

Establishing a Stream of Research in Accounting

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Definition: Research Stream (Mike Peng)

- A research stream is a series of related papers on one topic, each progressing to dig deeper.
- The best stream is programmatic and systematic, progressing from a theory/conceptual paper, then to quantitative research, and then to possibly qualitative/case study research.
- Ultimately this stream may lead to a practitioner/policy paper.
- A vibrant stream does not end.
- After going through all of the steps above, a new theory paper, summarizing and extending the learning from this stream, should be attempted.

Thoughts: Developing a Research Stream

- How to start?
- Can one enter a stream that is already started?
- Research tools?
- When to switch streams or get in a different boat?
- Examples?
- Benefits and challenges?
- Co-authors?
- Journals?
- Publishing?

Current Issues in Financial Accounting

- Event studies

- <http://web.mit.edu/doncram/www/eventstudy.html>
- <http://www.eventstudytools.com/significance-tests>
- Background Paper: Binder “The Event Study Methodology Since 1969”, RQFA 1998
- Bhattacharya, et al “Assessing the relative informativeness and permanence of pro forma earnings and GAAP operating earnings”, JAE 2003

- Capital Markets Research

- Kothari “Capital markets research in accounting”, JAE 2001
- Lee - Discussion of Capital markets research in accounting, JAE 2001
- Francis, Schipper, and Vincent “Expanded disclosures...”, TAR 2002

Current Issues in Financial Accounting

- Earnings Quality

- Dichev, Graham, Harvey, and Rajgopal, 2013. Earnings Quality: Evidence from the field
- High-quality earnings are sustainable and backed by actual cash flows.
- Earnings quality is not as context-dependent as previously thought.
- About 20% of firms manage earnings to misrepresent performance, and for such firms 10% of EPS is typically managed.
- CFOs believe FASB issues too many rules, and disagree with the de-emphasis of matching and over-emphasis of fair-value accounting.
- CFOs worry that a rules-based culture makes the audit function centralized and mechanical

Current Issues in Financial Accounting

- Measures of earnings quality
 - earnings persistence,
 - predictability,
 - asymmetric loss recognition,
 - various forms of benchmark beating,
 - smooth earnings,
 - magnitude of accruals,
 - income-increasing accruals,
 - absolute value of discretionary or abnormal accruals, and
 - the extent to which accruals map into cash flows

Current Issues in Financial Accounting

- Earnings Quality Research
- Dechow, Ge, and Schrand, “Understanding Earnings Quality: A review of the proxies, their determinants, and their consequences,” JAE, 2010, pp. 344-401
- Ecker, Francis, Kim, Olsson, and Schipper, “A returns-based representation of earnings quality,” 2006, TAR, pp. 749-780.

Current Issues in Financial Accounting

● Accounting Anomalies

- Bernard and Thomas, “Post-earnings announcement drift: Delayed price response or risk premium”, 1989, JAR, pp. 1-36
- Richardson, Tuna, Wysocki, “Accounting anomalies and fundamental analysis: a review of recent research advances,” 2010, JAE, pp. 410-445
- Easton and Monahan, “An evaluation of accounting based measures of expected returns,” 2005, TAR, pp. 501-538
- Balakrishnan, Bartov, and Faurel, “Post loss/profit announcement drift,” 2010, JAE, pp. 20-41
- Gilliam, Heflin, and Paterson, 2015. Evidence that the zero-earnings discontinuity has disappeared. JAE, 60:1, pp. 117-132
- Chordia, Subrahmanyam, and Tong, 2014. Have capital market anomalies attenuated in the recent era of high liquidity and trading activity? JAE, 58:1, pp. 41-58

