



British Accounting and Finance Association (BAFA)
Accounting Education Special Interest Group (AESIG) Annual Conference
2nd – 4th May 2018, Hilton Brighton Metropole
Programme



Wednesday 2nd May

11:00 – 12:00

Registration – **BUCKINGHAM**

12:00 – 13:00

Lunch – **1890 RESTAURANT**

13:00 – 13:15

Welcome Addresses – BALMORAL

Professor Hans van der Heijden
Deputy Head of School of Business, Management, and Economics
University of Sussex

Joan Ballantine
 BAFA AESIG Chair

13:15 – 14:15

Keynote Address 1 – BALMORAL

Tim Fogarty, Case Western University, USA

Thirty Years before the Mast: A Lifetime Trying to Publish in Academic Accounting

14:15 - 14:30

Afternoon Coffee/Tea – **BUCKINGHAM**

	Full Papers 1 – BALMORAL	Full Papers 2 – EDINBURGH	Full Papers 3 – GLOUCESTER
	Chair: Joan Ballantine	Chair: Claudia Teixeira	Chair: Beth Picton
	Frances Miley & Andrew Read Farewell my lovely: Can we resurrect accounting education research? Discussant: Joan Ballantine	Dafydd Mali Can teaching English language skill improve academic performance in business content classes in an ESL environment? Empirical evidence using Contrastive Rhetoric. Discussant: Meredith Tharapos	Danielle McWall Freedom to fail: The impact of giving accounting students the chance to fail at questions. Discussant: Beth Picton
14:30 – 16:00	Olga Cam & Plamena Pehlivanova An interpretation of the views of accounting professoriate on the accounting lecturer as the 'More Knowledgeable Other' through a Vygotskian theoretical lens. Discussant: Andrew Read	Cláudia Teixeira, Delfina Gomes, Alan Sangster & Maria Major Accounting concepts, broader aspects, and cultural influences Discussant: Dafydd Mali	Iwi Ugiabe-Green The social relevance of accounting education in English universities in developing competent professional accountants, according to the perceptions of role definers within the accounting profession. Discussant: Danielle McWall
	Peta Myers Memorising, Understanding and Metacognition Discussant: Frances Miley	Meredith Tharapos Cultural identity in the transnational classroom: The student perspective Discussant: Claudia Teixeira	Beth Picton Perspectives on a Pedagogy of Accounting Ethics Education Discussant: Iwi Ugiabe-Green

16:05 – 16:35 Colleen Schooling, Regional Head – Europe and UAE, CPA Australia: Opportunities for the future – BALMORAL		
16:40 – 17:25	Emerging Ideas Papers (“PechaKucha” 20x20) 1 – BALMORAL	Emerging Ideas Papers (“PechaKucha” 20x20) 2 – EDINBURGH
	Chair: Margaret Healy	Chair: Lim Teoh
	Alan Farley, Helen Hong Yang, Diana Shuang Ma & Lee Le Min Comparison of integrated English language programs and an IELTS type test in predicting Chinese international students' performance in an Australian accounting degree program	Rob Jones Developing a Framework for Progressive Skills Development in Undergraduate Accounting Education
	Clodagh Hegarty, Shirley Barrett & Claire Scott McAteer Emerging Paper: An exploratory study into developing the networking capabilities of females in the accountancy profession	Lim Keong Teoh & Siew Min TAN Self-Reflection on Learning: Comparative Study of Tax and Finance Students
	Margaret Healy & John Doran Emerging paper: Exploring stakeholder perceptions of ‘fairness’ in the design, delivery and assessment of group work	Richard Bruce Emerging idea: Developing an innovative use of case studies in teaching management accounting
	Mike Daniels & Brian Telford Clinical learning in accounting and finance: an experiment	Peta Myers Tell me your story, how did you get here?
	Ian Short Exploring institutional isomorphism in professional accounting programmes of South African Universities and the related reading of Strategic Management	Suzanne McCallum & David Nicol Activating inner feedback: Improving learning while reducing teacher-feedback workload
17:30 – 18:30 Rob Jones & Mark Jeffers: ‘Without Question’ (new ICAEW ethics movie) and follow-up discussion – EDINBURGH		

