

# The Forum



Southern Africa Accounting Association  
Suider-Afrikaanse Rekeningkunde Vereniging



**SAAA**  
*Best wishes for the  
New Year*  
FROM THE PRESIDENT

Perfection is not attainable,  
but if we chase perfection  
we can catch excellence.

*Vince Lombardi*

Best wishes to all our members, colleagues and friends for a wonderful 2015!

This year once again brings an international conference to our shores, and we are looking forward to welcoming colleagues from around the world to East London in June. As we are hosting both the IAAER Executive Committee and Council meetings, we can look forward to a record number of overseas delegates.

It is with great pleasure that I can confirm that we will be offering a Paper Development Workshop at the beginning of the conference for emerging researchers, as well as for more experienced

researchers, and we have excellent mentors lined up. We have managed to secure generous sponsorships and will be able to offer subsidies for travel for those who are accepted to attend the workshop. The official call for papers will be ready for distribution soon, so please watch for the email with details.

I trust that you will all have a wonderful first semester and look forward to welcoming you to my hometown in June.

Lana

## Biennial Conference

**THEME:**

**"Our role as accountancy educators: Closing the GAP"**

East London International Conference Centre  
East London, South Africa



**IAAER**

INTERNATIONAL ASSOCIATION FOR ACCOUNTING EDUCATION & RESEARCH

29 June to 1 July

**2015**



REPORT BACKS:

# SAAA

## *Mini Teaching and Learning Conference*

FRIDAY 5TH DECEMBER 2014

*Ilse Lubbe (Conference Organiser) and Rob Scott (deputy president, SAAA) handing out the best paper award to a well deserving: Karen Odendaal*

The first SAAA (Southern Africa Accounting Association) Teaching and Learning in Accountancy conference was held at the University of Cape Town on Friday, 5 December 2014. This one-day conference was attended by more than 100 delegates from various institutions across the country. The conference was arranged by the SAAA in reaction to the overwhelming interest in Accounting Education by delegates at the international conference that was held in Somerset West in June 2013.

The conference provided a platform where academics presented and shared research and information that focus mainly on Teaching and Learning in Accountancy. The presentations included some 'show and tell' sessions, as well as the findings of peer-reviewed papers. Topics varied from the Usefulness of Facebook and Twitter in a first year accounting course, or the Launching of a capstone course for undergraduates studying towards becoming Chartered Accountants, to the Perceived skills gap of accounting graduates when entering the accounting profession in South Africa.

The award for best paper went to Karen Odendaal from Monash SA, working with Nico van der Merwe from NWU. Karen's paper discussed "Students' ability to solve complex accounting problems using a framework-based approach".

The best paper in Management Accounting was presented by James Anthony (CoA), working with Mike Wormald, with the title "Assessing the Approaches to Learning of students studying a professionally accredited post-graduate accounting programme in South Africa – a pilot study".

The two runners up prizes from Oxford University Press (R1 000 gift voucher each) were awarded for the following papers:

"A follow-up investigation into the evaluation of an integrated case study as a tool to develop professional skills in South African accountancy students", by Francois Steyn (UWC), with Carol Cairney & Nico van der Merwe.

"Student collaboration and writing-to-learn in a higher education writing intensive tutorial programme", by Karen Bargate (UKZN) and Surimurthee Maistry.



# World Congress Report

## *in Florence 2014*

Professor Lana Hanner Weldon (President) attended the World Congress in Florence, Italy in November 2014.

This conference was hosted by the University of Florence together with the International Association for Accounting Education and Research (IAAER). Prof Hanner Weldon chaired a session on International Accounting Issues with papers from Peru, Japan, Brazil and Ghana.

In addition to the conference, Prof Hanner Weldon attended the IAAER Council meeting. As the President of the South African Accounting Association, Prof Hanner Weldon has a seat on the council representing Accounting Departments of the South African universities.

