



Sponsorship Flyer

American Accounting Association (AAA) - Strategic and Emerging Technologies Section (SET)

Our Section

Strategic and emerging technologies affect how accounting, auditing and taxation will be performed in the future. We are a dynamic group of about 300 members with a common interest in exploring emerging technologies, reporting on what we find with academic rigor, discussing it with colleagues, and teaching it to our students. We make complementary and synergistic contributions to other AAA sections, expanding the range of opportunities for researchers and educators.

Staying abreast of the Gartner Hype Cycle, we conduct research applying a variety of research methodologies, including design science (DSR). We also create and publish classroom applications involving emerging technologies in accounting.

We publish the **Journal of Emerging Technologies in Accounting (JETA)**. Its mission is to encourage, support and disseminate the production of a stream of high-quality research focused on emerging technologies and artificial intelligence applied or applicable to a wide set of accounting related problems. Journal website: <http://aaahq.org/SET/Publications/JETA>. Articles accepted for future publication as of March 2023:

Cybersecurity Research in Accounting Information Systems: A Review and Framework

W. Alec Cram, Tawei (David) Wang, Jonathan Yuan

Digital Futures for Accountants

Amy J. Igou, Ph.D., Daniel J Power, Sandra Brosnan, Ciara Heavin

Analyzing Eight Emerging Topics and Their Importance to Career Success

Steven A. Harrast, Lori Olsen, Yan (Tricia) Sun

A New Measure of Similarity in Textual Analysis: Vector Similarity Metric versus Cosine Similarity Metric

Rajendra P. Srivastava

Is sophistication always better? Can perceived data analytic tool sophistication lead to biased judgments?

Jared Koreff, Stephen Perreau

The Creation of One Truth: Single-Ledger Entries for Multiple Stakeholders Using Blockchain Technology to Address the Reconciliation Problem

Ahmed Gomaa, Mohamed Gomaa, Salem Lotfi Boumediene, Ph.D., Magdy Farag

Harnessing Data and Embracing Digital Strategy at Zalora

Arif Perdana, Tawei (David) Wang

RPA Risk Management: Points to Consider

Yue (Bright) Hong, Michael Ly, Hui Lin

Using Backward Design to Incorporate Technology into a Non-AIS Course

Barbara Lambertson, Robyn Raschke

Teaching Advanced Data Analytics, Robotic Process Automation, and Artificial Intelligence in a Graduate Accounting Program

Cory Ng

Industry 4.0-Enabled Environment, Social, and Governance Reporting: A Case from a Chinese Energy Company

Wenjun Yu, Yu Gu, Jun Dai

As the JETA articles show, sponsorship of the SET Section covers a broad range of future-oriented accounting interest areas. We'd very much welcome those sharing similar interests to join us in our initiatives.



Our Initiatives—Your Sponsorship Properties:

SET Annual Meeting

As part of the AAA, the SET offers several research paper sessions and panel discussions as well as a business and networking breakfast during the AAA Annual Meeting, the premier conference among accounting academics.

Annual Transformative Technologies Workshop

Designed for everyone interested in how accounting practice is evolving with technological advancements, the annual Transformative Technologies Workshop in Accounting features lively discussions between academics and industry leaders whose products and services promise to transform the practice of accounting. Recent workshops featured quantum computing, blockchain and RegTech applications, cognitive technology, ransomware, as well as data and algorithms in sustainability (ESG) reporting – each showcasing a different dimension of the changing role of accountants and accounting information for decision making. This workshop is held online.

Annual SET Research Workshop

The SET Research Workshop, held on the Saturday before the AAA Annual Meeting, brings together established SET researchers and up-and-coming Ph.D. students to present early-stage research and receive feedback. It is a must-attend event for anyone interested in emerging technologies in accounting. We waive the registration fee for PhD students.

Annual SET Midyear Meeting

The section supports an annual Midyear Meeting, usually in conjunction with the Accounting Information Systems section. Like the Annual Meeting, the midyear fields a series of paper sessions featuring emerging research results and panel sessions on topics ranging from teaching emerging technologies, industry updates, standards, and many other topics.

JETA-C (JETA Conference)

This conference, held in conjunction with the annual Midyear Meeting, is themed on a particular emerging issue, such as blockchain. Papers accepted to the conference are fast-tracked for publication in the Journal of Emerging Technologies in Accounting (JETA) in order to disseminate new developments as quickly and widely as possible.

Annual Value Modeling and Business Ontologies Workshop – Co-sponsor

The goals of the VMBO workshop series are to connect researchers with an interest in value modeling and business ontology in order to present and discuss the current state of enterprise or business modeling and to identify key areas for further research, including but not limited to innovative business model design, systemic trust for value exchanges, ontologies for modelling economic concepts and institutions, and value-aware systems design.

Special Topic Conferences and Workshops

Special topics conferences and workshops are supported by the section on an as-needed basis. The most recent special topic conference was the Text Analytics in Accounting Conference held in New York City. A series of Design Science Research (DSR) in accounting workshops was held in conjunction with Midyear Meetings.