End of Day 1

Thursday 3rd May

08:45 – 09:00

Registration for delegates arriving on Thursday – **BUCKINGHAM**

	Emerging Ideas Papers (“PechaKucha” 20x20) 3 – BALMORAL	Emerging Ideas Papers (“PechaKucha” 20x20) 4 – EDINBURGH
	Chair: Beth Picton	Chair: Brid Murphy
	Ingrid Baigrie & Pushetso Ramutumbu What can accounting education researchers learn from research into educational neuroscience?	Janet West Rethink and redesign assessment of a first-year cost accounting module
	Celine Bray & Mike Davies Embedding experiential learning, external engagement, and student employability into a first year university accounting and finance course.	Brid Murphy The Accounting And Tax Profession, Tax Avoidance and the Public Interest
	Peta Myers Insider Research in a Department of Accounting – where angels fear to tread	Hilary Lindsay From Accountant to Researcher: Developing as an Accounting Academic
09:00 – 10:25	Noura Altaher Exclusionary Closure: A study of Kuwait’s Professionalization Project in the 1980s	Rachel Edden Reconceptualising placement learning: Lessons from Accounting and Finance students
	Rebecca Bushell & Mike Daniels Are live projects an effective tool for developing employability skills in undergraduate students?	Harin de Silva Tutorials and the 5R’s. Does it enhance the learning experience?
	Syamarlah Rasaratnam, Mallika Devi & Than Min Supporting student’s independent learning with Screencasting for first-year non-accounting students	Oluseyi Adesina Managing group work: impact of peer review on student’s engagement
	Alison Bonathan Peer learning on an Accounting and Finance undergraduate degree programme – perceptions of programme staff and student facilitators	Bassam Kazmouz Do students on UK university business courses examine their undergraduate business courses before they apply to them?
		Debbie Jones Learning from Strategic Partnerships in Accounting: the Implications for Degree Apprenticeship Programmes

10:30-11:10

ANNUAL MEETING Morning Coffee/Tea – **BALMORAL**

11:15– 12:15

Keynote Address 2 – BALMORAL
Miklos Vasarhelyi, Rutgers University, USA
Disruption in (Accounting) Education

12:20 – 13:10

Lunch – **1890 RESTAURANT**

13:15 – 13.55

Martin Martinoff, ICAEW: How do we enable students to flourish in the future? – BALMORAL

