

The Perceived Importance of International Accounting Topics in the Asia-Pacific Rim: A Comparative Study

John Stephen Sands and John Pragasam

Griffith University and University of Southern Queensland

Key Words: International accounting curricula; Asia-Pacific Rim; Culture

***Abstract:** Past research generally addresses international accounting curricula in North America and Europe. The increasing international trade traffic and the strengthening of ties with Pacific Rim countries ranks this geographic region as one that should receive the most emphasis when developing international accounting skills. This study presents four culture areas and uses an ANOVA design to identify significant differences in participants' perceived importance of 35 international accounting topics included in prior studies. Significant results are found for 12 topics among these four areas. Cultural values, institutional consequences, and international influences are discussed as possible factors that have a significant impact upon the perceived relative importance of these 12 topics.*

INTRODUCTION

During the past three decades, since the teaching of international accounting was pioneered at the University of Illinois at Urbana-Champaign, research has been conducted into the teaching and curricula of international accounting. This research has produced results ranging from four suggested considerations when developing an international accounting course¹ (Kubin, 1973) to the importance of various topics or the frequency of the inclusion of such topics in international accounting courses (e.g., Dascher, Smith, & Strawser, 1973; Burns, 1979; Agami, 1983; Gray & Roberts, 1984; Stout & Schweikart, 1989; Herremans & Wright, 1992a, 1992b, and 1994; Sands & Pragasam, 1993). The majority of this research has concerned topics generally related to international accounting curricula in North America and Europe. Academic textbooks tend to emphasize topics for these regions and compare the accounting systems they use while the same and other specific topics relating to other countries or regions receive less attention.

Direct all correspondence to: John S. Sands, Faculty of Commerce and Administration, Griffith University, Nathan, Brisbane, Queensland 4111, Australia. E-mail: J.Sands@cad.gu.edu.au.

This focus is understandable because the majority of international transactions traditionally have occurred in the Atlantic region. Three particular developments have occurred during the past decade to change this focus. First, Kress, Lantry, and Alfakhri (1992) cited Anguiera (1989), who noted that as a result of the worldwide expansion of capital markets, approximately 200 multinational corporations (MNCs) trade their equity securities actively in foreign markets. In addition, other companies engage in international investment as a result of transactions within foreign currency future markets and foreign joint venture activities (p. 66).

Second, the sustained economic development that has occurred in Asia has not been restricted to Japan but, according to Cooke and Parker (1994), now extends to South Korea and Taiwan and to Singapore, the Philippines, and Indonesia, where gross national product (GNP) has been reported in excess of 6%. Furthermore, the continued negotiations by countries including the United States for the Asia-Pacific Economic Cooperation (APEC) trade agreement signifies the importance of the Asia-Pacific region in future international trade.

The Canadian participants in the study by Herremans and Wright (1994, p. 283) indicated that when developing their international accounting skills they would rank the Pacific Rim as the geographic region that should receive the most emphasis after the United States. Herremans and Wright (1994) indicated that the strengthening of ties between Canada and the Pacific Rim countries is the result of the changing international trade traffic. They also suggested that this shift in historical trade focus has created the need to learn about Pacific Rim countries' cultures and related accounting skills, which are quite different from those in Anglo-Saxon countries.

The third particular development, as a consequence of this economic growth in the Asia-Pacific region, is the significant increase in the accessibility of students to tertiary education either in their home country or in North America, Australia, and New Zealand.

Just as Kubin (1973) realized that two of the four considerations when developing the curricula for international accounting courses are the needs of students and the needs of their future employers, we realize that given the emergence of many developing economies in the Asia-Pacific region the accounting needs of these countries should be considered in international accounting courses taught there. In particular, large markets are opening up in the Asia-Pacific region and the growth in importance of the region for MNCs and exporters/importers with headquarters on the North American continent will have an impact on the needs of students of international accounting and their future employers. Herremans and Wright (1992a, p. 1) identify various international business and education sources (e.g., Beamish & Calof, 1989) that have "espoused the need for employees to possess new skills in order to compete in the global market place."

International accounting educators may need to reconsider the relevance of the traditional curricula to the needs of students and their potential employers as a result of these three developments and to adopt a more geocentric perspective when redesigning the content of courses. This geocentric objective may be achieved by identifying topics whose perceived importance vary according to countries.

Since 1973, various studies using academics as participants have been conducted in the United States, Canada, Britain, New Zealand, and Australia to determine the relative importance of topics covered in a typical international accounting course. Table 1 reports the various studies, the country or countries in which the study was conducted, and the participants of each study. With the exception of the study by Agami (1983) that included

متن کامل مقاله

دریافت فوری ←

ISIArticles

مرجع مقالات تخصصی ایران

- ✓ امکان دانلود نسخه تمام متن مقالات انگلیسی
- ✓ امکان دانلود نسخه ترجمه شده مقالات
- ✓ پذیرش سفارش ترجمه تخصصی
- ✓ امکان جستجو در آرشیو جامعی از صدها موضوع و هزاران مقاله
- ✓ امکان دانلود رایگان ۲ صفحه اول هر مقاله
- ✓ امکان پرداخت اینترنتی با کلیه کارت های عضو شتاب
- ✓ دانلود فوری مقاله پس از پرداخت آنلاین
- ✓ پشتیبانی کامل خرید با بهره مندی از سیستم هوشمند رهگیری سفارشات