an editor over the past years will agree with me when I say that she provided the most meticulous and insightful feedback on papers. Always constructive, she helped many papers to publication and her contribution to the journal will be missed.

Editor decision letters

In 2012, more than 270 new papers were submitted to EAR. The average turnaround for these papers was below 50 days. In a typical year, about 75 percent of papers are rejected in the first round (which includes desk rejections after initial editorial screening). The remaining submissions receive an invitation to submit a revised version of the paper; at EAR, these invitations are issued in two flavors. When editors consider the revision very risky, with no clear path to publication, they will write a "reject/revise with low likelihood of publication" decision. For less risky cases, when it is clear what the author needs to do for publication, the editor uses "major revision".

Inexperienced scholars, in particular, sometimes have difficulties in interpreting editorial letters. They might construe a reject/revise decision as bad news. It is not! Any decision that allows one to submit a revised version is good news and authors should not hesitate to send the paper back to the journal if they feel they can address the reviewer's concerns. A major revision decision is even better news and signifies an implicit contract between the editor and the author about the revision path towards publication.

In some cases, EAR editors will reject a paper because the extent of the revisions is such that implementing the reviewer feedback basically requires the authors to write a new paper. When editors believe that the paper has an interesting idea (despite a poor execution or some other major flaws), they might indicate that the authors can submit a new version to the journal for consideration. Even a rejection decision, therefore, not always closes the door on a study, albeit that this holds only if the decision letter explicitly allows authors to return to the journal.

Methods workshop

EAR has introduced some unique programs in the past year. These include the Young Scholar Track to encourage submissions by emerging researchers, the preferred-editor choice, and an appeals procedure. I would like to highlight another recent innovation, the *methods workshop*. EAR especially welcomes papers that address important research method/design issues. These papers will be evaluated on their contribution to a better understanding of methods in accounting. Possible topics include:

- The effect of differences in market efficiency on research designs in international accounting
- How to achieve and document "saturation" in qualitative research
- How to use methods of natural language processing in accounting research (and why simply counting words can only be a very first step)
- Using data from field work to develop theoretically meaningful "codes" that go beyond practitioners' lingo
- Documenting that not all standard errors in accounting research need to be "robust" or "clustered". The use of bootstrapping methods within accounting: helpful or not?
- Developing measures of CEO integrity and how they relate to financial (mis)reporting.

Feel free to contact me or the other members of the editorial team if you wish to discuss an idea for a possible submission.

New cover design

EAR has adopted a new cover, designed to dovetail with the updated branding of the European Accounting Association. The print version of the journal will appear on a new, slightly larger, paper size, B5 rather than the current "Royal Octavo". This change allows us to make tables easier to read in print. The first issue of 2013 is scheduled to appear in the new format.

Laurence van Lent
Editor
European Accounting Review

Call for papers**The 9th Workshop on European Financial Reporting (EUFIN) in collaboration with *Accounting in Europe***

University of Valencia, Spain, 5-6 September 2013

We are pleased to announce the 9th Workshop on European Financial Reporting, which will take place at the University of Valencia on 5-6 September 2013. The workshop offers an opportunity and venue for the meeting of academics and practitioners.

It is likely to be of value to those who are interested in the developments in accounting. The harmonisation of accounting in Europe, the regulation of financial accounting, and the process of change in accounting and accounting regulation, as well as the internationalisation of accounting worldwide are some of the issues to be considered.

Papers are invited on any aspect of accounting, but with particular emphasis on practice and policy oriented research in financial reporting.

Submission and Review of Papers:

Papers in the English language should be submitted electronically to <http://www.EUFIN2013.com>. The paper submission deadline is **30 May 2013**.

All submitted papers will be subject to a double blind-reviewed process. Authors will be notified of acceptance by **30 June 2013**.

Organizing Committee

The organising committee for the workshop is:

Begoña Giner (chair), Miguel Arce, Araceli Mora, Francisca Pardo, University of Valencia.

Additional information:

For more information on the workshop, please visit the EUFIN 2013 website at:

<http://www.EUFIN2013.com>

General information about EUFIN is available at the website:

<http://chaire-financial-reporting-kpmg.essec.edu/page-6>

Workshop sponsored by University of Valencia, Faculty of Economics, and Department of Accounting, International Economics Institute and AECA (Asociación Española de Contabilidad y Administración de Empresas).

New page dedicated to academic research on IAS Plus

Deloitte, IAS Plus

IAS Plus, Deloitte's website providing comprehensive information on the Internet about international financial reporting, has launched a new subpage on research and education. It is tailored to help users easily locate academic accounting material and resources relevant for educational research that is available on IAS Plus and other useful sites.

The new page aims at being a new central landing page for education-related information on IAS Plus. From a single page it offers access to the standard summaries, the Deloitte IFRS e-learning, the library of accounting research papers we are in the process of building up and will continue to add to, research and education news, and a list of useful links including IASB educational material and free IFRS resources on the European Commission website.

Please have a look at the new pages:

<http://www.iasplus.com/en/resources/research-and-education>

<http://www.iasplus.com/en/news/2013/02/research-and-education>

Call for papers

19th World Congress of Accountants “2020 Vision: Learning from the Past, Building the Future”

Rome, Italy, 10-13 November 2014

The Scientific Committee of the World Congress of Accountants 2014 invites the submission of original research papers to be published on the occasion of the 19th World Congress, in order to stimulate and feed the debate around the theme of the Congress: “**2020 Vision: Learning from the Past, Building the Future**”. The objective of this invitation is to share contributions of world-wide researchers and scholars on future trends of the accountancy profession, and to disseminate innovative ideas.

The paper should assume a future looking perspective and aim at providing sound analysis and evidence of how the accountancy profession is developing its activities and organizational models, and evolving its pivotal role in a changing economic and cultural environment. Contributions dealing with key issues and critical factors for the development of an accounting practice over the next decade are welcomed as well.

