



**American  
Accounting  
Association**

Thought Leaders in  
Accounting

## **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.