

**Consequences for New Zealand Accounting Knowledge Discovery of
Distant Performance Measurement of the Academic Person: A
Retrospective Analysis**

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Abstract

Purpose – University academics are an important source of the discovery of knowledge about accounting practice and accounting learning in New Zealand. This paper considers the consequences for the Pacific society of New Zealand of beginning to measure this discovery activity by subjecting the individual performances of these academics to scrutiny based on the criteria of publishing items in periodicals that appear on lists compiled in Australia. The lists in question are compiled by the Australian Business Deans Council (ABDC) and by the Excellence in Research for Australia (ERA) Initiative.

Design/methodology/approach – A longitudinal approach is taken, including by reviewing the literature on developments in New Zealand universities and higher education in New Zealand for over a century; and by analysing the publication over more than two decades of knowledge about accounting practice and accounting learning in New Zealand in periodicals appearing on the ABDC and ERA lists. Each journal and magazine associated with accounting was identified, including some journals not classified on the lists as accounting and some journals not on either list. Various data were derived on each periodical, including about editors and editorial boards, and about articles that contained the words “New Zealand”. The articles were downloaded and perused to ascertain why these words appeared. Articles that are based on empirical data from New Zealand were classified by topic areas.

Findings – Of the three activities associated with accounting in New Zealand universities (i.e. professional accounting education and assessment, undergraduate and postgraduate accounting learning and teaching, accounting research), research has been the last to develop. Now, it is often given highest priority, at least in the rhetoric used by some of the people in managerial and collegial positions who set priorities inside universities, if not in terms of internal university departmental resourcing or in terms of expressions of priorities by society, the New Zealand Government, the accounting profession and accounting students. This high priority has led to formal academic performance management systems, and related incentives and penalties, all increasingly focused on individual accounting academics and the rate at which they are publishing in accounting periodicals, the vast majority of which are on the ABDC and ERA lists. However, analysis of periodicals on these lists and other journals identified but not on either list indicates that there are few journal publication outlets directly associated with New Zealand for knowledge discovered about accounting practice and accounting learning in New Zealand. Indeed, despite their Australian origin, or perhaps because of it, most of the journals are edited in places on the rim of the North Atlantic, and of

the countless languages used in the modern Pacific, only English-language journals appear (except for Canada-based journals, which are obliged to provide English and French translations). The analysis also indicates that New Zealand accounting academics have and continue to publish their work in foreign-based journals, more in Australia and the United Kingdom than in the United States of America and Canada. It can be inferred from some article titles and other ad hoc evidence that the academics in question have had to modify the way the knowledge is reported to suit the foreign editors and, presumably, readers, which is probably at odds with how a New Zealand audience would prefer the knowledge to be reported. The analysis also indicates that to publish about New Zealand in foreign journals there is some advantage in studying areas in which New Zealand is seen as a “world leader” in the topic (e.g. structural adjustment, New Public Management, environmental accounting) but not in areas about which the outside world is oblivious (e.g. New Zealand’s multicultural array of people and organisations, including the Maori people).

Research limitations/implications – The research is still in progress.

Originality/value – Most studies of this ilk attempt to rank journals or are about researcher productivity and author placement. This study is concerned with whether knowledge about accounting practice and accounting learning in New Zealand is being disseminated in a way that is suitable for New Zealand audiences, including New Zealand students, New Zealand accountants, New Zealand policymakers and the Pacific society of New Zealand.

Keywords University accountability, academic performance measurement, control at a distance

Paper type Research paper

Introduction

As accounting has pervaded the workings of societies (Burchell, Clubb, Hopwood, Hughes and Nahapiet, 1980), so knowing about theories, practices, and other paraphernalia associated with accounting has grown in importance. Societies now devote significant resources to accounting research and expect those responsible for that research to deliver results. Among very many ways in which this research can be categorised, knowing about accounting in various settings that are defined geographically is a relatively subservient one, at least in theoretical terms and from the perspective of the global academy. This is notwithstanding that with geographical differences one usually finds other characteristic differences, including of

climate, topography and demography, the latter extending to the ethnic, cultural and other social distinguishing features of populations. However, from the perspectives of those who fund the research and those who learn and apply the knowledge it generates (some of whom will have participated in the research as respondents, informants, guinea pigs, etc.), considerations of where the research is set may be more important than it is to this academy. Moreover, the methods employed in many studies, and other considerations, may mean that those who carry out research are constrained in terms of where they can set it. In this exploratory paper, New Zealand is used as an example geographical setting whence to delve into the whys and wherefores of knowing about accounting as it has been and could be learnt and practiced, and knowing its consequences, in such a setting.

