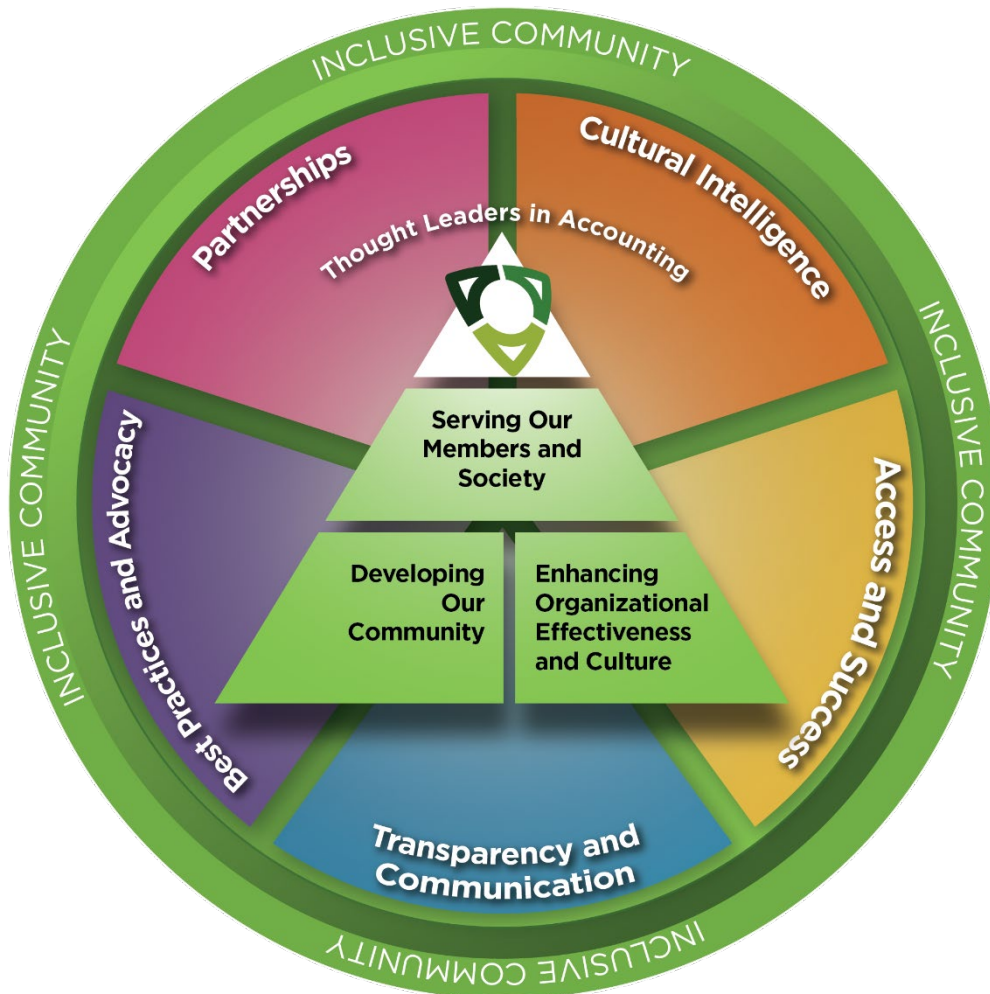


American Accounting Association Vision and Mission Statements

Our Vision and Mission

Our Vision is to be *Thought Leaders in Accounting*; building on established strengths and developing new tools and approaches that expand our contributions to addressing key issues for accounting scholarship, education, and practice. Bringing accounting disciplinary perspectives to bear on critical areas of risk and opportunity in today's economy and society.

To achieve our Vision to be Thought Leaders in Accounting, we need to focus on:





**American
Accounting
Association**

Thought Leaders in
Accounting

Our Mission:

To further the discipline and profession of accounting through education, research, and service

We accomplish our mission through the following:

Expanding
Knowledge
and Idea
Development

Promoting
Effective
Learning

Informing and
Influencing
Policy &
Practice

Advancing
Faculty
Careers