The research may address any significant breakthrough and innovation in the accountancy profession in its broadest concept, by focusing on areas as:

- International convergence, national regulatory frameworks and adoption/implementation mechanisms in financial reporting, audit and assurance domains;
- Professional Ethics;
- Organizational structures of professional practices and networks;
- Challenges and benefits of accrual accounting in public sector financial management and reporting;

- Business advisory, decision making process and integrated reporting – combining financial and non-financial measures.

The final publication will include between 10 to 15 selected papers. Among the papers accepted for the final publication one will be selected as the top research paper and awarded with a prize.

The papers selected by an International Scientific Review Panel will be published with IFAC as publisher in downloadable version and hardcopies, and distributed to the participants at the World Congress of Accountants 2014.

Submission requirements

Papers are welcomed on original and unpublished researches from scholars belonging to academia and accountancy bodies. Interested scholars may submit only one paper proposal.

Abstracts must be submitted **by 31 May 2013**, through the dedicated link on the WCOA website: www.wcoa2014rome.com

They should not exceed 400 words and be in Adobe pdf format. The papers, following the selected abstracts, should not exceed 7,000 words, and be submitted in editable format (for publication purposes). A copyright release will be required by IFAC. Abstracts and papers should be in English.

Submission of abstracts and papers after the deadlines indicated below will not be accepted.

Selection process

Submissions will be judged on originality, methodological soundness, significance of results, relevance to the conference theme and interest for the attendees.

An International scientific review panel will manage the selection, based on a blind review, in 3 phases:

- Selection of abstracts to be developed into papers
- Assessment of papers to be included in the publication
- Selection of the prize winner to be awarded during the Congress

Deadlines

- Submission of Abstracts 31 May 2013
- Notification of acceptance 31 July 2013
- Submission of Papers 28 February 2014
- Assessment of Papers and selection of Prize winner 30 June 2014
- Submission of papers for print ready 30 September 2014

Questions and clarifications can be addressed to the organizing committee secretariat at

info@wcoa2014rome.com

■ Call for papers

Special Issue: Impact of Corporate Governance Reforms on Management Control

Journal of Management Control

Editors:

Prof. Carl-Christian Freidank and **Dr. Patrick Velte**, University of Hamburg, Germany

Prof. Toomas Haldma, University of Tartu, Estonia

Prof. Alexander Kostyuk, Ukrainian Academy of Banking, Ukraine

Prof. Christoph van der Elst, Tilburg Law School, Netherlands

This special issue of the *Journal of Management Control (JoMaC)* deals with corporate governance reforms and their impact on management control. The international standard setters, e.g. the European Commission (EC), discuss several reform measures to strengthen corporate governance quality. The reform discussion mainly focuses on:

- Internal corporate governance:
 - Board professionalism (e.g. (gender) diversity, external performance evaluation),
 - Decision usefulness of corporate governance codes (soft law systems) and compliance or explain (corporate governance reporting),
 - Interaction between audit committee and internal audit
- External corporate governance:
 - Enforcement
 - Shareholder activity (e.g. voting on board compensation policy),
- External audit:
 - Auditor independence (e.g. external rotation, “pure audit firms”),
 - Audit market concentration (e.g. “Big Four” price competition),
 - Implementation of the International Standards on Auditing (ISAs) in the European Union (EU)

- Auditor reporting (IFAC/EU),
- Management and financial accounting:
 - e.g. corporate social responsibility, sustainability reporting and integrated reporting (IIRC).

These corporate governance reforms are affecting all corporate governance institutions (board of directors/management- and supervisory board, internal audit, external auditor, enforcement) and their interaction, so that further influence on management control will be analysed in this special issue. As the reform measures are not grounded academically, theoretical insights and empirical findings about the influence of certain corporate governance reform measures on management control intend to shed more light on the ambiguous interaction between corporate governance norms on the one hand and the broad range of management control on the other hand. Interested researchers are welcome to submit their paper both for the one- and two tier system from a national or a cross-border perspective.

Your submission can be:

- An empirical study (both quantitative or qualitative, e.g., case studies),
- A systematic literature review with at least some new theory-building (e.g., in the form of innovative propositions), or
- A methodological paper.

Journal of Management Control (JoMaC) is an international journal concerned with the formal, information-based routines and procedures managers use to maintain or alter patterns in organizational activities. Particular emphasis is placed on operational and strategic planning and control systems and their processes and techniques.

JoMaC was founded in Germany as the “Zeitschrift für Planung und Unternehmenssteuerung” in 1990 and has a strong reputation as a dedicated academic journal open to highquality research on all aspects of management control. JoMaC is available via Springer Press at 5,486 institutions worldwide. The journal has a high download usage, short review and production cycles and is indexed in Scopus, Google Scholar, Academic OneFile, Expanded Academic, Gale, International Bibliography of the Social Sciences (IBSS), OCLC, SCImago and Summon by Serial Solutions. Accepted papers are published online first 20 to 25 days after acceptance.

We invite authors to submit their papers for a double-blind review process using our electronic review system Editorial Manager. Please feel free to contact us if you have any further questions. You find more information about the JoMaC on:

<http://www.springer.com/journal/187>

Language: English

Review: double-blind review process

Length: up to 75, 000 characters including abstract, footnotes and references, 1.5-spaced

Deadline: July 31, 2013

Application: via the JoMaC web site of the submission system Editorial Manager:

<https://www.editorialmanager.com/jmac/>

■ Call for papers

8th International Conference on Accounting and Management Information Systems (AMIS 2013)

Bucharest University of Economic Studies, Romania, 12-13 June 2013

The Faculty of Accounting and Management Information Systems of the Bucharest University of Economic Studies, Romania, and the International Association for Accounting Education and Research (IAAER) are co-organizing the **8th edition of the International Conference on Accounting and Management Information Systems (AMIS 2013)** under the general theme of “*Accounting and Management Information Systems research, education and practice: challenges and opportunities*” to be held at the Bucharest University of Economic Studies, June 12-13, 2013.

Papers are invited in the broad areas of financial accounting, managerial accounting, accounting education issues, auditing, financial analysis, management information systems, and business law. Authors are invited to submit theoretical and empirical contributions. All submissions will be double-blind refereed by an international scientific panel.

