



EDEN Doctoral Seminar on Quantitative Empirical Research on Management Accounting

BRUSSELS, 9-13 DECEMBER 2013

COORDINATOR & FACULTY MEMBER

Professor Mike SHIELDS, Michigan State University, U.S.A.

FACULTY MEMBERS

Professor Chris CHAPMAN, Imperial College London, U.K.

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PROGRAM OBJECTIVE

This EDEN course will focus on quantitative empirical research methods used in management accounting research (archival, experiment, survey, and quantitative field studies) and frequently used theoretical perspectives including organizational contingency theorizing (selection fit, interaction fit, and system fit), economic theories (agency, value of information, organizational architecture, and complementarities in organization design), and psychology theories (cognition, motivation, and social). In addition, general concepts related to the design, conduct, and evaluation of theory-consistent empirical research will be presented.

This course will consist of pre-class readings, lectures, discussions, participant-team work groups, and participant-team presentations. *You will realize more benefit from this EDEN if you read the assigned readings **before** attending it. You should expect that there will be a homework assignment for **each** evening during this EDEN.*

BACKGROUND AND PURPOSE

This EDEN course addresses issues related to conducting quantitative empirical research on management accounting. This course will help participants gain a wider and deeper understanding of and appreciate for the research questions, theoretical perspectives, and research methods used in doing theory-based quantitative empirical research on management accounting. This includes:

- (1) what has been and can be the role and contribution of theory-based quantitative empirical research to understanding management accounting;
- (2) what are interesting research questions that have been and can be addressed by theory-based quantitative empirical research on management accounting;
- (3) what social-science theories are frequently used to motivate, structure, and evaluate the design and analysis of quantitative empirical research on management accounting;
- (4) how to design and conduct valid theory-based quantitative empirical research studies; and
- (5) what are commonly used quantitative empirical research methods and how do you evaluate how well they are used (i.e., what is their validity?).

In this EDEN course, these and other issues will be raised and discussed, under the guidance of an international faculty of management accounting scholars who have extensive experience in conducting and publishing a wide variety of theory-based quantitative empirical research on management accounting.

The purpose of this course is to increase participants' awareness of the various opportunities that arise when selecting and conducting theory-based quantitative empirical research on management accounting, and the necessary knowledge and skills needed to conduct and evaluate such research.

A variety of quantitative empirical research approaches exist when considering the possible theoretical perspectives and research methods that can be applied to the study of management accounting. In consequence, this course will address a variety of research methods (archival, experimental, and quantitative field study) and theoretical perspectives (contingency theory of organizations, economics, and psychology). These various topics will be addressed through the combination of assigned readings, lectures, discussions, and participant-team assignments and presentations.

COURSE PRE-READING

We will be covering a lot of material during the week. The list below outlines a range of references that you should follow up on in detail after this EDEN course to secure your learning around the topics covered during the course. Your ability to keep up during the course will be significantly enhanced if you have read as much of the following readings as possible starting with these two:

Luft & Shields (2007) *Mapping Management Accounting: Graphics and Guidelines for Theory-Consistent Empirical Research*. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Oxford: Elsevier. pp. 27-95.

Shadish, Cook & Campbell (2002) *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. Belmont, CA: Wadsworth.

COURSE CREDIT AND ECTS

Each participant is expected to keep a free-form learning diary covering the entire process from preparing for the course beforehand through the end of the course on 13 December 2013 (including your post-course thoughts, for example, as you travel home). A condensed version of your learning diary (about 1,000 words) is expected to be sent to Nina Payen by 15 January 2014. Your learning diary should be divided into three sections: Learning before the course, Main learning points during the course, and after the course. Passing the course is subject to preparing thoroughly for the course, attending all sessions in an active participation mode (the last session on Friday ends at 16:10), and delivering your learning diary on time. The assigned credit for this will be 4 ECTS.

