American Accounting Association
Shared Values
Approved by AAA Board of Directors and Council – 2015

Knowledge
• We champion the creation, acquisition, and dissemination of knowledge for the advancement of accounting and purposefully integrate research, education, practice, and the public interest.

Integrity
• We uphold the trust society places in the accounting profession and the academy with accountability, transparency, and the highest ethical standards.

Community
• We affirm collaboration, inclusiveness, candor, trust, and mutual respect in all our actions.

Excellence
• We expect excellence in all we undertake.

Innovation
• We continuously improve and transform our organization, practices, and contributions to society.

Prosperous Society
• We support a prosperous society by contributing to informed decisions at the individual, firm, local, national, and global levels.