Submission details

In order to be considered for the conference, authors are invited to submit full papers in English by **March 17, 2013** via the online submission system of the Conference. Abstracts will not be considered. The outcome of the review process will be communicated to authors by **May 5, 2013**. Conference participants should register for the conference before **May 26, 2013** or their paper will be excluded from the program.

Participations without paper presentation are possible. However, intending participants need to register electronically on the conference website.

Publication outlets

Options for fast-track review will be considered by the following outlets: *Journal of International Financial Management and Accounting* (JIFMA), *Accounting Education: an International Journal* (AE), and the *Journal of Accounting and Management Information Systems* (JAMIS).

The AMIS 2013 conference proceedings will be produced electronically and will be submitted for inclusion in *Conference Proceedings Citation Index by Thomson Reuters* (conference proceedings of previous AMIS editions have been accepted for inclusion). The AMIS 2013 conference proceedings will **only contain the papers presented** during the conference. An ISSN will be assigned to these proceedings. Should you not agree with the inclusion of your paper in AMIS 2013 conference proceedings, please send an email at amis2013@cig.ase.ro and specifically ask for your paper's exclusion.

Conference fees

The regular conference fee of €200 per participant will include attendance at all conference sessions, the conference bag, all conference materials, lunches and coffee breaks, and participation at the Gala Dinner. Doctoral students benefit from a reduced fee of €100. **All payments are to be made only electronically**, via debit or credit card, on the conference website (individual page of participants).

For further information please visit our website www.amis.ase.ro or contact us by e-mail at amis2013@cig.ase.ro.

We are looking forward to meeting you in Bucharest in June 2013!

Prof. Pavel NĂSTASE (Conference Chair) and The AMIS Organizing Committee

■ Call for papers

Paper Development Workshop

Bucharest University of Economic Studies, Romania, 10-11 June 2013

The International Association for Accounting Education and Research (IAAER) in collaboration with the Association of Chartered Certified Accountants (ACCA) announces a **CALL FOR RESEARCH PROPOSAL SUBMISSION from emerging scholars in transitional economies.**

The International Association for Accounting Education and Research (IAAER) and Association of Chartered Certified Accountants (ACCA) will host a Paper Development Workshop in Bucharest, Romania on June 10 and 11 *in conjunction with the AMIS 2013 Conference that is being jointly sponsored by the Bucharest University of Economic Studies and IAAER.* The objective of the workshop is to provide doctoral students, early career researchers and emerging scholars (hereafter collectively referred to as emerging scholars) from transitional economies with feedback on their research prior to the resulting paper being submitted to a quality journal. Representatives of the ACCA and IAAER will select the research projects to be featured during the workshop and will attend the workshop to provide comprehensive feedback and guidance to the participants.

Emerging scholars are invited to submit unpublished papers and research proposals (i.e. paper ideas) to be considered for presentation at the workshop. Up to 12 papers/ proposals will be selected for presentation at the workshop.

On Monday night June 10, the workshop will begin with a reception where the emerging scholars participating in the workshop can informally network with ACCA and IAAER representatives.

The workshop will be held all day Tuesday June 11 and will consist of separate sessions for 1) PhD candidates and those who recently have earned the PhD and 2) more advanced sessions for post-doctoral participants who have attended prior workshops. During the morning parallel sessions, internationally recognized scholars will participate in panels addressing general research skills development. These 2 sessions will provide a platform for discussion of research ideas and issues. Following lunch, emerging scholars will make their research presentations. Following each research presentation, ACCA and IAAER representatives will assess the work and provide guidance on ways to increase the quality of the research project and hence its publication potential. Written feedback will also be provided to the participants prior to the workshop to assist them in identifying ways to modify the paper/proposal prior to the workshop.

Papers/proposals should be submitted on or before **25 March 2013** to Professor Donna Street at dstreet1@udayton.edu. Papers should not exceed 20 pages (including tables and references). Research proposals (paper ideas) should not exceed five pages. All submissions should be double-spaced, utilize size 12 Times New Roman font, and be in English. Each submission should include a brief (one page or less) bio of the author including information regarding the author's current employer (university) and the author's doctoral granting institution and the date the PhD was received (or in the case of doctoral candidates the anticipated date for receiving the PhD).

Authors selected to participate in the workshop will be notified about the acceptance of their paper/proposal no later than **30 April 2013**. Authors need to confirm their participation by **6 May 2013**. All participating authors must attend the entire workshop on Tuesday and the reception on Monday night. Please make your hotel and travel arrangements with these dates in mind.

There is no fee for attending the workshop. However, the spaces are limited. **Attendance is also open to emerging scholars not presenting at the workshop; however, you must register your interest in participating in advance. Please register your interest in attending the workshop via email by 6 May 2013 to dstreet1@udayton.edu.** Your email should include an abbreviated CV. Early application is encouraged.

Workshop participants may be (upon expression of their interest) accommodated at low rates in the host university's facilities, in double rooms, on campus, within walking distance from the venue. As places are limited, expression of early interest is highly encouraged. In case of acceptance to the workshop, please clearly express your interest for accommodation in the university's facilities as early as possible.

The ACCA and IAAER believe the Paper Development Workshop will provide valuable feedback and networking opportunities for the emerging scholars attending. We hope you will consider submitting a paper/proposal. If you are not eligible to participate in this program, please encourage emerging scholars on your faculty and doctoral students to submit a paper/proposal.

(continued on the next page)

Call for papers

Paper Development Workshop (cont'd)

Bucharest University of Economic Studies, Romania, 10-11 June 2013

(continued from the previous page)

Papers/proposals addressing the following areas are especially welcome and encouraged:

- Auditing and society (including audit in developing economies and advocating audit and assurance)
- IFRS and IFRS for SMEs
- ISAs
- Integrated Reporting
- Corporate Social Responsibility
- Public Sector Accounting
- Improving governance and ethical conduct
- Teaching cases

Internationally recognized scholars participating in the workshop will include but not be limited to:

- Lisa Evans, University of Sterling
- Martin Glaum, Geissen University
- Katherine Schipper, Duke University
- Donna Street, University of Dayton
- Shahzad Uddin, Essex University

For further questions, to submit an interest of participation, or the submission of a research proposal, please email Professor Donna Street, at dstreet1@udayton.edu.

