

Editorial

At this time of the year, many of us start into a new academic term. For me, it is also the beginning of my work as the new Editor of the EAA's newsletter, which I inherit from Andy Lymer who successfully managed it during the last few years.

I feel that the newsletter should be a platform for members to share their thoughts and interests, and I hope that this issue gives you an idea about where it could develop in the future.

The present issue features a retrospection of this year's **annual congress in Göteborg**, where more than 1,100 delegates from 40 different countries attended presentations in 180 parallel sessions. The coming together of so many accounting scholars was the



ideal occasion for paying tribute to one of the leading drivers behind the development of the EAA, **Professor Anthony Hopwood**. He was awarded the new EAA Award for Academic Leadership.

The newsletter also features a **research section**, where this time Colwyn Jones reports on a research project on European manufacturing

accounting practices.

I would like to thank all the contributors of this issue. Your contributions made it much easier for me to get started with my work. I feel that the value of the newsletter very much depends upon the contributions from the community, be they related to research, to teaching, to accounting practice, or to the European Accounting Association and its members. I can thus only encourage you to submit such materials for publication in future issues. The next issue will appear in December. Until then, I wish you a good time.

Yours,

Martin Messner

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EAA Award for Anthony Hopwood

The opening plenary session of the EAA Congress held in Göteborg this year included a point that was not quite traditional. The EAA Management Committee granted a new EAA Award for the first time, this year to Professor Anthony Hopwood for his significant contribution to the development of the EAA.

Bohumil Král, the President of the EAA, opened the award ceremony by pointing to the recent development of the EAA. "The EAA has substantially increased – not only in the quantity of members and participating countries, but (and especially) regarding the importance of the congresses for the scientific and academic

development of accounting world-wide and the influence of the European Accounting Association on the recent accounting events generally", he explained. Naturally, such changes imply looking back: "To the roots of the EAA foundation and to the internal necessity to thank those personalities who have substantially contributed to the EAA development. This is the principal reason why the Management Committee of the EAA has decided to found an **EAA Award for Academic Leadership** and to grant it already this year: to the personality who has contributed to the EAA foundation and development in the most significant way: Professor Anthony Hopwood."

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Award for Anthony Hopwood (*continued from page 1*)

(...) After his introductory statements, which were followed by long and spontaneous applause, Bohumil Král asked two of Anthony's very close collaborators, **Kari Lukka**, EAR editor and professor of accounting at the Turku School of Economics and Business Administration, and **Gerry van Dyck**, General Secretary of the European Institute for Advanced Studies in Management, to outline Anthony's contribution to the EAA development in a more detailed way. Kari Lukka focused on the outstanding academic achievements of Anthony Hopwood, while Gerry van Dyck gave a testimony of 29 years of close collaboration with her colleague and friend. (Below you can find extracts from their speeches).

Just after Gerry's speech, all three speakers congratulated Anthony and handed him over the Award – a book made of crystal with the personal dedication to the first holder of the



Award. After long and forceful applause, Bohumil Král shortly informed the auditorium that the “**Anthony Hopwood Award for Academic leadership**” would from now on be granted occasionally - perhaps every three or four years - to outstanding scholars who have

contributed substantially to the development of our discipline and the EAA.

After that, **Anthony Hopwood** gave an open and frank speech to end the ceremony. He started it by warmly thanking the EAA for the Award he had just received. Thereafter he reacted to some comments stated in the speeches of Kari and Gerry. He also did not forget to mention some other collaborators who - in his opinion - have substantially contributed to the development of the EAA. At the end of his speech he expressed the wish that the current stage of the development of the EAA would not be viewed as a final one, but that it would continue its growth especially in the area of the quality of scientific outputs and the influence on the young academic generation.

Kari Lukka on Anthony Hopwood's

Academic Achievements

“... In this occasion, I have the great pleasure to briefly overview the academic accomplishments of Professor Anthony G. Hopwood. However, it will be very difficult to be brief in front of this task.

It is certainly fair to state that the original contribution of Anthony Hopwood as the founding figure of a distinctive new paradigm of accounting thinking is outstanding.