	Full Papers 4 – BALMORAL	Full Papers 5 – EDINBURGH
	Chair: Frances Miley	Chair: Ilse Lubbe
	Margaret Healy, Claire O’Sullivan Rochford & John Doran ‘Mind the Gap’: Sense-making and Identity (Re)construction across diverse pathways to professional accountancy qualification Discussant: Ayu Chairina Laksmi	Ismail Adelopo & Eleanor Dart Accounting and finance students’ perception of online peer review Discussant: Martin Roberts
14:00 – 15:30	Ayu Chairina Laksmi & Savero Izkha Al Hafis The influence of accounting students’ perception of public accounting profession: A study from Indonesia Discussant: Marina Kirstein	Ilse Lubbe & Angus Duff South African Accounting Academics’ conceptualisations of the research-teaching nexus Discussant: Joan Ballantine
	Karin Barac, Marina Kirstein & Rolien Kunz Ubuntu, a way to look at cooperative learning Discussant: Margaret Healy	Martin Roberts An investigation into communication apprehension and communication self-efficacy in first year undergraduate students Discussant: Angus Duff
15:30 - 15:45	Afternoon Coffee/Tea – BUCKINGHAM	
15:45 – 16:30	PANEL 2025: the challenges for the newly qualified accountant – BALMORAL ICAEW CIMA ACCA PWC Kreston Reeves	
	Full Papers 6 – EDINBURGH	Full Papers 7 – GLOUCESTER
	Chair: Hans van der Heijden	Chair: Evelien Opdecam
	Hans van der Heijden Gamification in the introductory accounting course: Some Preliminary Evidence Discussant: Satoshi Sugahara	Alan Farley, Helen Hong Yang, Lee le Min Comparative analysis of Chinese Gaokao and Australian Tertiary Admission Rank (ATAR) in predicting students' performance in an accounting degree Discussant: Evelien Opdecam
16:30 – 18:00	Satoshi Sugahara, Andrea Cilloni & David Lau The Effect of Game Based Learning (GBL) as the experiential learning tool for business training: A Case Study of Management Game Discussant: Astrid Schmulian	Zhijuan Wu The impact of learning approaches on academic performance: a study of Chinese postgraduate international students Discussion: Helen Yang
	Astrid Schmulian & Stephen A. Coetzee The development of Messenger bots for teaching and learning and accounting students’ experience of the use thereof Discussant: Hans van der Heijden	Evelien Opdecam, Patricia Everaert and Isanne Devriendt The effect of cooperative learning on learning approaches in accounting education Discussant: Zhijuan Wu
19:30	Pre-dinner Drinks – BUCKINGHAM	
20:00	Conference Dinner – BALMORAL	

End of Day 2

Friday 4th May

08:45 – 09:00

Registration for delegates arriving on Friday – **BUCKINGHAM**

		Full Papers 8 – BALMORAL	Full Papers 9 – EDINBURGH
		Chair: Greg Stoner	Chair: Alan Sangster
		Astrid Schmulian & Stephen A. Coetzee Undergraduate students' experience of the teaming versus equal status model of team teaching in accounting education Discussant: Andrew Read	Anne-Marie Ward & Niamh M. Brennan Motivation Crowding Theory: Why accounting doctoral students fall out of love with doctoral education Discussant: Wadzanai Mabuto
09:00 – 11:00		Houdini Fourie & Lourens J. Erasmus Inclusive Accountancy Related Learning Programmes in South African Higher Education: A Revised Teaching Approach Discussant: Greg Stoner	Jon Lyons Using Freeware in the accounting classroom: Good idea or bad idea? Discussant: Anne-Marie Ward
		Usha Mistry Embedding ELearning into Accounting Education Discussant: Stephen Coetzee	Wadzanai Mabuto Design of a gamified application for a financial management module by integrating a motivational design model called the ARCS model Discussant: Jon Lyons
		Greg Stoner Accounting education research – where we stand Discussant: Andrew Read	Sony Warsono, Frida Fanani Rohma & Arin Pranesti Examining the Impact of A Mathematics-Based Teaching Model In The Financial Accounting Knowledge On Instructor Performance: A Quasi-Experimental Study Discussant: Barbara Flood

11:00 – 11:15

Morning Coffee/Tea – **BUCKINGHAM**

		Full Papers 10 – BALMORAL	Full Papers 11 – EDINBURGH	Full Papers 12 – GLOUCESTER
		Chair: Frances Miley	Chair: Patricia Everaert	Chair: Matt Davies
11:15 – 12:45		Usha Mistry Enhancing Students Employability Skills via use of the Association of Chartered and Certified Accountants Student Membership Discussant: Effie Anastasiou	Frederik Verplancke, Patricia Everaert, Stefanie De Bruyckere How to Become an Efficient Accountant? Discussant: Keith Howeson	Sony Warsono, S.E. Rumiya, Frida Fanani Rohma, Arin Pranesti Student Entrance Model In Public University, Introductory Accounting Course, and Academic Achievement Discussant: Matt Davies
		Effimia Anastasiou Accounting Employability – Employers' and students expectations on the role of Higher Education Institutions Discussant: Frances Miley	Keith Howson, Lisa Barnes & Warrick Long What? You want me to write? Discussant: Amir Michael	Matt Davies, Frances Rosario & Lisa Weaver The Financial Education for Future Entrepreneurs' (FEFE) Project: demonstration Discussant: S.E. Rumiya
		Barbara Flood The Path to Publication: Some Reflections Discussant: Alan Sangster	Amir Michael The Role of Postgraduate and Undergraduate Auditing Education in Reducing the Auditing Expectations Gap Discussant: Patricia Everaert	

