

# How to Publish Public Interest Research

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weARE Webinar

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# Public Interest Research

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Editorial philosophy of

## ***Accounting and the Public Interest:***

- *Accounting is a social activity*
- *Context is crucial – social, historical, political*
- *Socially responsive perspective*
- *Ultimate goal: provide guidance for responsible action, or a better understanding of a phenomenon of public interest*



# Public Interest Research

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## *Functional Areas*

- ***Ethics*** (professional and business ethics)
- ***CSR*** (social and environmental accounting)
- ***Financial accounting***
- ***Auditing***
- ***Managerial accounting***
- ***Gender and diversity issues***
- ***Governmental/not-for-profit accounting***
- ***Taxation***



# Public Interest Research

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## *Methodologies*

- ***Archival*** (large-scale data analysis, etc.)
- ***Behavioral*** (experimental, surveys, etc.)
- ***Qualitative*** (case studies, interviews, etc.)



# Public Interest Outlets

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## *Conferences*

- ***Public Interest Mid-Year Meeting (with Doctoral Consortium)***
- ***AAA Annual Meeting***
- ***Ethics Research Symposium (before AAA)***
- ***Centre for Social and Environmental Accounting Research (UK and others)***
- ***Critical Perspectives on Accounting Conference***
- ***Alternative Accounts Conference***



# Public Interest Outlets

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## *Journals*

- *Accounting and the Public Interest*
- *Accounting, Auditing and Accountability Journal*
- *Research on Professional Responsibility and Ethics in Accounting*
- *Critical Perspectives on Accounting*
- *Accounting Forum*
- *Accounting, Organizations and Society*



# Getting Started

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- Read public interest venues in areas that interest you.
- Get to know other people that work in areas that you find interesting:
  - *Attend conferences*
  - *Volunteer as a reviewer or discussant*
  - *Public interest researchers are very friendly and love to mentor others!*



# Drafting Public Interest Research

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Number one mistake made when submitting to a journal like *Accounting and the Public Interest (API)*...

not targeting the journal's mission

- ***API***: View that accounting = broad societal responsibilities that involve the public interest.
- ***Motivation***: Studies should be motivated by an historical, social, or political context.
- ***Conclusions***: Provide a better understanding of a phenomenon of public interest.





# Drafting Public Interest Research

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- **Introduction**

- *Motivating the study*
- *Establishing the social, historical, or political context from which the research question emerges*
- *Very helpful to draw on other public interest research*

- **Theories**

- *Welcomes alternative theories as well as more traditional ones*

- **Methodologies**

- *Wide variety of methodologies (viewed as a tool)*



# Drafting Public Interest Research

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## Findings/Conclusions

*In addition to rigorously testing and describing the findings of the study...*

- **Guidance:**

*Describe how findings can be used to provide guidance for responsible action that promotes the public interest.*

- **Specific:**

*Be specific about the types of conclusions and recommendations that could result in action as a result of the findings of the study.*

- **Contribution:**

*Both to the literature AND to the types of public interest-oriented actions that could be taken.*



# Examples

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- Corporate Governance:

- ***Contrasting Public Perceptions of Government versus Certified Public Accounting Firm Oversight of Relief Packages***

- *Brett A. Rixom, Jessica M. Rixom, Sonja Pippin, Jeffrey Wong*

- CSR:

- ***The Domino Effect of Perceived Stakeholder Pressures on Eco-Controls***

- *Jean-François Henri, Marc Journeault, Michelle Rodrigue*

- ***Industry Norm, Legitimacy Threats, and Managerial Decision-Making: An Experimental Investigation of Environmental Capital Expenditure Projections***

- *Wioleta Olczak, Dennis M. Patten*

- Diversity:

- ***The Variety of Diversity Considerations in the Director-Nomination Process: Evidence from the Dow 30***

- *Marc Cussatt, M. Kathleen Harris, Fangjun Xiao*



# Ideas? Questions? Contact us!

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**Thank you!**

**We will now turn to a brief  
panel discussion.**