He laid the ground for his major achievements already during his doctoral studies at the University of Chicago, where he first focused on examining how economic theory can inform our understanding of accounting. However, it was of crucial importance that he soon changed this original focus of his Ph.D. work in a most radical

manner. He refocused his research on the social and organizational context of accounting, mobilizing social psychology theory in his study on performance evaluation styles related to management accounting. His dissertation was later published as a book, and Anthony produced two articles published in major US research journals on its basis. In addition, also another book was later published based on his dissertation work. All of these early and mid 1970's publications of Anthony Hopwood were extremely well received by the accounting academia, and have become widely used and cited thereafter.

Another crucial turning point of Anthony Hopwood's academic career took place in 1976, when he founded

the research journal *Accounting, Organizations and Society*. This can be viewed as a continuation of the ideas, which had occurred to him during his doctoral studies. He positioned the journal, *AOS*, to examine the behavioural, organizational, and social aspects of accounting, which at that time must have looked like a relatively narrow niche. During its almost 30 years of existence, *AOS* has grown in importance, and is now regarded without question as one of the few real major research journals of accounting.

The agenda on Anthony Hopwood has been to develop accounting to be a self-conscious and respectable discipline among other social sciences.

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Academic Achievements (*continued from page 2*)

(...) He has always encouraged accounting researchers to broad-mindedly conduct interdisciplinary studies and to expand their theoretical scope to include, for instance, philosophy, sociology, anthropology, and history. He has also strongly encouraged researchers to use case and field study methods to take a look at accounting in everyday action and over time.

“Anthony has brought his distinctive new agenda of accounting thinking into the numerous forums in which he has acted”

Anthony has brought his distinctive new agenda of accounting thinking into the numerous forums in which he has acted. In the first place, he has maintained an active and successful research career by publishing numerous journal articles, several books, booklets, edited books, and research reports. But likewise his

teaching and supervision as a professor at several universities, his editorial and reviewer work, his frequent key note speeches at accounting conferences, chaired workshops, and doctoral colloquiums, just to mention a few, have offered him platforms for having a worldwide and considerable influence on the mindset of the accounting academia. As the outcome of his own example, the success of AOS, and his incomparable skills in academic leadership, a great number of accounting researchers have followed Anthony’s call for this type of research, and due to this, what was originally perhaps a narrow niche has over time grown into one of the main avenues of accounting research in the world. In the course of time, the outcome of Anthony’s inspiring ideas, and their proficient dissemination, have been the formation of a legitimised and strong position of a distinctive type of accounting research he has initiated.

One of the root causes that make Anthony an outstanding accounting scholar is the fact that despite his long-time position at the highest top of the

accounting academia, he has always been able to keep to his original style of being intellectually open and democratic: when discussing with Anthony, everybody certainly feels the genuine spirit of following the “may the best argument win” principle. His own style of scholarship has formed a brilliant example for the younger academics how to best contribute to the enhancement of accounting knowledge.

Ladies and gentlemen, the merits of Anthony Hopwood as accounting scholar are incomparable. So vast is the influence of his academic achievements that he is appreciated as an accounting scholar and educator of the highest quality among the representatives of all fields and methodologies of accounting research – hence also among those who subscribe to very different kinds of accounting thinking from that of Anthony’s. In front of the original and outstanding contributions to accounting thought of Anthony Hopwood, every accounting scholar in the world most certainly feels humble.”

Gerry van Dyck on

Working with Anthony Hopwood

“...When I joined the European Institute in 1976, Anthony Hopwood was already active as one of the EIASM Faculty members in Accounting. Together with an international group of Management Scholars, Anthony organised research workshops, tutored doctoral students and published an impressive number of working papers. Together with Edmond Marques from CESA (now Group HEC) in France, he launched different very innovative and path-breaking series of Accounting Workshops on subjects such as “Comparative European Accounting”, “Accounting in a Changing Social and Political Environment” and “Management Information and Control Systems”. Later on these series and

others were to be continued by Anthony with, amongst others, Hein Schreuder and Dieter Ordeltelheide.

On the occasion of one of these workshops in 1977 at the Institute in Brussels, it was decided that the next logical step to take was the creation of a European Accounting Association. I still remember vividly how together with Anthony and Edmond Marques we stood at the cradle of the EAA. Two weeks before the first official Annual Congress was to take place in Paris, March 1978, we contemplated cancelling and abandoning the whole idea, because less than twenty participants had registered. Considering that in the last couple of

years the EAA Annual Congresses attracted over 1.000 participants (1,150 in Göteborg), one has to admit that the European Accounting Association has come a long way, and most notably thanks to the contributions of Anthony Hopwood.