As to the quality of New Zealand as an example in which geography and related characteristics are significant to carrying out and reporting research, the expectations of funders, learners and appliers of accounting and related research in New Zealand can be inferred from the following quote about research generally:

We [the Government of New Zealand] expect the tertiary education system to . . . produce high quality research to build on New Zealand's knowledge base, respond to the needs of the economy and address environmental and social challenges. (Office of the Minister for Tertiary Education, 2009, p. 6)

When juxtaposed with how research objectives, measurement and accountability are expressed and carried out by the institutions in the New Zealand tertiary system referred to in the above quote (i.e. eight universities and a few large polytechnics with degree conferring status), issues relating to geographical setting of research work become important, as is exemplified by the initial impetus for this paper. The various business studies and economics academics in the administrative unit of a New Zealand university received personal letters advising them of heightened expectations that the chief manager of the college had regarding the publishing of research outputs, particularly ones in journals (e.g. *Accounting, Organizations and Society*) and magazines (*Chartered Accountants' Journal*) that appear on a list that the Australian Business Deans Council (ABDC) had recently published for consultation (see ABDC, 2009). Being aware that New Zealand is not (yet) a state of the Commonwealth of Australia and on examining the list, the researcher began to ponder the possible consequences of this particular provision in the letter, especially in light of an adage familiar in management accounting, performance measurement and performance management, namely, "what gets measured gets done". Subsequently, the same chief

manager began referring to a second list of Australian origin, that published by the Excellence in Research for Australia (ERA) Initiative.

The researcher considered that more light could be shed on the consequences in question by analysing the change in performance expectations retrospectively. This was especially so as there were substantial grounds for believing that this change is part of a pattern that can be traced retrospectively to at least the 1980s, when relationships between NZ universities and the society they are part of were affected by changes now widely referred to as structural adjustment and new public management (Boston, 1988, 1996; Boston, Martin, Pallot and Walsh, 1996; Broadbent and Guthrie, 2008). Trends since then include the universities having become part of the strategy of the Government of New Zealand in a managerial sense (e.g. see Office of the Minister for Tertiary Education, 2009), greater individualisation of accountability, of the kinds discussed by Broadbent, Jacobs and Laughlin (1999) and applied to universities by Pettersen and Solstad (2007), and elaboration of control from a distance, as discussed by Rose and Miller (1992) and applied to universities by Huber (2009). It is in this vein that the study is being conducted. The present paper is being compiled alongside the carrying out of data collection and analysis. It is expected to be further advanced by the time of the conference. The subject covered is a very topical one and will probably generate significant interest among conference delegates. Hence, the researcher has submitted it, and the conference academic committee has accepted it, despite its unready state.

The paper is structured as follows. First, New Zealand as a domain is explained. Second, some background is presented about the researcher's university, including how it has been caught up in New Higher Education changes, particularly as performance measurement and management have featured. Third, the ABDC and ERA lists are outlined. Fourth, research about accounting periodical publication and accounting academic research output is reviewed. Fifth, why and how data were collected and analysed are outlined. Sixth, data are analysed and discussed, first in respect of periodicals carrying New Zealand knowledge, and second in respect of sub-discipline and topic areas. Seventh, the analysis and discussion is extended in terms of consequences for accounting research and those identified in the opening paragraph as being interested in it. Finally, conclusions are reached and suggestions for further research are made.

New Zealand

New Zealand has developed into a constitutional monarchy and parliamentary democracy over about 10 generations. It comprises land associated with indigenous peoples now commonly referred to as Maori. Its dominant institutions, however, derive primarily from England and Scotland. They were brought to New Zealand by settlers starting in the early 1800s, when a penal colony was established at Port Jackson in what has become Australia and the South Pacific was opened up to whaling, trading, missionary activity and settlement by people from the British Isles and elsewhere in Europe, China and elsewhere in Asia, the east of North America (and then its west) and other islands in the Pacific Ocean that lie west and north of New Zealand (Morrell, 1960; Ward, 1946). Six of these institutions of relevance are the English language, the Government of New Zealand, the New Zealand Institute of Chartered Accountants, the ascendant laws and customs of doing business (including factories/plantations), the New Zealand higher education system and the scientific method.