Registration: 08:30-9:00

Session 1: Introduction to the Program
09:00-09:15 Shields

Session 2: Maps of Quantitative Empirical Research on Management Accounting
09:15-10:15 Shields

Luft & Shields (2007) Mapping Management Accounting: Graphics and Guidelines for Theory-Consistent Empirical Research

Coffee break: 10:15- 10:30

Session 3: Guidelines for Valid Theory-Consistent Quantitative Empirical Research on Management Accounting

10:35-11:40 Shields

Luft & Shields (2007) Mapping Management Accounting: Graphics and Guidelines for Theory-Consistent Empirical Research

Session 4: Validity of Quantitative Empirical Research on Management Accounting
12:00-12:40 Shields

Shadish, Cook & Campbell (2002) *Experimental and Quasi-Experimental Designs for Generalized Causal Inference* (Chapters 1-3)

Lunch

12:40-14:00

Session 5: Contingency: Introduction to Organizational Contingency Theorising
14:00-15:00 Chapman

Chenhall (2007) Theorising Contingencies in Management Control Systems Research

Session 6: Organizational Contingency Theorising

15:20-16:20 Chapman

Grabner & Moers (In press) Management control as a system or a package? Conceptual and empirical issues

Coffee break: 16:20-16:40

Session 7: Organizational Contingency Theorising

16:40-17:40 Chapman

Chenhall & Chapman (2006) Theorising and Testing Fit in Contingency Research on Management Control Systems

19:00- : Group dinner



TUESDAY

Session 8: Economics: Introduction to Agency Theory

9:00-10:00 Moers

Lambert (2007) Agency Theory and Management Accounting

Session 9: Economics: Agency Theory and Informativeness

10:20-11:20 Moers

Lambert (2007) Agency Theory and Management Accounting

Coffee break: 11:20-11:40

Session 10: Economics: Organizational Architecture and Complementarity Theory

11:40-12:40 Moers

Holmström & Milgrom (1994) The Firm as an Incentive System

Lunch

12:40-14:00

Session 11: Economics: Transaction Cost Theory and Other Theories of the Firm

14:00-15:00 Moers

Gibbons (2005) Four Formal(izable) Theories of the Firm?

Session 12: Psychology Research on Management Accounting: Part 1

15:20-16:20 Shields

Birnberg, Luft & Shields (2007) Psychology Theory in Management Accounting Research

Coffee break: 16:20-16:40

Session 13: Psychology Research on Management Accounting: Part 2

16:40-17:40 Shields

Luft & Shields (2009) Psychology Models of Management Accounting



WEDNESDAY

Session 14: Group Research Proposal: Theory 09:00-12:40

Coffee break: 10:30-10:45

Each group should develop a research proposal that has one or more hypotheses about the expected causes and/or effects of a management accounting construct based on one or more of the theories presented in this EDEN course. Starting at 11:10, each group will give a 15-minute presentation of their research proposal. Given the limited time available you should not prepare power-point slides; flip charts will be available but keep them to a minimum. Your presentation should be structured to address the following questions:

1. What is the management accounting research question and why is it interesting?
2. What is the hypothesis(s) and which theory(s) supports it?
3. What are key threats to the validity of this theory-based hypothesis?

Lunch 12:40-14:00

Session 15: Operationalizing Constructs: Construct Validity 14:00-15:00 Chapman

Bisbe, Batista-Foguet & Chenhall (2007) Defining Management Accounting Constructs: A Methodological Note on the Risks of Conceptual Misspecification

Session 16: Testing Quantitative Empirical Models: Internal and Statistical-Conclusion Validities

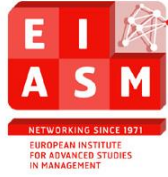
15:20-16:20 Moers

Chenhall & Moers (2007) The Issue of Endogeneity within Theory-Based, Quantitative Management Accounting Research

Coffee break: 16:20-16:40

Session 17: Quantitative Field Studies 16:40-17:40 Chapman

Anderson & Widener (2007) Doing Quantitative Field Studies



THURSDAY

Session 18: Quantitative Archival Research

9:00-10:00 Moers

Bartel, Ichniowski & Shaw (2004), Using “Insider Econometrics” to Study Productivity

Session 19: Experimental Research

10:20-11:20 Shields

Shields (2011) Understanding Management Accounting: Benefits and Costs of Experimental Research

Coffee break: 11:20-11:40

Session 20: Group Research Proposals: Empirics

11:40-12:40

Each group will develop a research proposal to test the hypothesis in your theory proposal using one of the three research methods presented in this EDEN course. Starting at 14:50, each group will make a 15-minute presentation of their research proposal. Given the limited time available you should not prepare power-point slides; flip charts will be available but keep them to a minimum. Your presentation should be structured to address the following questions:

1. What is the predictive validity framework?
2. How are the constructs operationalized?
3. How is the hypothesis(s) tested?
4. What are key threats to the empirical validity of this research proposal?