Current Issues in Financial Accounting

● Accounting Disclosures

- Barth, Beaver, and Landsman, “The market valuation implications of net periodic cost components”, 1992, JAE, pp. 27-62.
- Hodder, Hopkins and Wahlen, “Risk-relevance of fair-value income measures for commercial banks”, 2006, TAR, pp. 337-376.
- Schipper, “Required disclosures in financial reports”, 2007, TAR, pp. 301-326.
- Ahmed, Kilic, and Lobo, “Does recognition versus disclosure matter? Evidence from value relevance of banks’ recognized and disclosed derivative financial instruments,” 2006, TAR, pp. 567-588.
- Miller and Skinner, 2015. The evolving disclosure landscape: How changes in technology, the media and capital markets are affecting disclosure. JAR. May. pp. 221-239
- Allee and DeAngelis. 2015. The structure of voluntary disclosure narratives: Evidence from tone dispersion. JAR. May. pp. 241-274

Current Issues in Financial Accounting

● International Financial Reporting

- Barth, “Global financial reporting: Implications for U.S. academics,” 2008, TAR, pp. 1159-1179.
- Defond, Hung, and Trezevant, “Investor protection and the information content of annual earnings announcements: International evidence,” 2007, JAE, pp. 37-67.
- Bushman and Piotroski, “Financial reporting incentives for conservative accounting: The influence of legal and political institutions,” 2006, JAE, pp. 107-148.
- Leuz, “Different approaches to corporate reporting regulation: how jurisdictions differ and why.” 2010, ABR, pp. 229-256
- Hope, Thomas, and Vyas, “Financial credibility, ownership, and financing constraints: an international study using private firms,” 2011, Journal of International Business Studies, pp. 935-957.
- Fang, Maffett, and Zhang, 2015, Foreign Institutional Ownership and the Global Convergence of Financial Reporting Practices. JAR April. pp. 593-631.

EXAMPLES - DeFond

- DeFond, M.L, 1992 The association between changes in client firm agency costs and auditor switching.
- DeFond, M.L., 2010. How should the auditors be audited? Comparing the PCAOB inspections with the AICPA peer reviews.
- DeFond, M.L, Ettredge, M., Smith, D., 1997. An investigation of auditor resignations.
- DeFond, M.L, Erkens, D.H., Zhang, J., 2014. Do client characteristics really drive Big N quality differentiation?
- DeFond, M.L, Frands, J.R., 2005. Audit research after Sarbanes-Oxley.
- DeFond, M.L., Frands, J.R., Wong, T.J., 2000. Auditor industry specialization and market segmentation: evidence from Hong Kong.
- DeFond, M.L., Hann, R.N., Hu, X., 2005. Does the market value financial expertise on audit committees of boards of directors?
- DeFond, M.L, Hung. M., Carr, E., Zhang, J., 2011. Was the Sarbanes-Oxley Act good news for corporate bondholders?
- DeFond, M.L, Jiambalvo, J., 1991. Incidence and circumstances of accounting errors.
- DeFond, M.L, Lennox, C.S., 2011. The effect of SOX on small auditor exits and audit quality.
- DeFond, M., Lim, C. Y., Zang, Y. 2012. Client conservatism and auditor-client contracting.
- DeFond, M. Raghunandan, K., Subramanyam, K.R., 2002. Do non-audit service fees impair auditor independence? Evidence from going concern audit opinions.
- DeFond, M.L, Subramanyam, K.R., 1998. Auditor changes and discretionary accruals.
- DeFond, M.L., Wong, T.J., U, S., 2000. The impact of improved auditor independence on audit market concentration in China.

EXAMPLES – Abbott, Parker & Peters

- Abbott, I.J., Parker, S., Peters, G.F., 2004. Audit committee characteristics and restatements.
- Abbott, I.J., Parker, S., Peters, G.F., 2006. Earnings management, litigation risk. and asymmetric audit fee responses.
- Abbott, I. J.Parker, S., Peters, G.F., 2012. Audit fee reductions from internal audit-provided assistance: The incremental impact of internal audit characteristics.
- Abbott, I.J., Parker, S., Peters, G.F., Raghunandan, K., 2003. An empirical investigation of audit fees, nonaudit fees, and audit committees
- Abbott, I.J., Parker, S., Peters, G.F., Raghunandan, K., 2003. The association between audit
committee characteristics and audit fees.
- Abbott, L.J., Parker, S., Peters, G.F., Rama, D.V., 2007. Corporate governance, audit quality, and the Sarbanes-Oxley Act: Evidence from internal audit outsourcing.