Anthony Hopwood served as the Association’s first President-Founder. Ten years later he accepted a second term of office as President. He was the instigator of the Annual Doctoral Tutorial, and proved to be a determined negotiator when it came to selecting the publisher for the European Accounting Review.

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Working with Anthony Hopwood (*continued from page 3*)

(...) Everybody knows that he has been, and still is, a member of various EAA committees, which he often also chaired. But nobody is better placed than I after all these years, to appreciate the real amount of time, effort and energy that Anthony Hopwood invested in this Association behind the scene. In the darkest moments of the EAA and

*“In the darkest moments of
the EAA and for the most
difficult problems he was
always there”*

for the most difficult problems he was always there not only with solid advice but also with real actions and support.

When I became Director of EIASM in 1994, I found myself lucky to have Anthony Hopwood as President of the EIASM Board for over nine years.

Together with the other Board Members he was responsible for setting the strategy of the Institute in line with its continued mission towards the development of Management Research in Europe. Towards the end of his mandate he delivered a major “coup de force” and had the European Institute recognized as a Think-tank by the European Parliament and the Commission.

I hope that this testimony proves that the award the EAA presented to Anthony on the occasion of the 2005 Annual Congress of the Association in Göteborg, although labelled for *Academic Leadership*, could easily be extended to include *Managerial and Organisational Leadership* as well.

Thank you very much Anthony on behalf of the EAA and the EIASM. Congratulations and all our best wishes.”

28th Annual EAA Congress, 18-20 May, Göteborg

This year's EAA Congress was held in Göteborg on May 18 to 20. The Göteborg Organising Committee would like to thank all participants for making this Congress a success. We originally planned for 900 delegates, but some days before the start of the Congress 1,150 have registered, which was the highest capacity we could handle in order to deliver a well-functioning event. All abstracts for the parallel sessions and poster sessions were made accessible on-line. The Organising Committee made it possible for all interested participants to read and print the accepted full papers on-line on the EAA Congress website during a period of two weeks before the Congress and one week after the Congress. Only those full papers had been made available where the author did not object to this procedure. We hope that this new system increased the quality of discussions during the parallel and poster sessions.

The academic programme of the Congress started with the welcome addresses, where Professor Anthony Hopwood received an award from the EAA, and the Opening plenary session. During the following days 1,135 delegates from 40 different countries attended 180 parallel sessions for presented papers, each with either two or three papers being presented in sixteen topic areas. For the first time two Poster Sessions were held where 75 posters were presented. Expert discussions in nine symposia took place, as well as two sessions organised by IFAC. 14 publisher and professional organisations exhibited during the Congress.

Once again we would like to thank the participants for making this Congress a joyful memory.

EAA 2005 Congress Organising Committee



Report on the KPMG European Doctoral Colloquium 2005

The 2005 KPMG European Doctoral Colloquium was held at **Gullholmen**, Sweden, May 14-17, 2005. Gullholmen is an island in the Swedish archipelago approximately 100 km from Gothenburg. It is connected to the main land by a ferry and no cars are allowed on the island. This was an ideal location for the doctoral colloquium. No escape was possible. The result was high interaction among the participants and many networking activities.

Fifty students applied for this year's colloquium and as usual seventeen were selected. The students came from twelve countries and represented schools from ten countries. In addition, the American Accounting Association sent a representative from their Doctoral Consortium. This year the representative was Anne Beyer from Northwestern University. She presented the paper *Financial Analysts' Forecasts Revisions and Managers' Reporting Behavior*.

All students presented their doctoral work and this year we had 8 papers on managerial accounting, 9 on financial accounting and 1 on auditing. The papers were presented in two parallel sessions and 1 hour and 15 minutes was allocated to each paper. The papers were all of high quality.

The faculty consisted of John Christensen, University of Southern Denmark, David Cooper, University of Alberta, Wayne Landsman, University of North Carolina, Christian Leuz, University of Pennsylvania, Jan Mouritsen, Copenhagen Business



School, Peter Pope, Lancaster University, Michael Shields, Michigan State University and Alfred Wagenhofer, University of Graz. This constitutes a faculty of high international standard. The EAA Executive Secretary, Nicole Coopman, was responsible for the practical program.