Lunch

12:40-13:40

Session 21: Group Research Proposals: Empirics

13:40-16:20

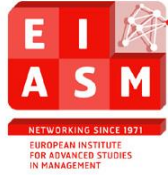
Coffee Break: 16:20-16:40

Session 22: Researching and Publishing Theory-Based Quantitative Empirical Research on Management Accounting

16:40-17:40 Shields

Ohlson (2011) On Successful Research

19:00- : Group dinner



FRIDAY

Session 23: Group Research Proposals: Theory and Empirics 9:00-12:40

Coffee Break 10:30-10:45

Prepare a 15-minute presentation (to be followed by five minutes for audience questions) that addresses the following questions:

1. What is the management accounting research question and why is it interesting?
2. What is the hypothesis and which theory supports it?
3. What is the predictive validity framework?
4. How are the constructs operationalized?
5. How is the hypothesis tested?
6. What are key threats to the theoretical and empirical validities of this research proposal?

Lunch 12:40-14:00

Session 24: Presentation of Group Research Proposals 14:00-16:00

Session 25: Conclusion and Discussion of Course Credit 16:00-16:10



RECOMMENDED READINGS

- Anderson, S. & Widener, S. (2007). Doing Quantitative Field Studies. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Volume 1 Oxford: Elsevier, 319-341.
- Bartel, A. Ichniowski, C. & Shaw, K. (2004). Using Insider Econometrics to Study Productivity. *American Economic Review*. Papers and Proceedings, 217-223.
- Birnberg, J., Luft, J. & Shields, M. (2007). Psychology Theory in Management Accounting Research. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Volume 1 Oxford: Elsevier, 113-135.
- Bisbe, J., Batista-Foguet, J.-M. & Chenhall, R. (2007). Defining Management Accounting Constructs: A Methodological Note on the Risks of Conceptual Misspecification. *Accounting, Organizations and Society* 32(7/8), 789-820.
- Chenhall, R. (2007). Theorising Contingencies in Management Control Systems Research. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Volume 1 Oxford: Elsevier, 163-205.
- Chenhall, R. & Chapman, C. (2006). Theorising and Testing Fit in Contingency Research on Management Control Systems. In Z. Hoque (Ed.) *Methodological Issues in Accounting Research: Theories and Methods* London: Spiramus, 35-54.
- Chenhall, R. & Moers, F. (2007). The Issue of Endogeneity within Theory-Based, Quantitative Management Accounting Research. *European Accounting Review* 16(1), 173-196.
- Gibbons, R. (2005). Four Formal(izable) Theories of the Firm? *Journal of Economic Behavior and Organization* 58, 200-245.
- Grabner, I. & Moers, F. (In press). Management control as a system or a package? Conceptual and empirical issues, *Accounting, Organizations and Society*.
- Holmström, B. & Milgrom, P. (1994). The Firm as an Incentive System. *American Economic Review* 84, 972-991.
- Lambert, R. (2007). Agency Theory and Management Accounting. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Volume 1 Oxford: Elsevier, 247-268.
- Luft, J. & Shields, M. (2007). Mapping Management Accounting: Graphics and Guidelines for



Theory-Consistent Empirical Research. In C. Chapman, A. Hopwood & M. Shields (Eds.) *Handbook of Management Accounting Research* Volume 1 Oxford: Elsevier, 27-95.

Luft, J. & Shields, M. (2009). Psychology Models of Management Accounting. *Foundations and Trends in Accounting* 4(3-4), 199-345. Also published as a monograph (ISBN: 978-1-60198-346-6) by now Publishers, 2010.

Ohlson, J. (2011). On Successful Research. *European Accounting Review* 20(1), 7-26.

Shadish, W., Cook, T., & Campbell, D. (2002). *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. Belmont, CA: Wadsworth.

Shields, M. (2011). Understanding Management Accounting: Benefits and Costs of Experimental Research. *Journal of Management Accounting Studies* 2(1), 15-38.