KEY DATES

Deadline for proposal submission: **25 March 2013**

Selection decisions advised: **30 April 2013**

Deadline to accept invitation to present at the workshop: **6 May 2013**

Call for Papers

The University of Illinois / Deloitte Tax Symposium XIII

Chicago, USA, 20 September 2013

The Thirteenth Symposium on Tax Research sponsored by the University of Illinois at Urbana-Champaign and the Deloitte Foundation will be held in Chicago, Illinois, on Friday, September 20, 2013 (evening reception on Thursday, September 19). The goal of the Symposium is to bring together scholars, practitioners, and regulators working on current issues in taxation. For examples of prior years' successful programs, please visit the Symposium website at:

<http://business.illinois.edu/accountancy/events/symposium/>

Topics

The Symposium XIII organizers encourage submission of theoretical, archival, experimental, and survey studies, as well as suggestions from practitioners and regulators, on broad issues in taxation. Relevant topics include, but are not limited to, the following:

- Tax uncertainty, tax avoidance, and tax risk
- Taxes in a changing economic, regulatory, and fiscal environment.
- Corporation, manager, and auditor responses to tax issues

- The informativeness of taxes to investors and financial regulators
- Taxes in domestic and international settings
- Taxpayer behavior and judgment processes
- The current and evolving duties of tax administrators and policymakers

Paper Submission Procedure

The deadline for paper submissions is May 28, 2013. Selections will be complete by June 17, 2013. Please email a PDF or MS Word version to:

Petro (Pete) Lisowsky, Chair

Email: lisowsky@illinois.edu

■ Call for papers

1st WHU FAccT Center Workshop “Current Issues in Empirical Financial Reporting Research”

WHU – Otto Beisheim School of Management, Vallendar/Koblenz, Germany

10 July 2013

Submission Deadline: April 1, 2013
(early submission encouraged)

The 1st WHU Financial Accounting and Tax Center ([FAccT Center](#)) Workshop will be held within the 4th WHU Doctoral Summer Program in Accounting Research ([SPAR](#)), a doctoral education initiative sponsored by the European Accounting Association (EAA) and organized annually at WHU.

The Workshop

The Workshop provides financial reporting researchers an opportunity to present and discuss their work with experienced colleagues. While all papers that rigorously address interesting and innovative research questions in financial reporting are welcomed, we especially encourage submissions from emerging scholars, such as those targeted by *European Accounting Review's* (EAR) Young Scholars Track for non-tenured faculty and doctoral students.

The audience will include the SPAR students, invited keynote speakers (**Daniel W. Collins**—University of Iowa, **Edward J. Riedl**—Boston University, and **Laurence van Lent**—Tilburg University and EAR Editor), the WHU FAccT Center faculty, the Workshop presenters, as well as other faculty and doctoral students in attendance. The intimate nature of the Workshop encourages active audience participation and substantive feedback.

A limited number of presentation slots are available. Presenters will benefit from a formal discussion of their paper by an experienced expert in their field of study, general audience feedback, written comments on their paper compiled by the SPAR students, and discussion opportunities with the faculty present. In addition, the Editor of EAR, Laurence van Lent, will be available for private consultation regarding the possibility of submitting the paper to EAR. Furthermore, presenters have the opportunity of participating in parts or all of the [4th SPAR](#) (July 8-11, 2013), subject to a nominal fee depending on the extent of their attendance.

Call for Papers

Please submit your full papers to facct@whu.edu by **April 1, 2013**. Decisions will be announced by **April 15, 2013**. Check back regularly on the Workshop website. For questions and suggestions, please email to matthias.breuer@whu.edu, or contact any of the FAccT Center members Igor Goncharov, Martin Jacob, Maximilian A. Müller, or Thorsten Sellhorn.

For general information about the FAccT Center, visit www.whu.edu/facct.

Workshop venue

Vallendar is located about 5 km from Koblenz, a 2000 year-old town situated in the picturesque landscape of the Rhine and Moselle rivers and surrounded by four low mountain ranges. It is one hour away from Frankfurt (Main) Airport and from Cologne/Bonn Airport, by car or by train. A direct train connection (RE 8) runs from Cologne/Bonn to Vallendar. Convenient train options connect Frankfurt (Main) Airport to Vallendar or nearby Koblenz. For details: <http://www.whu.edu/en/campus-life/campus-vallendar/>.

■ Call for applications

DART – Doctoral Program in Accounting, Reporting, and Taxation

University of Graz, University of Vienna & WU Vienna University of Economics and Business

DART – Doctoral Program in Accounting, Reporting, and Taxation is organized by University of Graz, University of Vienna & WU Vienna University of Economics and Business and sponsored by the Austrian Science Foundation (FWF).

Scope and Organization

DART is a doctoral program in Accounting, Reporting, and Taxation with a comprehensive view of economics-based research and a strict focus on quantitative methods and modeling. It is located in Graz and Vienna, Austria, and is a joint PhD program of the **University of Graz, the University of Vienna, and the WU Vienna University of Economics and Business**. The program is taught in English and covers all major fields of accounting: financial accounting, management accounting, auditing, taxation, and corporate governance. DART offers a stimulating learning and research environment plus financial support to outstanding students from around the world.