Professor Michael Shields gave a lecture on publication in academic journals and Professor Christian Leuz gave a lecture on the input of accounting research to the regulatory process with special emphasis on the European accounting standards.

As every year, the faculty of the colloquium selected one student to go to the American Accounting

Association's Consortium. This year Sayjda Talib of Lancaster University was selected to go to Lake Tahoe in June 2005. She presented the paper *Does Investor Relations Really Make a Difference?*

The sponsor of the event was KPMG (Netherlands). Without this support the event would not be possible. We believe the Colloquium is very important for the future of European accounting research and for the future development of the accounting profession in Europe. We want to take this opportunity to thank KPMG for their sponsorship.

John Christensen and Peter Pope

Young academics talk about their

Impressions from the congress

Andrea Tenucci from University of Pisa, Italy, looks back:

"The importance of the EAA congress is very clear for a young researcher. You have the opportunity to present the intermediate and final results of the PhD research, but the most important aspect is that you can receive a lot of comments

and suggestions. Starting a research program is extremely stimulating but you also need suggestions when you are a young researcher because you don't have that much experience. In this congress, you can meet a lot of researchers from all over the world and exchange ideas about your research

interests. Sometimes you are confronted with critical remarks on your methodology, or even on your main arguments, but this can actually be very helpful.

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Impressions from the congress (*continued from page 5*)

(...) The atmosphere at the EAA congress is very constructive and you can learn new perspectives on your research questions. Moreover, you get a good overview about the ideas that other researchers in other countries are developing on your subject matter. This very much helps situate your own work in a broader context. It is a 'breath' of international research that you can take at the EAA congress, and this, I feel, can be very stimulating and motivating."

Anders Rom from Copenhagen Business School in Denmark:

"EAA 2005 was my first EAA

congress. But actually my EAA experience started before the congress as I was lucky to be able to join the doctoral colloquium. 17 students and 8 faculty members were challenging each other in the fields of financial and management accounting. As a doctoral student in management accounting and enterprise systems the colloquium and the participants really contributed to the progress of my work. An outcome on the social side was that a French colleague (one of the colloquium participants) is looking after my house this fall while he is visiting Copenhagen Business School and while I am visiting Aston Business School.

The congress offered me lots of things

professionally and socially as well. At the congress one has the opportunity to meet with the researchers within your field and accounting information systems were the subject of one of the tracks. But perhaps even more important was that you had the opportunity to learn more about the research that you are not engaged in your daily activities. In this way I learned more about research in for example management accounting and the health care sector.

I enjoyed the EAA experience and look forward to seeing you all in Dublin next year."

EAA Annual Congress 2006

Looking forward to Dublin



The 29th Annual Congress of the European Accounting Association will be held in Dublin, Ireland, on **22nd to 24th March, 2006**. The venue is the Quinn School of Business at University College Dublin's Belfield campus, 5km south of Dublin's city centre. The conference is being organised by the Department of Accountancy at UCD.

To register for the Congress and its associated social programme, and to make hotel reservations, please use the on-line Congress registration form on www.eaa2006.com. Registration is only available on-line.

Submissions are invited, of full papers or abstracts of papers, on all aspects of accounting and auditing for presentation at the Congress. The **deadline** for submission of full papers, or abstracts, is

October 17th, 2005. Full papers, or abstracts, should only be submitted electronically through the on-line submission system, on the website www.eaa2006.com. All submissions to be considered for the Congress must include, at a minimum, an abstract in the prescribed format. The online submission system gives details about the required format. It also accommodates attachment of full papers.

Papers on all aspects of accounting are welcome to be submitted for consideration. There will be two types of contributed papers: substantially completed research papers submitted for presentation at parallel sessions (where 30 minutes will be available to each paper for presentation and questions) and less well developed papers submitted for presentation at research fora (where 15 minutes will be available to each paper for presentation and questions). The research fora papers are likely to be at an earlier stage of development than papers presented at traditional three-paper parallel

sessions. You are required to indicate on submission whether you would only be willing to present your paper in a (i) parallel session, (ii) research forum, or (iii) in either a parallel session or a research forum. The selection of papers will be made on the basis of either abstracts or full papers submitted. Priority in the selection process will be given to complete papers submitted. Information about tentative acceptance of submissions will be provided by e-mail no later than January 14th, 2006. Authors will be notified in the same e-mail if the accepted paper will be presented in a parallel session or in a research forum.