EXAMPLES – Dechow

- “Detecting Earnings Management: A New Approach.” (coauthored with Jung Hoon Kim, Amy Hutton, & Richard Sloan), 2012.
- “Predicting Material Accounting Misstatements.” (coauthored with Weili Ge, Chad Larson, & Richard Sloan), 2011.
- "Understanding Earnings Quality: A Review of the Proxies, their Determinants and their Consequences," (co-authored with Weili Ge & Catherine Schrand), 2010.
- “The Persistence of Earnings and Cash Flows and the Role of Special Items: Implications for the Accrual Anomaly,” 2006.
- “Why are Earnings Kinky? A reexamination of the Earnings Management Explanation,” (coauthored with Scott Richardson and Irem Tuna), 2003.
- "The quality of accruals and earnings: The role of accrual estimation errors" (coauthored with Ilia Dichev). 2002.
- “Earnings Management: Reconciling the Views of Accounting Academics, Practitioners, and Regulators,” (coauthored with Douglas Skinner), 2000
- "Causes and Consequences of Earnings Manipulation: An Analysis of Firms Subject to Enforcement Actions by the SEC," (coauthored with Richard Sloan and Amy Sweeney), 1996.
- "Detecting Earnings Management," (coauthored with Richard Sloan and Amy Sweeney), 1995.

When to Switch - get in a different boat?

My Experience

Cash Flow Statement – components

Non-GAAP

Dabblings?

Non-GAAP and Street Earnings - Christensen

- The Relation Between Earnings Management and Non-GAAP Reporting (with E. L. Black, T. Joo, and R. Schmardebeck), CAR
- Has the Regulation of Non-GAAP Disclosures Influenced Managers' Use of Aggressive Earnings Exclusions? (with E. L. Black, P. V. Kiosse, and T. D. Steffen), JAAF
- The Quality of Street Cash Flow from Operations (with N. C. Brown), RAST.
- Optimistic Reporting and Pessimistic Investing: Do Pro Forma Earnings Disclosures Attract Short Sellers? (with M. S. Drake and J. R. Thornock), CAR.
- Has the Regulation of Pro Forma Reporting in the U.S. Changed Investors' Perceptions of Pro Forma Earnings Disclosures? (with D.E. Black, E.L. Black, and W.G. Heninger), JBFA.
- Strategic Timing of Quarterly 'Pro Forma' Earnings Announcements (with N. C. Brown and W. B. Elliott), JBFA
- Investor Sentiment and Pro Forma Earnings Disclosures" (with N. Brown, W. B. Elliott, and R. D. Mergenthaler), JAR
- Do Managers Use Earnings Guidance to Influence Street Earnings Exclusions?" (with K. J. Merkley, J. W. Tucker, and S. Venkataraman), RAST
- U.S. Managers' Use of 'Pro Forma' Adjustments to Meet Strategic Earnings Targets (with D. E. Black), JBFA
- Who Trades on Pro Forma Earnings Information? (with N. Bhattacharya, E.L. Black, and R. D. Mergenthaler), TAR
- Pro Forma Disclosure and Investor Sophistication: External Validation of Experimental Evidence Using Archival Data (with K.D. Allee, N. Bhattacharya, and E. L. Black), AOS
- Empirical Evidence on Recent Trends in Pro Forma Reporting (with Nilabhra Bhattacharya, Ervin L. Black, and Richard D. Mergenthaler), Accounting Horizons
- Assessing the Relative Informativeness and Permanence of Pro Forma Earnings and GAAP Operating Earnings (with N. Bhattacharya, E. L. Black, and C. R. Larson), JAE

Non-GAAP: Research Stream

- Is it interesting?
- Research Questions?
 - Does anyone care?
 - Who pays attention?
 - Should they pay attention?
 - How is information used?
 - Managers
 - Compensation/Stewardship roll
 - Earnings management
 - Analysts
 - Conference Calls
 - I/B/E/S
 - Auditors
 - Regulatory effects

Headlines!