DART - Ph. D. Program Description

The program offers a series of PhD courses in accounting and research opportunities in six areas:

- Auditor regulation and audit quality (University of Graz)
 - Accounting and corporate governance (University of Graz)
 - Taxation and incentives (University of Graz)
 - Managerial performance measurement (University of Vienna)
 - Accounting and Intangibles (WU Vienna University of Economics and Business)
 - Financial Reporting Quality (University of Graz)
- Students admitted to DART are required to enroll with the appropriate formal doctoral program at one of the three participating universities. At the beginning of each program, students attend an intensive set of core courses, such as analytical and empirical methods, applied to accounting, finance, and economics. It also includes courses in mathematics and statistics, and economic modeling. Advanced courses are electives that students select depending on their specialization. These courses provide them with the necessary knowledge to engage in their own research. After the course phase, the students enter their thesis-writing phase. They benefit from a strong interaction with the faculty and their advisors. Admitted students are offered full funding by a scholarship unless financed by other sources. Students are strongly encouraged to take the opportunity to go abroad for a semester, preferably to the home institution of the external member of their supervisory committee to share their work with other researchers in the

field. Opportunities for such mobility are manifold because of the faculty's large network of connections to researchers and universities around the world.

Application Procedure and Further Information

For details on the doctoral program and scholarships, the application process, the program requirements and pre-requisites, please visit the DART homepage: <http://www.dart.ac.at>

Application deadlines:

Early applications are strongly encouraged. Admission starts immediately and will continue until all positions are filled. Applications must be received by **April 11, 2013**. Only electronic applications are accepted.

■ Report on the 8th Conference on New Directions in Management Accounting

Brussels, Belgium, 12-14 December 2012

From December 12 – 14, 2012, the 8th Conference on New Directions in Management Accounting took place in the venerable Hotel Métropole in Brussels. This bi-annual conference is organised by the chairpersons Kari Lukka (Turku School of Economics) and Michael Shields (Ell Broad Graduate School of Management – Michigan State University) and is sponsored by the Chartered Institute of Management Accountants (CIMA). The conference started with welcoming words from Nicole Coopman (Director of the EI-ASM) and the two chairpersons who were visibly delighted to welcome more than 150 conference delegates from all around the world.

In total, 64 papers were presented in 32 parallel sessions, each of which covered a specific field of inquiry. Overall, the conference covered a broad area of management accounting research and therefore offered an excellent platform for different research topics. To give some examples, the topics of this year's parallel sessions ranged from costs, budgets, and information systems to strategic management accounting, healthcare, and new product development. The papers, of which most were empirical in nature, thus presented interesting ideas and challenging thoughts about different facets of management accounting. Furthermore, the conference program offered a stimulating mix of papers drawing on quantitative as well as qualitative methods and methodologies. Each of the 64 presentations had a discussant critically evaluating the paper and its potential as well as offering constructive comments to help the author improve the paper towards publication. Also, in each session there was sufficient time for questions and comments from the audience.

The paper presentations and discussions were rounded off by interesting talks given by prominent keynote speakers:

Christopher S. Chapman (Imperial College, UK) talked about the role of costs, costing systems and cost accountants in the healthcare sector and pointed out important implications for management accounting research and practice.

Teemu Malmi (Aalto University, Finland) gave a talk about the role of management control systems in the context of innovation and new product development. Drawing on insights from contemporary research he discussed the potential of management accounting and control systems to support innovations in organisations and presented ideas for future research.

Ramji Balakrishnan (University of Iowa, USA) talked about differences between simulations and numerical experiments. Against this background, he discussed the role and contribution of numerical experiments in research and presented implications for management accounting.

Steven J. Kachelmeier (The University of Texas at Austin, USA) gave an inspirational presentation on management accounting practices, creativity, and innovation and showed exciting results from his research on the influence of incentives on individual, team, and organisational creativity.

In addition to the parallel sessions and keynote presentations, the conference offered various opportunities for making new contacts and informal discussions. One of these opportunities was the conference dinner at the Hotel Marivaux. During the dinner, Rebecca McCaffry, representative of the conference sponsor CIMA, gave an overview of CIMA initiatives and presented examples of current research projects supported by CIMA.

Due to the stimulating mix of paper presentations from different areas of management accounting research as well as numerous opportunities for socialising, the 8th Conference on New Directions in Management Accounting served as an excellent forum for discussions and knowledge exchange between researchers from different areas of management accounting research. It is thus not surprising that not only those of the more than 150 participants who had already attended the conference for many years but also those who, in 2012, participated for the first time (including the author of this report) are already looking forward to the next Conference on New Directions in Management Accounting in 2014.

Lukas Goretzki

University of Innsbruck, Austria

■ About Publishing

Sustaining the unsustainable? A critical review of the double-blind review

Juhani Vaivio, The Aalto University School of Business

The double-blind review is a central institution of scientific knowledge and the academic meritocracy we live in. Its original *raison d'être* is quality over quantity, serving the personal economy which lets us focus on arguments that truly merit attention. It is a necessary filter. Yet, the double-blind review is more than a filter: It is a fundamental production technology in a much broader sense, regulating what kind of scientific initiatives emerge, what designs they follow, how they get realized and shaped, and in which ways they become communicated. But how is the traditional double-blind review serving us these days, in studies of accounting in particular? After all, the double-blind review should be a mere medium - not a sacrosanct practice beyond criticism. Recently, there have been pronouncements for reforming it (see e.g. Bailey et al. 2008, Moizer 2009, Adler & Liyanarachchi 2011).

For the sake of stimulating further reflection, let me be somewhat blunt, even harsh. Our faithful servant, the double-blind review, is everything but well. Its hidden reality, in many scientific disciplines, behind the façade, reflects Kafkaesque and corrupt elements. In my view, two sets of problems stand out. First, in the "Google-Age" the double-blind review usually suggests something single-blind and strangely asymmetric. Since most submitted papers can become traced to specific working papers or conference presentations, questionable sympathies and antipathies – although we prefer to stay silent about them - have entered the review process. Too often, this leads to biased reviews.

Second, in great numbers, new participants from emerging academic communities have joined scientific discussion. Moreover, expanding "performance" evaluation within universities narrows down on published scientific work. All this drives journal submissions ever higher. In consequence, we live in a world of exhausted editors and almost-as-exhausted reviewers. For the reviewers, the sheer volume of work has become unsustainable, as they struggle with the abundance of often premature manuscripts. Since review-work is not sufficiently recognized and rewarded in academic appraisals, increasingly unmotivated reviewers are the norm, not the exception. As Moizer (2009, p. 291) points out: "The motivations of reviewers are the most problematic element within the academic publishing process." This suggests slower and sloppier reviews - under the cover of anonymity and under very little accountability.