*"He found in the world
without as actual what was
in his world within as
possible"*
James Joyce

EDEN doctoral seminar on case-based research in management accounting

From 11 to 15 April 2005, the European Institute of Advanced Studies in Management (EIASM) organised a doctoral colloquium on "case-based research in management accounting". In total, **15 doctoral students** from all over Europe participated in this seminar. The plurality of academic and cultural backgrounds considerably enriched the event and turned it into a great experience for all participants.

The program consisted of daily lectures given by the faculty (**Salvador Carmona, David Cooper, Kari Lukka and Jan Mouritsen**) on topics such as: generalisation from case research, ethical issues in case research, the role of the researcher or paradigm incommensurability. The lectures referred to the "state of the art" of management accounting research and were complemented by personal commentaries and anecdotes which allowed students to gain a more in-depth idea about how the scientific community works. Moreover, students were required to discuss research issues in small groups, to defend and criticise papers, and to practise interviewing. All students had the chance to discuss their own research and to get valuable feedback from faculty and other students.

Here are the impressions of three of the participants.

Martin Carlsson, Stockholm School of Economics:

"To set things straight from the beginning, the EDEN Doctoral Workshop in Qualitative Management Accounting was one of the best workshops I have attended. I have been to a few conferences both in Sweden and around Europe. Most of them have been interesting and I have enjoyed talking to fellow PhD-students and well-known professors.

However, the EDEN workshop really is world class. The topics that are discussed are not particularly different from other workshops, but the faculty is. Professors Salvador Carmona, David

Cooper, Kari Lukka and Jan Mouritsen form a teaching squadron that few workshops can muster. This makes the class discussions so much more vibrant and lively. When you think you might have an answer to a question, there is always a new angle to consider. For example, when I presented my case study about interorganizational management control and product development, Jan Mouritsen gave me so many options to consider that I wished I had tape recorded the entire session! Actually, each night after class, the small group that had Jan as a commentator spent the whole dinner just trying to make sense of all the options he had suggested to each one of us.

Except from the faculty, I really made some good friends among the PhD-students. It started off already the first night when I met my roommate Brian Jørgensen from Aarhus in Denmark. Having the opportunity to talk to PhD students from all around Europe, to learn the characteristics of a true Italian espresso or to get to know Belgian beer made the week a lot of fun. I have already recommended to all my PhD colleagues at the Stockholm School of Economics to apply for the next EDEN workshop..

If you have a Professor that can sponsor two workshops I would suggest that you attend the EDEN workshop in Brussels and then also the Siena Doctoral Workshop organized by Professors Robert Scapens and Angelo Riccaboni. Both workshops deal with qualitative management accounting and give you a good opportunity to meet world class faculty and PhD students in the same situation as yourself."

Brian Jørgensen, Aarhus School of Business, Denmark:

"In week 15, 2005, I attended the EIASM Doctoral Course in Case-Based Research in Management Accounting in Brussels. This was my first time in Brussels, but not my first doctoral course in case-based research. You might ask why I would attend another

methodology course on the same topic? Well, because the first one did not provide me with what I needed. Looking back at the Brussels experience I am happy to conclude that I found what I was looking for. Then you might ask what did I actually gain from attending the course? Well, an email discussion forum which has been preoccupied with digging into Toulmin's (1958) *Uses of Argument*, a group of Finnish friends that made it so much more fun to go to the 7th MAR conference (and so much more fun to beat Finland 1-0 in the most boring training match ever played by the Danish national soccer team), excellent inspiration on how to lift my PhD project to heights I had not imagined, and contacts with esteemed professors offering to host my PhD exchange. Just to mention a few things... –Oh, and by the way, the food was great!"

Eli Pernot, KULeuven, Belgium:

"Last April I attended the EIASM - Eden Doctoral Seminar on Case-based Research in Management Accounting, held in Brussels. Considering the fact that it was my first week seminar with also foreign students and a renowned international faculty, it is probably an understatement that I was overwhelmed by this event. After spending a few months in the doctoral program, lots of questions had risen on which this course gave some very nice insights. Among others, highly relevant topics like "social constructionism", "qualitative research generalizability" and "research ethics" were covered. We were also thrown into numerous discussions, experienced some live observation – and interview practice and learned several aspects of the paper review process.