Non-GAAP financial measures are a major focus for the SEC Staff.

- Company's use of non-GAAP measures ranked 2nd in number of SEC Staff comment letters for year ended June 30, 2016. (18% of all comment letters, MD&A is #1- 44%)
- SEC Chair Mary Jo White said the SEC is “watching this space very closely” and is “poised to act through the filing review process, enforcement and further rulemaking if necessary.”

HEADLINES!

‘Tailored’ Accounting Takes Companies Into Alternate Reality,

(M. Rapaport, Wall Street Journal: Heard on the Street, March 3, 2017)

- The Securities and Exchange Commission is increasingly calling out companies that offer a different flavor of “non-GAAP” accounting—reporting their numbers as if they could calculate them using assumptions or practices not permitted under generally accepted accounting principles.
- This goes beyond the SEC’s crusade against companies using more traditional tactics like stripping out costs from their customized measures, generally making their numbers look better than under GAAP.

● “Phony Numbers’ Appear in Reports as Stocks Climb”, Bernard Condon, Associated Press, 6/8/2015

- ‘the gap between adjusted profits that analysts cite and bottom-line earnings (GAAP)....has widened dramatically over the past five years.”
- “From 2010 through 2014, adjusted profits for the S&P 500 came in \$583 billion higher than net income. It's as if each company in the S&P 500 got a check in the mail for an extra eight months of earnings.”

- “What Companies Strip Out of ‘Non-GAAP’ Earnings: Fines, Exec Bonuses, Severance, Rebranding Costs...”, Michael Rappaport, WSJ, 1/8/2015
- “As if it wasn’t enough that more newly public companies are using their own customized earnings measures, the costs they’re stripping out of those measures to enable themselves to show profits seem to be getting ever more eyebrow-raising.”
- “40 companies that had initial public offerings in 2014 reported losses under standard accounting rules, but showed profits using their own tailor-made measures.”
- “more companies are taking out more types of costs that would seem to belong in earnings calculations”

Background on Non-GAAP Reporting

- Institutional background
 - History of Non-GAAP reporting
 - Pre- and Post- Sarbanes Oxley
 - Examples of Non-GAAP reporting
 - Research on Non-GAAP reporting
 - Industry
 - Value relevance

Background on Non-GAAP Reporting

History of Non-GAAP Reporting - Post Sarbanes Oxley

SEC Rule 33-8176 defines a non-GAAP financial measure as:

“numerical measure of a registrant’s historical or future financial performance, financial position or cash flows” that includes amounts that are not part of the most directly comparable GAAP measure or excludes amounts that are part of the most directly comparable GAAP measure.”

Background on Non-GAAP Reporting

- History of Non-GAAP Reporting - Post Sarbanes Oxley
- New disclosure regulation, Regulation G

If public company discloses or releases non-GAAP financial measures must include,

- a presentation of the most directly comparable GAAP financial measure and
 - a reconciliation of the disclosed non-GAAP financial measure to the most directly comparable GAAP financial measure.
- Effective Date: March 28, 2003

Background on Non-GAAP Reporting

- History of Non-GAAP Reporting - Post Sarbanes Oxley
- *Regulation G and the amendments to SEC rules:*
 - intended to ensure that investors receive adequate information in evaluating a company's use of non-GAAP financial measures.
 - earnings announcements furnished on Form 8-K would provide the public a source of reference for obtaining a company's most recent statements regarding its financial condition.
 - new rules and amendments are in the public interest and consistent with the protection of investors.