Where does this leave the academic author, and especially the novice who is taking first steps in publishing, aspiring for tenure, under considerable stress? Unfortunately the novice is likely to be in a situation that can be compared to a transatlantic telephone call of the late 1920's: "Sorry...didn't hear you. Could you repeat? Some extra noise here". Finally receiving the review, if not rejected outright for some possibly parochial reasons, s/he often faces a text that leaves much room for a bewildering variety of interpretations. Instead of providing clearly articulated guidance, deciphering the review opens perplexing questions: What does this really mean for

my argument? How important is that detail for acceptance? Have I now chosen the right phrasing in this paragraph? This produces inefficiency and waste. Needless to say that especially the novice is easily discouraged – perhaps heading for the academic exit.

The challenging conditions of publishing academic work, and the problems of the double-blind review, should become fully acknowledged. In the longer run, publishers could reconsider the earnings logic of scientific journals. For what we are now facing can be seen as a reflection of the missing market mechanism regulating supply and demand in this particular domain. Modes of knowledge delivery, intellectual property rights, subscription and submission fees, editorial compensation and the financial incentives proposed to reviewers are the key elements in this complex equation. Today, the expanding number of journals and articles is based on the premise of "naïvely open" systems - so typical to the first two decades of the digital age. But where are these systems and their unsound economic logic leading us? Struggling newspapers fighting for survival may provide for some cues. The late Steve Jobs probably figured it out before anybody else: The future belongs to "conditionally open" profit-generating systems. In my view, these are urgent considerations in academic publishing.

(continued on the next page)

Sustaining the unsustainable? (cont'd)

(continued from the previous page)

In the short run, as a quick-remedy to the opaque, potentially biased and inefficient double-blind review, accounting journals can introduce a new category of papers: These are processed by the mechanism of the “open review” (see Moizer 2009, p. 297). Having first passed editorial desk judgment, submitting authors are put at the outset into contact with reviewers. Accepting a particular assignment, reviewers give direct feedback to authors about the revisions needed for publication. Hence, the review process becomes a more constructive academic dialogue for crafting an argument together, eventually bringing the paper

to a publishable level. This means much less “noise” and less unnecessary waste. For the novice, the review becomes a valuable academic learning process. And for motivating the reviewers, as well for ensuring their commitment to an improved scientific argument that bears their final “signature”, an accepted paper processed with an “open review” would disclose the reviewers’ identity. Thorough reviews, less frustrated authors, relieved editors and better arguments would follow. I welcome other innovative suggestions, and lively discussion, on what revisions are needed to revive the scientific review.

Reading:

Adler, R. and Liyanarachchi, G. (2011). An empirical examination of the editorial review processes of accounting journals. *Accounting and Finance*, 51, pp. 837-867.

Bailey, C., Hermanson D. and Louwers, T. (2008). An examination of the peer review process in accounting journals. *Journal of Accounting Education*, 26, pp. 55-72.

Moizer, P. (2009). Publishing in accounting journals: A fair game? *Accounting, Organizations and Society*, 34, pp. 285-304.



Juhani Vaivio is a Professor of Management Accounting at the Aalto University School of Business, Helsinki, Finland.

Accounting tradition in Denmark (cont'd)

(continued from the previous page)

Accounting and business economics after WW II

After World War II there was a period of adjustment to the new world order. The US decided that it was necessary to assist European reconstruction directly by giving aid, and in 1947 what became known as the 'Marshall Plan' was implemented. Although Denmark emerged relatively unscathed from the war, the country did receive aid, and this was to have a direct effect on the development of accounting and business economics field from the late 1950s onwards, in particular through the work of Palle Hansen².

In 1954, Palle Hansen was appointed by the Ministry of Trade's Productivity Committee to lead a Danish team on a 6-week visit to the US. This Marshall Plan-funded visit to the US seems to have reinforced the post-war tendency to look to American rather than German literature for inspiration. The objective of the study visit was to conduct technical studies of the cost accounting systems and budget control methods applied by American corporations and, against this background, to present a report aimed at providing Danish manufacturing companies with inspiration on how to handle these issues, and thus enhance efficiency in Danish industry.

When the trip was organised, it was generally acknowledged that Danish industry only to a very limited extent had started using budgeting and costing methods. One of the subjects which especially required study was the function and required educational background of the 'controller'.

Hansen was particularly influenced by the then ongoing debate on the relative benefits of full costing and contribution margin analysis. He became convinced that the contribution margin method was the way forward. On his return to Denmark from the US, he

immediately began organising courses in the contribution margin method for both accountants and managers, although it was some time before he began to write books and articles on the subject. His courses were based on the philosophy that traditional cost accounting models were too sophisticated for most Danish businesses, which by international standards were fairly small. His aim was to make accounting systems more flexible in order to enable better control of costs and profitability in companies. At the same time, they should build on principles in line with those of managerial economics.

In addition to having an important role in management accounting, Hansen also became a dominant figure in financial accounting. Following the approach he used in management accounting, he advocated that the contribution margin method should be used in financial accounting. So through his efforts, the contribution margin principle became generally used in the preparation of both cost and management accounts and annual financial statements. This changed however, with Denmark's membership of the European Community, and following the implementation of the 4th Directive through the Financial Statements Act of 1981, the contribution margin method could no longer be used for financial statements (Elling & Hansen, 1984). According to Elling & Hansen, this change caused considerable problems, as the introduction of the absorption costing principle was both cumbersome and costly, since most Danish companies had no experience in allocating fixed production costs by functions and products.

Towards internationalisation

The most recent period from around the 1980s has thus been characterised by internationalisation of a more intensive kind. In the old days, foreign ideas in foreign languages were brought to Denmark by professors, who then translated and worked on their imported accounting knowledge, relating it to

existing Danish knowledge in order to refine and contextualise it. The accounting knowledge was then served for local consumption by accounting students and the country's academic institutions and by commerce and industry in general through articles in Danish and various forms of presentation and consultancy. Today, the increasing impact of internationalisation has made this import-driven model more or less redundant.