Most of our discussion preparations and doctoral proposal presentations were held in small groups, which further accentuated the interaction during this seminar. This interaction is certainly the main merit, especially when you are a novice researcher like me. (*continue next page*)

EDEN doctoral seminar

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(...) I met several doctoral students from all over Europe, with whom I will certainly keep contact. In addition this seminar introduced us to 4 world-class professors, who not only shared their extant knowledge, but also gave us important feedback on our personal doctoral research. This not only provided me with the motivation to continue my research (after all, we all encounter the same "problems"), but also enriched me personally. Therefore I would regret having missed this opportunity and sincerely want to recommend this seminar to all doctoral students, both starting as advanced".

Upcoming EIASM events

This is a selection of some upcoming EIASM events:

- 3rd Conference on Performance Measurement and Management Control, Nice, September 22-23, 2005.
- 1st Workshop on Visualising, Measuring and Managing Intangibles and Intellectual Capital, Ferrara, October 18-20, 2005.
- 2nd Workshop on Corporate Governance, Brussels, November 24-25, 2005.
- EDEN Doctoral Seminar on quanti-

tative empirical research in management accounting, Brussels, December 12-16, 2005.

- 4th Workshop on Management and Accounting in a Historical Perspective, Bologna, December 16-17, 2005.
- The KPMG Doctoral Colloquium in Accounting, Dublin, March 18-21, 2006.
- 7th Workshop on Accounting and Economics, Bergen, June 22-23, 2006.

Please see www.eiasm.org for details.

Other forthcoming events

Workshop on "Accounting in Europe"

29th to 30th September 2005,
University of Regensburg, Germany

The workshop will be in cooperation with the Journal "Accounting in Europe" and will be held on September 29 - 30 at the University of Regensburg, Germany. The main theme of the workshop is "Accounting in Europe Beyond 2005". There will be plenary sessions with distinguished speakers from the accounting profession and academia, as well as research papers.

The EU Regulation on the application of International Accounting Standards (IAS-Regulation) will have fundamental consequences not only for the companies concerned but also for the accounting systems and infrastructures of individual member states. The workshop will provide a forum to discuss the impact of this new era of accounting convergence in the EU and to exchange current research results and evidence related to this topic. One major objective is to get information on the influence of IFRS on national

accounting regulation in different member states and on potential future developments of accounting convergence in Europe.

Chairpersons:

Axel Haller (University of Regensburg, Germany)

Peter Walton (Open University, UK, and ESSEC Business School, France)

ICAEW "Information for Better Markets" Conference

19th to 20th December 2005, London

This conference runs from lunchtime to lunchtime to allow for travel. Attendance is free of charge and limited accommodation is also available for Monday 19th December.

The conference will address key questions that have emerged from the reports in the ICAEW Information for Better Markets campaign. It is aimed at senior academics and practising accountants and presentations will include:

Motives for disclosure and non-disclosure: a review of the evidence Professor Russell Lundholm (Ross School of Business, University of Michigan)

Disclosure and the cost of capital: what do we know? Professor Christine Botosan (David Eccles School of Business, University of Utah)

Does sustainability reporting improve corporate behaviour? Professor Robert Gray (CSEAR, University of St Andrews)

What has the invisible hand achieved? Professor Ross Watts (MIT Sloan School of Management)

How can business reporting be improved? A research perspective Professor Martin Walker (University of Manchester)

For more information, please visit www.icaew.co.uk/bettermarkets.

New books



Sten Jönsson & Jan Mouritsen (eds.)
Accounting in Scandinavia - The Northern Lights. Liber & CBS Press, 2005

“Accounting in Scandinavia - The Northern Lights” contains a collection of papers written by Scandinavian accounting scholars with an established reputation in the academic field. It is therefore probably fair to say that the book provides the reader with an up-to-date overview of Nordic perspectives on accounting. As such, it features empirical, conceptual and methodological contributions across the areas of finance, financial accounting, management accounting, auditing, and public sector accounting.

Scandinavian accounting research, in general, offers insights into accounting practice that are informed by the rather close connection between researchers and practitioners in these countries. This is mirrored by the fact that interventionist approaches feature prominently in Scandinavian accounting research. The close cooperation with practice allows researchers to address issues in considerable empirical depth, offering more than just superficial views of the field.

