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:
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