



Qualitative Research in Accounting and Management

Special Issue Call for Papers: Accounting in the Media

Submissions are invited for a *QRAM* special issue on how accounting, individuals and accounting related issues have been viewed through the media. While accounting research has examined the informal accounting disclosures organisations have made in response to negative media coverage (see for example Brown and Deegan, 1998; O'Donovan, 1999; Deegan *et al.*, 2002), the coverage of other issues by the media has perhaps not enjoyed the same attention. To redress this omission, relevant manuscripts dealing with accounting in the media are invited for review.

Examples of topics that could be considered include, but are not limited to, the following:

- An examination of how the media has dealt with the collapse of various institutions. Examples could include Northern Rock, Bear Stern, and issues around failed finance companies
- An examination of how the media has treated individuals involved in various accounting scandals
- In the absence of adequate regulation, should the media play a watchdog role?
- Has the media been used to promote or damage the reputation of accountants/accounting firms? Examples could include media coverage of Arthur Anderson in the wake of the Enron crisis
- Through agenda setting, has the media been able to influence the development of individual accounting standards?
- The use of media by accounting academics (For example Prem Sikka, who contributes a regular column to a UK newspaper)
- How organisations use informal accounting disclosure practices in response to unfavourable media coverage
- Media reporting of financial results
- The use of the world wide web by accounting firms
- The use of zines by accounting firms

Media should be viewed widely and rather than being limited to traditional media forms (including newspapers, magazines, television, radio, and film), it also includes alternative forms such as zines, web-based publications, pod-casts and blogs. These themes are only indicative.

Potential contributors are encouraged to interpret this theme using diverse theoretical and methodological perspectives. Empirical papers should utilise (mainly at least) qualitative research methods to tell an interesting and academically rigorous story. Conceptual papers should reflect on an agenda for qualitative researchers to investigate relevant issues.

Authors are encouraged to contact the guest editor in advance to discuss their proposed topics. Submissions must be written in English and forwarded electronically, to the guest editor by 30th April 2009. This special issue is scheduled to be published in July 2010.

Guest Editor:

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References

Deegan, C., Rankin, M. and Tobin, J. (2002), "An examination of the corporate social and environmental disclosures of BHP from 1983–1997. A test of legitimacy theory", *Accounting, Auditing & Accountability Journal*, Vol. 15 No. 3, pp. 312–43.

O'Donovan, G. (1999), "Managing legitimacy through increased corporate reporting: An exploratory study", *Interdisciplinary Environmental Review*, Vol. 1 No.1, pp. 63–99.

Brown, N. and Deegan, C. M. (1998), "The public disclosure of environmental performance information—a dual test of media agenda setting theory and legitimacy theory", *Accounting and Business Research*, Vol. 29 No. 1, pp. 21–41.