



For Immediate Release

American Accounting Association Journals Launch on the Silverchair Platform

(Charlottesville, VA and Lakewood Ranch, FL) December 13, 2022 – Today, Silverchair and the American Accounting Association (AAA) announced the launch of AAA’s premier collection of academic journals on the Silverchair Platform.

For over 100 years, AAA has been a thought leader in accounting, working to address key issues for accounting scholarship, education, and practice. AAA publishes 17 journals in addition to hosting numerous meetings and producing educational content for their members. The migration enables AAA to expand their sales channels, enjoy direct Silverchair support, and improve visibility and discoverability. In addition, AAA will benefit from a complete redesign of their site and streamlined access for their members via single-sign-on.

“Using Silverchair’s full suite of self-serve publishing tools, AAA now enjoys greater flexibility and control over their product creation, layouts, and more,” said Thane Kerner, Silverchair CEO. “We are delighted to have them as part of our community of mission-driven publishing partners.”

“We look forward to this new partnership to expand our offerings.” said Dr. Yvonne Hinson, AAA CEO. “Our journal collection and our members will benefit from partnering with such an esteemed organization as Silverchair.”

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About The American Accounting Association

The American Accounting Association is the largest community of accountants in academia. Founded in 1916, we have a rich and reputable history built on leading-edge research and publications. The diversity of our membership creates a fertile environment for collaboration and innovation. Collectively, we shape the future of accounting through teaching, research and a powerful network, ensuring our position as thought leaders in accounting.

aaahq.org

About Silverchair

Silverchair is the leading independent platform partner for scholarly and professional publishers, serving our growing community through flexible technology and unparalleled services. We build and host websites, online products, and digital libraries for our clients’ content, enabling researchers and professionals to maximize their contributions to our world. Our vision is to help publishers thrive,

evolve, and fulfill their missions.
www.silverchair.com

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