Academics have changed gradually from being mainly orientated towards teaching students and practitioners to researching to produce knowledge for publication in international peer-reviewed journals. In many cases what is expected is production of knowledge that has a certain degree of universal validity. International publications were needed not only by individual academics, but also by their universities as the age of international evaluations and accreditation of learning institutions dawned. The business economics context in which accounting flourished in the mid-20th century is not at the moment of great interest, except in terms of education. Individual subjects like accounting have their own international research communities, and knowledge develops in channels, which means that students are often left to make their own connections.

In the international world of research, Danish academics link up with international colleagues to produce international articles. Networks of researchers develop across boundaries. Practitioners of management accounting find themselves using standard accounting packages of varying levels of sophistication. In teaching, textbooks on management accounting and information systems in English have to some extent challenged and replaced textbooks in Danish.

(continued on the next page)

Accounting tradition in Denmark (cont'd)

(continued from the previous page)

However, there is still a need for the process of translation and adaptation of foreign management accounting knowledge into Danish language and context, whereas the Danish management specialties as developed by people like Palle Hansen and Vagn Madsen are becoming somewhat less important. Perhaps an export drive is needed, for they may be able to add new insights to the current international debates in accounting.

Further reading:

Elling, J.O., & Hansen, C.K. (1984). EEC Accounting Harmonisation: Implementation and Impact of the Fourth Directive. In S. J. Gray, A. G. Coenenberg (Eds.), *E.E.C. accounting harmonisation*, pp. 29-42, Amsterdam: North Holland.

Israelsen, P., Andersen, M., Rohde, C., & Sørensen, P.E. (1996). Management Accounting in Denmark: Theory and Practice. In A. Bhimani (Eds.), *Management Accounting: European Perspectives* (pp. 31-53). Oxford: Oxford University Press.

Loft, A., J. Mouritsen & C.Rohde (2012). Accounting and Business Economic In Denmark. In Y. Biondi & S. Zambon (eds.), *Accounting and Business Economics: Insights from National Traditions*. Routledge, pp. 201-223.

Näsi, S. & Rohde, C. (2007). Development of Cost and Management Accounting Ideas in the Nordic Countries. In C. Chapman, A.G. Hopwood & M.D. Shields (eds.), *Handbook in Management Accounting Research*, Vol. 2, pp. 1091-1118.

¹ This article builds directly on research that I have done together with my colleagues Anne Loft and Jan Mouritsen, to whom I am grateful. I have also found inspiration in earlier work that I have done together with my Finnish colleague Salme Näsi as well as my Danish colleagues Michael Andersen, Poul Israelsen and Poul Erik Sørensen. However, I personally take full responsibility for any mistakes and misinterpretations in this article.

² Other important individuals who should be recognised for their contributions to the development of management accounting at the time were the two professors Eric Schneider and Vagn Madsen from Aarhus University. Although both of them have made important contributions to the literature in the field as well as to their students, neither of them has ever had such a direct influence on practice as Palle Hansen.

Carsten Rohde is a Professor of Cost and Management Accounting at Copenhagen Business School, Denmark.

Have you read?

James R. Barth, Gerard Caprio and Ross Levine (2012):

Guardians of Finance: Making Regulators Work For Us

Reviewed by Philip. O'Regan, Kemmy Business School, University of Limerick, Limerick

Publisher: The MIT Press, 2012, 296 pages.

Assessments and proposed panaceas for the financial crisis that struck in 2008 have evolved dramatically as immediate and often visceral reactions give way to more reflective recommendations. Drawing on extensive research as well as their own pedigree as academics authors who have previously engaged on this topic, Barth, Caprio and Levine, explore the role of regulation in the crisis and conclude with a call for a significant change in the regulatory approach of developed countries. Essentially, they view the various regulatory regimes adopted by most countries as simply incapable of properly regulating the financial services sector and call for a series of actions that reassert the importance of regulators as guardians of the public interest. Cataloguing a series of failures over the course of several decades in the US, the UK, Ireland and Iceland, they highlight how extensive lobbying by the financial sector as well as an ideological approach that often worked against any protection of the broader public interest. Too often, they argue, The Guardians of Finance 'do not work for the public at large because the public lacks the institutional mechanism to compel financial regulators to do so' (p.203). Their solution is the creation of a new institution - the Sentinel - charged specifically with providing an informed and independent assessment of financial regulation on behalf of the public in general. The Sentinel is not a regulator per se, but is intended to 'enhance debate by delivering an independent assessment, which *permits* a truly informed public discussion' (p.229, emphasis in original). In a 'messy' democratic system, the Sentinel is intended to 'provide an auxiliary institution that will make it work better' (p.229).

The problem, of course, - and, to their credit, the authors acknowledge this - is that the addition of the Sentinel can be easily dismissed as just another regulatory layer that will go the way of the others reviewed in the book, essentially being captured by the industry they are designed to supervise. What differentiates this proposal from others, they argue, is that the Sentinel 'would be independent of both political and market influence' (p.232), a feature reinforced by allowing those in this office to be paid at rates comparable to those in the industry they are reviewing, thus removing the revolving door syndrome which they identify as a critical weakness in the current system.

While the book's key recommendation may not convince, the authors' analysis of the circumstances facing the public in the aftermath of the crisis does suggest that the mere tinkering with the regulatory systems still in place will not suffice. This, as they demonstrate in Chapter 1, where they look at various ideological possibilities, derives in large part from the fundamentally flawed nature of current regulatory systems which reinforces those in powerful lobbying positions. This analysis is developed in Chapters 2 - 6 where the authors look at events in those countries most seriously impacted by the crisis - the US, the UK, Ireland, Iceland and the Mediterranean countries - and compare what happened there with events in Canada and Australia. In these chapters they show how regulators were inclined to turn a blind eye to various risks even as they escalated, principally, they argue, because the regulatory system excludes the public interest view from the debate. In Chapter 7 the authors show how exactly the same mindset afflicted those in positions of regulatory authority prior to, and indeed, subsequent to, the current crisis: in all cases, govern-

ments established more regulators, introduced more regulations, and threatened greater penalties. While this may, to some extent, be understandable, 'what is not so fine is the continued practice of allowing regulators to exercise that discretion without any accountability to the public, especially given their past record of poor performance' (p.175). It is in the context of this poor accountability that in Chapter 8, the final chapter, the authors develop their proposal for a Sentinel to act 'solely in the interest of the public to assess the condition of the financial system over time and the way in which it is being regulated, based on a broad and dynamic perspective' (p.186). Only such an approach can ensure that the public obtains the independent and expert insights into what regulators are actually achieving, supposedly on their behalf.