Background on Non-GAAP Reporting

- History of Non-GAAP Reporting - Post Sarbanes Oxley
- Amended Item 10 of Regulation S-K requires companies disclosing non-GAAP numbers to provide:
 - **comparable GAAP measure**
 - **reconciliation**
 - **explanation and**
 - **statement of the purpose**

Background on Non-GAAP Reporting

- History of Non-GAAP Reporting - Post Sarbanes Oxley
- The SEC also began to scrutinize the **consistency and accuracy** of non-GAAP disclosures in order to ensure that they are not misleading.
- Recently, the SEC's former chief accountant of the Enforcement Division, Howard Scheck, has emphasized that non-GAAP metrics are a **"fraud risk factor"** (Leone, 2010).
- Finally, the **SEC formed a taskforce** in July of 2013 to scrutinize companies' non-GAAP earnings metrics that could potentially be misleading "with an eye toward **possible enforcement cases**" (Rapoport, 2013).

History of Non-GAAP Reporting

- SEPTEMBER 2014
 - International Organization of Securities Commissions (IOSCO)
 - *Statement on Non-GAAP Financial Measures*

Common terms used to identify non-GAAP financial measures include, among others, 'underlying earnings', 'normalised profit', 'pro forma earnings', 'cash earnings', 'earnings before interest, tax, depreciation and amortisation (EBITDA)', 'adjusted earnings', and 'earnings before non-recurring items'. Different issuers may use the same term to refer to different calculations.

History of Non-GAAP Reporting

- SEPTEMBER 2014
 - International Organization of Securities Commissions (IOSCO)
 - *Statement on Non-GAAP Financial Measures*

Non-GAAP financial measures can be useful to issuers and investors because they can provide additional insight into an issuer's financial performance, financial condition and/or cash flow. The use of non-GAAP financial measures also can provide issuers with flexibility in communicating useful, entity-specific information. Problems can arise, however, when non-GAAP financial measures are presented inconsistently, defined inadequately, or obscure financial results determined in accordance with GAAP. Furthermore, non-GAAP financial measures typically lack a standardised meaning and thus are generally not comparable from one issuer to the next.

Academic Research on Non-GAAP Earnings

Does anyone care about pro forma earnings?

GAAP Operating Earnings vs. Pro Forma Earnings

- Investors pay more attention to pro forma earnings!
- Analysts pay more attention to pro forma earnings!

Horse Race!



Bhattacharya, Black, Christensen, and
Larson (*Journal of Accounting and
Economics* 2003)

Academic Research - Non-GAAP Earnings

Who trades on pro forma earnings?



Institutions?



Individual
Investors?

- Less-sophisticated investors trade on pro forma information.
- Sophisticated investors stay out of the market around press release dates.

Bhattacharya, Black, Christensen, and Mergenthaler
(*The Accounting Review* 2007)

Academic Research - Non-GAAP Earnings

- CEO compensation plans have incentives based on Non-GAAP measures.

Oracle Corporation, 2006

*For our executive officers who are not directly responsible for our sales and consulting organizations, **we believe the most important factor** against which to measure such executive officer's performance **is growth in our profits** (either for the entire company **on a non-GAAP**, pre-tax basis or for his or her particular area of responsibility)...These executive officers earned their bonuses based upon the improvement in our pre-tax operating profit on a non-GAAP basis from fiscal year 2005 to fiscal year 2006.*

Additional Analyses

- Pro forma reporting and special items
 - Lougee and Marquardt (2004)
- We rerun our tests after removing all company-year observations that report special items and continue to find a positive relation between past earnings management and pro forma reporting

Conclusions

- Companies with more past earnings management are more likely to disclose Non-GAAP earnings and to do so aggressively
- Current period accruals and real earnings management appear to be substitutes for Non-GAAP earnings
- Investors appear to understand these tradeoffs as they discount Non-GAAP earnings in the presence of high balance sheet constraints

