

# **Bullwhips, beer, and crystal balls: A proposed new direction for management accounting research**

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As accountants, we pay particular attention to the very important issues of accounting information quality and the implications of that information quality for decision-making. Indeed, numerous examples in both costing and budgeting contexts come to mind when considering how management accounting research informs the improvement and impact of information on decisions. And, importantly, management accounting researchers examine these issues with an eye toward decision-makers' cognitive limitations and biases that may be at play, and the incentives that individual decision-makers face. Other business disciplines, however, are somewhat less holistic in their view of the world, often assuming high quality (or even perfect) accounting information and rational, unbiased decision-makers.