The book is well written and the points are cogently argued. It also engages the reader despite some detailed technical financial information (a glossary is a very useful element of the book), a testament to the authors' (combined) lucid writing style. It benefits hugely from the fact that the authors have had time to not only reflect on the crisis, but to undertake some very careful and seminal research in a variety of contexts and locations.

The real problem - and the authors acknowledge this - is that the addition of a Sentinel, however well intentioned, seems a somewhat anaemic proposal given the systemic nature of the crisis and its contributing parts. The Sentinel may well be capable of serving the interests of the public in a manner that other elements of the regulatory architecture have never quite managed. I just wonder if such a public interest proposal could convince the first constituency it will have to persuade - the public.

■ Have you read?

Christian Herzig, Tobias Viere, Stefan Schaltegger and Roger L. Burritt (2012):

Environmental Management Accounting, Case studies of South-East Asian companies

Reviewed by Mark van der Veen, University of Amsterdam, The Netherlands

Publisher: Routledge, New York, 2012, 326 pages.

Environmental Management Accounting provides an overview of the tools of Environmental Management Accounting and a discussion on its applications to 12 case studies in South-East Asia (Indonesia, the Philippines, Thailand and Vietnam). Environmental Management Accounting is defined as “a specific type of accounting which brings together monetary and physical information to (i) provide support for decision-making by managers, and (ii) facilitate accountability through feedback from reports made to internal and external stakeholders” (page 7). Environmental Management Accounting includes a wide variety of tools from the assessment of the environmental impacts of a product in all stages of production, use and re-use (Lifecycle Assessment) to tools to make improved assessments of all potential financial costs and benefits of an environmental management decision.

Environmental Management Accounting started to develop more than two decades ago when managers appeared often unaware of the high cost of neglecting or undermanaging the environmental impacts of business. They had never worried about the cost of water consumption or waste management and existing information systems did not include any relevant environmental information. Now that these costs increased considerably as a result of stricter regulation and the use of

financial instruments by environmental authorities; a closer study of the financial side of environmental management became beneficial. At the same time companies started with corporate sustainability reporting in response to demanding stakeholders, including not only NGO’s and governments but shareholders as well. The annual reporting of environmental information required the implementation of more professional environmental information systems.

The systematic overview of EMA tools is a strong point in this book. The discussion about each individual tool is not very instructive but this should not be an issue for the scholarly reader. The case studies on the other hand contain a good level of financial detail that make them also interesting to use for training purposes. I took a closer look at the case study on a paper mill in Vietnam since I have done some environmental management accounting practice myself in this industry in the early nineties in the Netherlands.

One striking aspect of this case to me is that it shows how universal the environmental issues and technologies are. Just like in my cases in the Netherlands, the main technology applied in Vietnam stems from Finland and just like 20 years ago one of the big questions is whether it is feasible to close the water loop: clean your waste water so effectively that you can reuse it for your process. The case study includes a good amount of data to support the decision and to help managers to un-

derstand how environmental issues can have an economic impact. More unique aspects in the case study are the scarcity of fresh water and the impact of seasons and climate change. In fact the case is almost more about how the company should cope with the impact of the environment on the company than the other way around.

Although the context of the cases in South-East Asia is different from other studies, it seems that this has no regional implications for the design or selection of the EMA tools. That is in itself an interesting insight. It relates to the last sentence of the book: “Thus we hope that the case study results and implications provide useful insights and new ideas for researchers and practitioners beyond the South-East Asian region to reveal the actual and potential contribution EMA can make to sustainable development.” (page 312)

Disclaimer

Neither the editor nor the European Accounting Association (EAA) claims copyright over the articles or comments provided in this newsletter where alternative source is acknowledged above. In all other cases the EAA is willing to provide an unrestricted license to use the contents of this newsletter for any not-for-profit educational purpose. For all other uses, permission should be sought from the editor. The EAA reserves the right to make a charge for use of this content where considered appropriate by the editor.

All information provided in this newsletter is offered in good faith and whilst all attempts have been made to assure the validity of the contents, they should also be confirmed by alternative sources before being used in any way. Neither the editor nor the EAA accepts any responsibility for any adverse results brought about by use of the information contained in this newsletter.

All information provided by designated authors expresses the opinion of these authors and may not necessarily be the opinion either of the editor or of the EAA. This newsletter may contain links to websites that are created and maintained by other organizations. Neither the editor nor the EAA necessarily endorses the views expressed on these websites, nor do they guarantee the accuracy or completeness of any information presented there.

This newsletter is produced for members of the European Accounting Association and supplied to all members for whom a correct email address is available on the official register of members held by the EAA Secretariat at the time each issue is circulated. Archived copies of each newsletter can be found in the Members' Section of the EAA Website.

Further details about the European Accounting Association, including membership details, can be found on

its website at <http://www.eaa-online.org>. All queries related to membership of the Association should be directed to the Secretariat at aaa@eiasm.be.

Publisher: European Accounting Association, c/o EIASM, Place de Brouckère Plein, 31 B - 1000 Brussels
aaa@eiasm.be

Editor: Hanna Silvola
Aalto University School of Business
hanna.silvola@aalto.fi

Pictures in this issue: Hanna Silvola (p. 1), Begoña Giner (p. 2), European Accounting Association (p. 7), Juhani Vaivio (p. 19), European Union: <http://europa.eu> (p. 20).