Use of Non-GAAP Financial Measures

Other Non-GAAP financial measures: XYZ Corp. example

XYZ Corp. presents the following financial measures to supplement its Consolidated Financial Statements which are prepared in accordance with International Financial Reporting Standards, or IFRS. These **measures are designed to measure growth, capital efficiency, cash and profit generation, and optimization of XYZ's capital structure:**

- Orders and order backlog;
- Adjusted or organic growth rates of revenue and orders;
- Book-to-bill ratio;
- Total Sectors profit;
- Return on equity (after tax), or ROE (after tax);
- Return on capital employed (adjusted), or ROCE (adjusted);
- Free cash flow, or FCF;
- Adjusted EBITDA, adjusted EBIT and adjusted EBITDA margins;
- Earnings-effects from purchase price allocation, or PPA effects;
- Net debt; and
- Adjusted industrial net debt.

SEC

The SEC formed a taskforce in July 2013 to scrutinize companies' non-GAAP earnings metrics that could potentially be misleading “with an eye toward possible enforcement cases” (Rapoport 2013). In addition, the disclosure of non-GAAP financial measures is now one of the top five reasons for SEC comment letters.

See "SEC Comments and Trends" available at [http://www.ey.com/Publication/vwLUAssetsAL/SECCommentsTrends_CC0421_24September2015/\\$FILE/SECCommentsTrends_CC0421_24September2015.pdf](http://www.ey.com/Publication/vwLUAssetsAL/SECCommentsTrends_CC0421_24September2015/$FILE/SECCommentsTrends_CC0421_24September2015.pdf).

IASB – valuation vs. stewardship

Consistent with the notion of overlapping information needs between internal performance evaluation and external reporting, on May 23, 2015 the International Accounting Standards Board (IASB) published an exposure draft for public comment proposing a revised *Conceptual Framework for Financial Reporting*. One of the primary changes to the existing Conceptual Framework is to clarify “that the information needed to meet the objective of financial reporting includes information that can be used to help assess management’s stewardship of the entity’s resources.”

International?

IASB and Non-GAAP

Hans Hoogervorst, Chairman of the IASB, in a recent panel discussion at the *Accounting & Finance* / IFRS Research Forum indicated a willingness to consider additional standard setting surrounding non-GAAP performance reporting.

<http://www.ifrs.org/IFRS-Research/Events/Documents/AF-IASB%20Research%20Forum%20Program%20Final.pdf>

Academic Research of Non-GAAP Earnings

What have we learned?

1. Do investors use Non-GAAP performance metrics?

YES!

2. Who uses Non-GAAP information?

Less-sophisticated investors

Analysts

Short sellers

Compensation committees

3. What adjustments are commonly used to calculate Non-GAAP?

One-time items

Recurring transactions

4. What motivates managers and analysts to provide Non-GAAP?

Informativeness

Opportunism

5. What roles do managers and analysts play in determining Non-GAAP?

Investors respond differently to manager- or analyst adjustments

Academic Research of Non-GAAP Earnings

What have we learned?

6. Does measurement error cast doubt on prior evidence?

No

7. How has regulation influenced Non-GAAP reporting?

Initial decrease after Reg. G, but rebounded and increased

Quality increased after Reg. G, less misleading

Increased investor reaction

“Non-GAAP Reporting: A Comparability Crisis”, a working paper by Black, Christensen, Cieselski and Whipple.