12:45 – 13:30

Conference Closing and Awards Presentation followed by take away snacks and a chat in **BALMORAL**

End of Conference – Next year's conference is in Ghent, Belgium on May 22nd – 24th

British Accounting and Finance Association (BAFA)
Accounting Education Special Interest Group (SIG)
University of Sussex, Hilton Brighton Metropole
Annual General Meeting
3rd May 2018, 10.30 – 11:10
AGENDA

1. Attendance and apologies
2. Minutes of Previous Meeting (Appendix 1)
3. Chairperson's Annual Report (Appendix 2)
4. Treasurer's Report (Appendix 3)
5. British Accounting and Finance Association Update
 - a. General Data Protection Regulation (GDPR)
 - b. Equality, Diversity and Inclusion
 - c. Governance and Constitution of Special Interest Groups
 - d. Reserves and Banking Policy
 - e. New BAFA Award: 'Outstanding Contribution to Accounting Education'
6. Approval of BAFA Accounting Education Special Interest Group Constitution
7. Future plans and priority areas for the Accounting Education Special Interest Group 2018-2019
 - a. Mentoring Programme (Appendix 4)
 - b. Part-funded Doctoral Studies (Appendix 5)
 - c. International links
8. Elections to the Accounting Education SIG Executive Board (Appendix 6)
9. Accounting Education (journal) update
10. Best Paper Award – Accounting Education (journal)

Abhayawansa, S., Bowden, M., & Pillay, S. (2017). Students' conceptions of learning in the context of an accounting degree. *Accounting Education*, 26(3), 213-241.
11. Forthcoming Conferences
 - a. Ghent University, Ghent, 22-24th May 2019
 - b. Proposed, University of Glasgow, 2020
 - c. A call for expressions of interest was made for the 2021 conference and beyond
12. Any Other Business

Facebook group "BAFA ACCOUNTING EDUCATION SIG" – search and send a request to be added
13. Date of next AGM: Thursday 23rd May 2019

Appendix 6
British Accounting and Finance Association, Accounting Education Special Interest Group
Executive Board

Elected members	Holder	Elected From	Elected Until	Standing in 2018	
Chair	Joan Ballantine	2015	2018	Greg Stoner	As Executive Board Nominee
Vice Chair	Greg Stoner	2017	2018	Joan Ballantine	As Executive Board Nominee
Treasurer	David Trodden	2017	2020	N/A	N/A
Secretary	Alan Sangster	2017	2020 (Standing down 2018)	Linda Hickson	As Executive Board Nominee
Elected Member (Professional Bodies Liaison)	Rob Jones	2016	2019	N/A	N/A
Elected Member (Conference Organiser)	Ellie Franklin	2016	2019	N/A	N/A
Elected Member	Pru Marriott	2016	2019 (Stood down 2017)	Alan Sangster	As Executive Board Nominee
Elected Member	Barbara Flood	2016	2019	N/A	N/A

Co-Opted Members		from	to	
Engagement with the Profession	Cathy Miles	2017	2020	
Engagement with the Profession/Newsletter Editor	John Smith	2017	2020	
Social Media & Publicity	Linda Hickson	2017	2020	Vacant if holder elected as Secretary
Shadow Conference Organiser	Maria Gee	2018	2019	
One position available				

Wifi Facilities during the Conference

WIFI Code for meeting rooms : **hiconf**

WIFI Code for bedrooms: **met004**