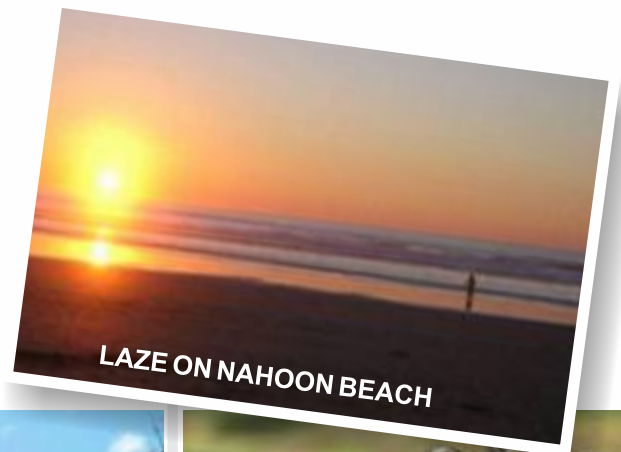
The opportunities for networking were excellent and a number of good contacts were made to ensure international collaboration for the conference in East London in 2015

# SAAA

## *2015 Conference*

Thinking of attaching a bit of time to either side of the conference? Herewith a list of the

### Ed's top 10 things to do in 'Slummies':



**EAST LONDON MUSEUM**  
Famous for the Coelacanth Display



**APEX PREDATORS SNAKE PARK**



**MPONGO PARK PRIVATE GAME RESERVE**



**EAST LONDON AQUARIUM**



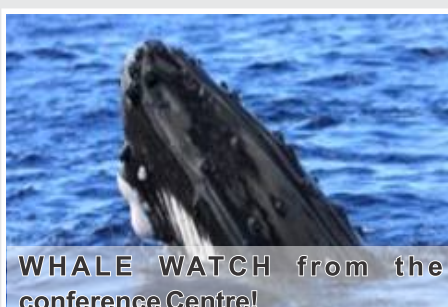
**ANNE BRYANT ART GALLERY**



**LEARN TO SURF with jonginenge eco adventures**



**STRANDLOPER HIKING TRAIL**



**WHALE WATCH from the conference Centre!**



**MOUNTAIN BIKE in the Hogsback**

# Other Conferences

*to Note*

**BAFA Accounting Education SIG**

**Annual Conference**

**6th – 8th May 2015,**

**Manchester, UK**

*Conference Announcement and Call for Papers*

**Innovations in Accounting Education**



**5th ANNUAL CONFERENCE  
AFRICAN ACCOUNTING AND FINANCE ASSOCIATION  
2ND TO 4TH SEPTEMBER, 2015  
LE MERIDIEN HOTEL, BALACLAVA, MAURITIUS**



**Find out more**

<http://www.saaa.org.za/>



Journal of International Financial Management & Accounting

**CALL FOR PAPERS ON**

## **“INTERNATIONAL INTEGRATED REPORTING”**

**TO BE PUBLISHED IN A JIFMA SPECIAL ISSUE**

JIFMA, the official research journal of the International Association for Accounting and Education Research (IAAER), announces a call for papers on “International Integrated Reporting” to be published in 2016.

Papers submitted and accepted for presentation in concurrent sessions on “International Integrated Reporting” at the annual conference of the Southern African Accounting Association held jointly with IAAER in June 2015 will be considered for the special issue and will be fast-tracked for JIFMA review.

Papers may also be submitted to JIFMA using the normal submission process indicating their interest in the special issue. The deadline for submissions is 30 June 2015.

JIFMA special issues are designed to focus attention on controversial topics, under-researched issues or newly emerging themes relating to the international aspects of accounting, finance and financial management.

Key topics of interest for papers on “International Integrated Reporting” include:

- Effectiveness of implementation of the IIRC framework internationally
- Comparative international analysis of IR disclosures
- International stakeholder responses to IR reporting
- Institutional factors influencing IR practices internationally
- Cultural influences on IR practices internationally
- Extent to which integrated reporting meets users' needs internationally
- Issues concerning completeness versus conciseness of integrated reporting
- Relationships between IR and other reporting developments such as corporate social responsibility and triple bottom line reporting.

A dedicated team of JIFMA reviewers will referee all submissions. Professor Sidney Gray, University of Sydney and Co-Editor in Chief of JIFMA, will oversee final publication decisions.

**JIFMA is an ISI ranked/SSCI index listed journal published by Wiley in association with the New York University Salomon Center and IAAER.**

**DON'T FORGET TO**



**SAAA Facebook page**

[This will enable us to communicate important dates and items of interest far quicker and easier.]

Don't forget to join upon the SAAA website: [SAAA.org.za](http://SAAA.org.za)