Your Research Stream

Topic Area

Methodology

Data Availability

Prior Research

Potential Topics – short list

- Corporate Governance
- Auditing Performance and Quality
- Analyst Forecasts
- Comparative accounting systems
- Environmental influences on accounting
- Financial statement analysis
- Accounting in developing countries
- Accounting for foreign currency
- Performance evaluation
- Non-GAAP Performance Measures
- Standard setting – effects and comparability
- Regional harmonization
- Consolidation of foreign entities
- Accounting quality
- International issues – taxation, auditing, inflation, IFRS implementation
- Accounting Ethics
- Education Standards

International Business

-Accounting Aspects

- Accounting for exports/imports
- Financial accounting dimensions of cross-national ownership
- Tax dimensions of cross-national ownership
- Managerial dimensions of cross-national ownership
- Need for access to foreign capital – debt and equity
- Non-GAAP reporting
- Harmonization, Adoption, Endorsement
- Enforcement
- Auditing standards
- Education and Ethics standards boards

Methodology

- Archival
- Analytical
- Experimental
- Survey
- Case Study
- Appropriate statistical models

Comparative/Descriptive

- Accounting standards and practices are unique to each national environment
- Standards and practices are a function of the socio-cultural, educational, legal/political, and economic environments of the country
- Cross-national transactions also require accounting responses

DATA

- Archival

- Compustat
- CRSP
- WorldScope
- Capital IQ
- Word searches/data analytics (Python, Latek)
- Hand Collections

- Experimental

- Subjects
- Students or Practitioners?

- Surveys

- Delivery method
 - Qualtrix
- Response Rate

Key Issues

- Selecting a Topic
- Co-authors
- Targeting specific journals
- Preparation of manuscript
- Submission and review process
- Revise and resubmit or reject

Selecting a Topic

- Selecting your core and related disciplines
- Specific questions you want to study
 - Good research always starts by identifying a real world problem
 - Gain initial exposure to existing research and to current events – read, read, read
 - Read the footnotes and start a file of articles that are constantly quoted for specific lines of research
 - Attend conferences worldwide to identify problems from different perspectives and to make contacts with researchers in other countries
 - Once you identify the problem, read as much as you can about the problem and related problems in your field and related fields – especially difficult if your research crosses discipline boundaries, such as strategy, finance, etc.

Selecting a Topic

- Problem should:
 - Make an incremental contribution to accounting thought
 - Address a new and interesting question
 - Challenge conventional wisdom
 - Be counter intuitive
 - Reconcile anomalies between theory and/or evidence
- What story do you have to tell, and what data do you have to support it?
- Do not become a toolkit specialist

Co-Authors

- Find co-authors who are interested and have time.
 - It is okay to say no.
- Co-authors should have different strengths and weaknesses
 - Writers
 - Research methodology
 - Access to data
- Senior vs. Junior Faculty

Targeting Specific Journals

- Understand what you need to do and where you need to publish to get your degree and, in your first job, promotion/tenure
- Two Approaches
 - Establish a flow of research that will get you into specific journals
 - Find a journal that will accept the kind of research you want to do
- Look at what international research has been published in your target journals during the past five years – research questions, methodologies

Preparation of Your Manuscript

- Present the paper as often and as broadly as you can
- Use an editor where possible – especially if English is not your first language
- Make sure you use the style of your target journal
- Make sure the reader knows within the first page or two what you are doing and why

Submission and Review Process

- Diverse readership, including financial accounting, auditing, managerial accounting, tax ...
- Review process
 - One associate editor and 2 reviewers – blind review, reviewers don't know each other or the author
 - Selection by country expertise and area expertise where possible; footnotes used to identify reviewers
 - Goal is 6-8 week turn from reviewers, 10 weeks from receipt of manuscript to answer back to the author
 - Use of pdf files to hide ID of reviewers and authors

Revise and Resubmit

- Assoc. Editor collects reviews and makes a recommendation
- All reviews are returned to authors for revision
- Attend to all reviewer comments – after cooling off period
- After revisions are complete, the turnaround is 30 days
- Rejection
 - Not personal
 - Do not resubmit until you have made changes to the manuscript; you may get the same reviewer at a different journal
- Publishing should be fun
 - Celebrate your successes and milestones

MUITO OBRIGADO

- FOI MEU PRAZER DE FAZER ESTE PALESTRA!!