The Universities, New Higher Education and Performance

The higher education system includes universities, whose early history is recounted in Gardner, Beardsley and Carter (1973) and Parton (1979), among others. The University of New Zealand was founded in the 1870s. It comprised university colleges, which in the early 1960s emerged as universities in their own right, and whose number has been added to since, so that there are now eight. The priority of this system for 20 years at least was developing teachers for the colony's / dominion's secondary schools. This priority widened in the following few decades to include other professions, including medical staff, veterinarians, engineers, lawyers and accountants. The colleges were concerned primarily with teaching and learning, and the university with qualifications, examinations and development of the system, including academics as teachers and funding for the system. Academics came primarily from Britain for the first four decades, after which the number of New Zealand-educated academics has been ascendant, although recruitment from other mainly-English-speaking countries has continued to be significant, and there has been recruitment from elsewhere, usually with the proviso that the academics concerned were proficient in English.

In regards to accounting, the present universities continue to be part of a long running partnership established in the 1900s between the University of New Zealand and the New Zealand Society of Accountants (Graham, 1960; Hay and Maltby, 1997; Moores and MacGregor, 1992; Parton, 1979). Students aspiring to join the profession (now the New

Zealand Institute of Chartered Accountants, primarily, with Certified Practising Accountants Australia making inroads recently) follow specified four-year programmes of courses. As part of these, the students obtain three-year bachelor degrees. The academics teaching these programmes teach other courses for other qualifications, at undergraduate and postgraduate levels. They also carry out research, as indeed they are obliged to under laws stipulating that for an institution to award degrees, its academics must be carrying out research.

Although academics at universities in New Zealand have long been engaged in research as well as teaching, research has tended to have the lower priority and not been as universal as teaching. This was demonstrated from time to time in university colleges being urged to do more research, including as a way of raising standards (e.g. see Gardner et al., 1973). In the accounting area, the situation prevailed well into the 20th century that although programmes were overseen by professorial staff, these were often in a related discipline (e.g. political economy, economics) and the actual accounting teaching was carried out by professional accountants employed on a part-time basis. These hardly published any research in the sense we know it today but obviously much participant-observation data was available to them through their daily work. These circumstances gradually changed between the 1950s and 1980s, by when most teaching staff were full-time academics, albeit mainly professionally qualified and experienced. In the 1970s and 1980s, they became increasingly involved in research, including participating in PhD programmes, although they were also faced with fast-growing numbers of students and increasing teaching workloads, as universities found it difficult to recruit accounting academics for reasons such as comparatively lower pay than was offered in professional work and being reluctant to employ persons without postgraduate qualifications (as distinct from professional qualifications).

Since the 1980s, New Zealand universities have been caught up in public sector reforms. In the early 1990s, these affected universities funding, which moved from a matter for the University Grants Committee to the Equivalent Full-Time Students system under a new Ministry of Education (Coy, Dixon and Tower, 1991). The basis of funding for teaching and research changed from a grant negotiated privately between each university and the committee (Gould, 1988) to a grant calculated according to a published formula, in which the dominant features were categories of students, a set amount for each student in the categories and the numbers of students enrolled in each category at a university. Some categories pertained to postgraduate students, and the set amounts for these categories included general funding for research. This funding system continues today but with a significant modification

in that research funding has been taken out of these postgraduate categories. Indeed, there is now a distinction between the Student Achievement Component, which comprises (the majority of) funding allocated using EFTSs, almost as before, and the Tertiary Education Organisation Component, which includes funds allocated on the basis of research performance (Tertiary Education Commission (TEC), 2010). It is understood that the funding system is about to be amended so as to reassign some EFTS-based funding to funding based on qualifications awarded.