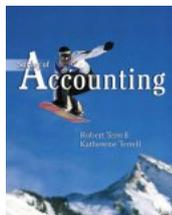
One can perhaps identify three main concerns being addressed in the book. First, most of the contributions are interested in highlighting the particular characteristics of Scandinavian accounting practice. Paul Israelsen and Carsten Rohde, for example, focus on Danish accounting frameworks and offer a comparison with activity based costing. In a similar vein, Guy Ahonen and Jan-Erik Grøjer refer to the strong tradition of social accounting in the Nordic countries and describe the ups and downs of the various forms in which social accounting has appeared in the past years.

A second major concern can be seen in the theoretical lens that Scandinavian perspectives have offered on accounting practice. Most contributions display a preference for studying accounting in

its social and institutional context, instead of restricting their view on the more technical aspects of accounting systems. In their paper on accounting change, Markus Granlund and Sven Modell, for example, suggest to study changes in accounting systems also from the perspective of theories of learning and organisational development, thereby arriving at a more informed notion of change.

Thirdly, the contributions in the book mirror the Nordic preference for case study methods, in general, and interventionist research methods, in particular. In the final chapter of the book, Kari Lukka offers a comparison of various types of case research, and makes a case for action research and constructive case research.

With 15 chapters in total, the book offers a perspective on accounting that is shaped by a particular cultural context, without being at all only of regional interest.



Katherine Terrell & Robert Terrell.
A Survey of Accounting, Making Sense of Business. Pearson/Prentice-Hall, 2004

In the preface to this book, the authors explain the challenge that many accounting educators face when they want to shorten a two-semester pedagogy into one. The „Survey of Accounting“ is designed to address this challenge and to serve as an introductory text to both the most relevant financial and managerial accounting issues. This is not an easy task, to be sure, and the book struggles to keep a good mix between depth and breadth. The focus is more on financial accounting and analysis, putting particular detail and emphasis, for example, on the preparation of accounts and the general ledger.

The book seems to be appropriate for non-business students, who will benefit from the more general sections on the business environment and the nature of

the firm. On the other hand, the book has a strong focus on the technique of accounting and leaves behavioural or institutional issues rather untouched. These are alluded to, however, in some of the little boxes entitled “What Do You Think?”. These are inserted between the text sections and contain discussion questions that require students to do more than ticking boxes or calculating numbers.

News from Academia

Award

SOM fellow **Bob Scapens** received the British Accounting Association distinguished academic award 2004 for his contributions to the academic field of management accounting.

Job vacancies

Below are listed currently available vacancies that have been sent to us. To see the full details of any available position, please go to the EAA website.

- Full Professor in Financial Accounting. Institution: HEC Lausanne, Switzerland.
- Professor of Accounting. Institution: Lincoln University, New Zealand.
- Lecturer/Senior Lecturer in Accounting. Institution: Lincoln University, New Zealand.
- Assistant Professor in Financial Accounting. Institution: Maastricht University, The Netherlands.
- Candidate with international accounting abilities. Institution: Established U.S. hedge fund.
- Tenure-Track Position in Accounting School of Business. Institution: University of Northern British Columbia College of Science and Management, Canada.



T Colwyn Jones on

Researching European manufacturing accounting

Are there still distinctive national manufacturing accounting regimes in Europe or is globalization eroding differences between countries?

This was the issue that stimulated research currently being conducted by David Dugdale, Robert Luther and myself at the Bristol Centre for Management Accounting Research (a joint body of the universities of Bristol and the West of England) together with colleagues from the University of Innsbruck and Essec Business School in Paris. To begin answering the question we formulated a project to study management accounting in the UK, Germany and France and gained funding from the Chartered Institute of Management Accountants under the title "Three Traditions in European Manufacturing Accounting". Here I reflect on some of the theoretical and practical issues involved in a such a project.

What is globalization and how can we study it? The literature on globalization has grown enormously over the past 15 years and displays considerable diversity in relation to what the concept is taken to mean and how it is to be studied. We drew our view of globalization widely so as not to rule out possibilities at the outset. We did, however, decide to reject a macro approach to our enquiry that would draw on data such as statistics for inward/outward investment, level of

"If globalization is taking place then it ought to be detectable in the everyday lives of individuals"

international trading, and so on. Instead we opted for a micro approach based on the hypothesis that *if* globalization is taking place *then* it ought to be detectable in the everyday lives - and in

the reflexivity - of individuals influenced by it. Adopting this hypothesis prompted a qualitative method based on interviews and documentary analysis conducted via field research of management accounting in selected companies.

