

MAS Operating Committee Annual Meeting, 8/2/10, San Francisco, CA

Conducting: Wim Van der Stede

Attendees: Operating Committee

President: Wim Van der Stede

President-elect: Joe Fisher

Secretary-Treasurer: Monte Swain

Immediate Past President: David Otley

Chair of the Publications Committee: Ella Mae Matsumura

Chair of the Membership Committee: Wayne Bremser

Liaison to National Meeting: Eva Labro

Attendees: Invited by Committee Chair

MAS Strategy Team: Leslie Eldenburg

Incoming JMAR Editor: Ramji Balakrishnan

IMA Liaison: Raef Lawson

Minutes from last Midyear meeting were reviewed. Noted that there are no matters arising from these minutes

Executive Committee Reports were then reviewed.

Membership

Wayne Bremser commented on the need, and expectation to have, better information on membership provided by the Association. Monte, representing AAA Membership Committee, reported on significant investments currently being made by the Association to build out an effective and comprehensive database of all accounting academicians (both AAA members and nonmembers).

IMA

Raef Lawson reported an effort within the IMA to define a model Management Accounting curriculum. The committee engaged in a discussion of the need to define core management accounting learning topics. It was agreed that this would be an action item to carry forward by both the IMA and MAS. The point was made that the curriculum effort should take care to not be focused on a classic U.S. curriculum model.

National Meeting

Eva Labro then reported on the National Meeting. She noted that submissions were about 15% lower this year than last year in New York City. It was observed that the overall attendance across the Association at this year's meeting is approximately 400 individuals less, which may partly explain the reduction in submissions. Eva also reported that the relatively new Discussion session process (in its second year at the Annual Meeting) appears to be somewhat misunderstood by the members as evidenced by a 20% pullout rate by those accepted to present. It seems that some members believe a Discussion session is something on the order of a poster session (in terms of a "quality signal"). As an action

item, Wim will pursue this issue in the next Section/Region conference call. And Brian Mittendorf should also bring this issue up with the program chair for next year's Annual Meeting.

Status Report on Upcoming Midyear meeting and Doctoral Colloquium

The Midyear meeting will be co-located with the Information Systems Section, but the meetings will be separate except for one joint panel. Other opportunities for convergence may be explored.

There will be a strong effort with this meeting to emphasize international issues with targeted panels. As well, the IMA Case Prize will be debuted at this meeting in order to encourage more participation by teaching-focused membership.

JMAR

Ramji provided the Editor's report, noting that the overall quality of submissions appears to be up this year from last year. The JMAR "Conference within a Conference" will continue this year. The quality/quantity of submissions is strong, and as a result there will be two papers accepted for JMAR Conference presentation with high probability of JMAR publication.

Establishment of Ongoing Presidents' Strategy Advisory Board

MAS Presidents' Strategy Advisory Board

An unofficial strategy team was formed last January that has engaged in a series of conference calls since that time leading up to a half-day meeting here at the Annual Meeting. The result of this effort is a series of clear strategic issues facing the section. David Otley proposed that the section establish an official strategy advisory board that is designed to involve both experienced section leadership and younger section members. Overall, the attendees were comfortable with the recommendation that the President's Strategy Board Advisory team be established immediately, subject to endorsement by the Executive Committee at the upcoming Mid-Year Meeting in Atlanta.

JMAR

The future strategy of JMAR was then discussed. The unofficial strategy team came to a strong conclusion that JMAR must evolve into a semi-annual issue as soon as possible in order to get the journal into a citation index such as SSCI. Ramji Balakrishnan expressed strong concern that there is not currently the level of quality submissions sufficient to establish a semi-annual journal. He provided a number of ideas he had to improve the number of quality submissions, including the editor soliciting submissions by attending other conferences, and asking the JMAR editorial board and MAS leadership to watch for and solicit submissions. It was noted that the MA papers submitted to the National Meeting are not evaluated for JMAR. It was, therefore, recommended that the National Meeting Best Paper Award Committee could provide their ranked list of papers to the JMAR editor. An action item was established to task the Publication Committee to determine in the next six months how to move JMAR forward into a semiannual journal.

Teaching involvement

The unofficial strategy team had identified two ideas on engaging teaching. First, to establish and/or endorse CPE sessions at the Annual Meeting. Second, to reengage the Instructional Resource Committee. It was also underscored that the IMA Case process strongly underscores the engagement of MAS members involved in teaching.

The discussion shifted at this point to explore briefly the need to better support new faculty in the MAS, perhaps by establishing some process or session(s) at the Mid-Year Meeting that connect together senior and junior colleagues.

AAA Branding and Name

David Otley then provided a brief report on the branding effort, noting that the sections and regions will be next to receiving a rollout of branding from the Association.

Meeting adjourned.

Action Items:

- Wim will pursue the “quality signal of Discussion sessions” issue in the next Section/Region conference call. And Brian Mittendorf should also pursue this issue with the association program chair for next year’s Annual Meeting.
- The National Meeting Best Paper Award Committee provide the ranked list of papers to the JMAR editor for potential invitations to submit.
- MAS Publication Committee to determine in the next six months how to move JMAR forward into a semiannual journal.