

**THE TENTH ANNIVERSARY OF THE 12TH WORLD
CONGRESS OF ACCOUNTING HISTORIANS
TRENDS IN ACCOUNTING EDUCATION
AND RESEARCH.. A COMMENTARY***

Prof. Dr. Shawki Farag

The American University in Cairo

1. The Pillars of Accounting Knowledge

- The Advancement of Knowledge
- The Synthesis of Knowledge
- The Application of Knowledge
- The Communication of Knowledge
- Therefore, education and research must be integrated for the development of the field.

2. The Evolution of Accounting Education

- Before the 1960's the accounting profession was looked down at by society. The accounting education was viewed as vocational training devoid of theory or intellectual content.
- Mostly students with low GPA majored in accounting.
- In the past half century there has been a rapid increase in the rigor of accounting subjects and a surge in the adoption of scientific methods for accounting research

* Prof. Shawki Farag'ın 29 Eylül 2018 MUFTAV toplantısında yaptığı konuşma.

- The common specialization in accounting has been:
 - Financial or CPA track
 - Managerial Accounting track
 - Taxation track
 - Management Advisors track
- Many subjects have been neglected in the accounting curriculum such as the quality of management, the environmental impact and the financial innovation and changes.
- Two major forces have been, and will continue to, affect business and accounting environment:
 - Globalization
 - Information technology
- Globalization has been changing the meaning of competition from producing more and more commodities for larger and larger markets to offering better and better products for specific market niche. Producers in emerging economies have become new sources of the world's commodities production at a very high degree of quality.

Information technology makes tangible assets, NOT as important as the information about them and the management of that information. Information added technology is redefining and reconstructing every product new or mature. It has led that vertically integrated production systems will no longer be an efficient mode of operation. Real time global information linkages, mean that production will increasingly go to whomever, wherever and of whatever size can do the job or portions of it best.

3. The Future of Accounting Education

- Accounting education has been shifting from supply driven to demand driven. Under the supply driven approach students are the end users of the education process; while under the demand driven, students are viewed as the products and the market is the user of these products. It is a market based philosophy, which is quite different from the supply approach, because if the products prove defective there is no way to sell them.

- Accounting educators in their role as advancers of knowledge need to shift the emphasis in accounting away from a preparer of information premise to more of a User/ Interpreter /Communicator of information premise. Therefore: accounting education should focus equally on:
 - Technical skills
 - Analytical Global thinking
 - Communication skills

4. Accounting History Research

- In general research corresponds to any creative original work undertaken in order to increase the stock of knowledge in a discipline or the use of the existing stock of knowledge to devise new application.
- Accounting research follows the same definition, and aims at the development of accounting, accounting education and accounting history.
- Considerable accounting history literature exists starting with the writings of Yamey and Littleton. While most of the contributions are in English there are many references by scholars in Turkish, Italian and German languages.
- Studies of accounting history have been mostly focused on country cases, however there are studies covering regions and methodological developments. The works of Dr Oktay, have been extensive and broadly covering all these areas.
- No comprehensive studies have been made of the evolution of accounting in the Chinese Ancient Civilization; such studies are needed as they will enrich the history of accounting. To some extent this also applies to studies of the Persian Empire.
- The existing volume of literature should permit the interpretation of the patterns of relationships and links, which may have existed among those Ancient Civilizations. The flow of trade at that time must have carried with it accounting concepts and methods.
- At present there are three specialized accounting history journals (in English), which are considered the leading periodicals, namely:
 - Accounting History (AH)

- The Accounting Historians Journal (AHJ)
- The Accounting History Review (AHR)
- A comprehensive review of the contents of the above journals over the period 2006-2015 was carried by Spraaakman and Quinn. It was published in the June 2018 issue of AHJ. The following three tables summarize this review.
- The authors conclude their pioneer review by noting the areas where more research is needed, such as education and religion. This will broaden the knowledge base in accounting history research. They also encourage accounting history scholars to draw more on archival sources, versus secondary resources to enrich our extant knowledge base.
- I would like conclude my comments by submitting the proposal that accounting history be integrated in the in the accounting curriculum. This can be done by assigning a section of the introductory accounting course to deal with accounting history, for the undergraduate students. More important I feel the time has come that we develop a full graduate course in accounting history; I hope this theme will be discussed in the forthcoming meeting in St. Petersburg.

Military Museum and Cultural Center Command

Istanbul, Turkey

September 29, 2018



Prof. Dr. Shawki Farag konuşmasını yaparken