Constructing the study. We set ourselves the task of gaining access to three companies in each of the countries that would give us varied perspectives on contemporary practices in Europe. This was not easy; indeed without our colleagues in Austria and France it would have been impossible. We were lucky to form partnerships with Albrecht Becker and his colleagues at Innsbruck, and Annick Bourguignon at Essec. Albrecht was able to integrate our project with the research of PhD candidate Astrid Unterrieder (and also to gain finance for her from the Austrian Research Fund) and she accompanied us to companies in Germany, as did Annick in France. Not only did this enable us to gain access to companies, it was vital for the translation of accounting documents and for interviewing since, although we used English as far as possible, there were always some difficulties of precise wording and in some cases all of the discussion had to be interpreted. I would also emphasize the considerable benefit gained by the analysis of data by cross-national teams in a dialogue of understanding. In the recent EAA Congress in Goteborg, British and Austro-German authors presented independently written papers based on the *same* fieldwork data (see references). This is an uncommon occurrence in accounting research - or elsewhere in social science for that matter - and was an extremely interesting basis for continuing discussion.

Early findings. The German wing of the project is nearing completion. Some of our findings will appear shortly in

the EAA journal *Accounting in Europe*. Here we explore the impact that the adoption of international financial reporting standards may have on management accounting (or "Controlling") in Germany. In line with our globalization theme, we raise the issue of whether greater emphasis on external reporting utilizing IFRSs may trigger the same kind of financial accounting dominance in Germany in the early 21st century that Johnson & Kaplan famously condemned as destructive of US manufacturing in the 1980s. We regard this as an open question and suggest it is one German managers would do well to consider.

Our more general findings appear in the Jones & Luther EAA paper (which can be supplied by the author). We found remarkable, unexpected, developments in the German companies we visited that had impacted strongly on our respondents. They all saw the early years of the 21st century as a period of transformation in German manufacturing. Put simply, increasing international competition was seen as leading to restructuring of German firms from functional organization to business unit form, where managers are seen less as "technical specialists" and more as "entrepreneurs" who are customer-focused and responsible for the profitability of their unit. This change is reinforced by the introduction of profit-based bonuses for these managers. Under these new conditions the techniques of management accounting remain relatively unchanged, and thus may be described as typically German. But what is different is the greater importance attached to management accounting information in managing the company.

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Researching European manufacturing accounting

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(...) In the opinions of those who create and receive this information these organizational and management accounting changes mean that the management style of German companies has become "internationalized" - some say "Americanized". Yet, as a counter-trend, there was also increasing effort by institutions such as the Controller Akademie and the International Group of Controlling to maintain and expand the Germanic tradition of Controlling not only in Germany but also in Austria, Switzerland, Hungary, Poland, the Czech Republic, Slovenia, and Italy. Thus there is a balance of forces pulling in different directions.

Conclusions. Over a decade ago Dave Dugdale and I worked with Wendy Currie comparing her Japanese studies with our own UK-based material. We concluded that although Japanese accounting techniques were very similar to those in Britain they were used in

"Management accounting techniques in Germany are unfamiliar to the British observer, but they may be coming to be used in a very similar way in the management of companies"

very different ways in the management of companies. In the current study we come to a contrary conclusion; that some management accounting techniques in Germany are unfamiliar to the British observer, but that they may be coming to be used in very similar ways in the management of companies. To explore societal differences further more cross-national research would be informative. We have produced a British perspective on Germany; it would good to have a German perspective on Britain - as our colleague Albrecht suggests. Ironically, in some ways it was easier to research German firms simply because we knew less about them and had fewer preconceptions. In the UK we face the

phenomenon of not noticing some things because they are too obvious to us. I wonder what German (or French) researchers would discover that we miss.

Overall, looking back on our project, I guess that if we had known at the beginning just how much effort has to go into gaining access to companies across three countries (with France being exceptionally difficult), and co-ordinating researchers with very different academic calendars, we may well have decided not to bother. But if so, we would have lost out on a lot of interesting research, in convivial settings, with some very good colleagues. It was definitely worth the effort.

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