Funding allocated on the basis of research performance is known as the Performance-Based Research Fund (PBRF), and involves counting research outputs by individual academics over particular periods, referred to formally as *quality evaluation periods* (TEC, 2003, 2006, 2008). In the present PBRF quality evaluation period (2006-2011), two periodical lists published in Australia have increasingly exercised the minds of university managers responsible for managing accounting academics, as well as those in related disciplines. These are the ABDC list (ABDC, 2009) and the ERA list (ERA, 2010). These lists shape the data collection and analysis for this study.

Staying with funding for a while, the system of funding between the Government of New Zealand and the universities has influenced the way in which funds are allocated across departments and colleges/faculties within the universities. One significant change since 1990 has been that resource allocation has become much more open in terms of officially published data and involves official calculative practices far more than in the past (see Coy and Pratt, 1998; Coy and Dixon, 2004; Dixon, 2009). On the face of it, university revenues tend to follow student numbers more so than in the past, and staff positions follow that money, although the profiles of academics by type of position (e.g. professor, lecturer) may not be as directly related in accounting and similar professional disciplines as they are in more traditional academic ones (e.g. anthropology, zoology). Nevertheless, accounting seems to have gained in terms of resources per student and staff member because of these changes, and so there is now more funding available for research. This is notwithstanding that the set amounts for each student in the various cost/subject area categories derive from data collected on the basis of skewed allocations of resources within universities existing in 1990 (i.e. high staff-student ratios in business, and low ones in natural and applied sciences).

The PBRF and attempts to meet expectations for research outputs articulated by accreditation agencies (e.g. Association to Advance Collegiate Schools of Business, European Financial Management Foundation) seem to have put pressures on academics that have caused more

than these additional funds to be absorbed, and so there is pressure on the academics to attract further funds in the form of research grants. There is also pressure on them not to fail to publish. For example, at one university, the vice-chancellor has indicated that for each academic in a budget-holding college who is graded R (\equiv not publishing enough) in the 2007-11 PBRF round, the college will be “fined” \$40,000 per year. This figure is calculated on the basis that the average academic costs \$100,000 per year and each academic is expected to spend 40% of their time on research, along with 40% on teaching and 20% on everything else, which is usually labelled “administration”.

Review of Relevant Research

This study is based on searches of periodical contents to identify articles and similar about New Zealand. Most studies using such searches and/or using surveys of academics and publication lists of academics and their universities have been attempting to rank journals (e.g. Lowe and Locke, 2006) or are about researcher productivity and author placement (e.g. Brown, Jones and Steele, 2007; Wilkinson and Durden, 1998; Wise and Fisher, 2005). In contrast, this study is concerned with whether knowledge about accounting practice and accounting learning in New Zealand is being disseminated in a way suited to New Zealand audiences, including New Zealand students, New Zealand accountants, New Zealand policymakers and New Zealand society. This literature will be reviewed further here.

Literature on performance measurement and management, accountability and the governable/manageable person is also relevant and will be reviewed here.

Method

A longitudinal approach is taken, including by reviewing the literature on developments in New Zealand universities and higher education in New Zealand, and by analysing the publication of knowledge about accounting practice and accounting learning in New Zealand in periodicals appearing on the lists compiled in the summer of 2009-10 by the Australian Business Deans Council and by the Excellence in Research for Australia (ERA) Initiative. The data gathered for this analysis were gathered from periodical web sites and periodical issues listings in the electronic collection of the library of the researcher’s university. It is possible to search these listings and so generate search lists. Using these lists, the researcher accessed full text html files or portable document files (pdf) for each listed item and evaluated their contents for New Zealand coverage and New Zealand associations. The data were then classified as explained in the next section.

Data Analysis and Discussion

Periodicals carrying New Zealand Knowledge

A total of 138 “accounting” periodical titles were identified to start the analysis. Most (85) were on both the lists compiled by ABDC (2009) and ERA (2010), many (45) were only on one of these lists and some (8) were on neither list but were known to the researcher, including three forthcoming titles. These 138 titles are listed in column 1 of Table 1, and their ERA and ABDC rankings (i.e. (A, B, C, etc.) are in columns 2 and 3. Characteristics of those involved in editing the periodicals are shown in columns 4 to 6. The 4th column indicates the country(ies) in which the editor(s) are located and the 5th and 6th columns contain the number of persons on the editorial board or similar who are located in Australia (analysed because of where the lists were compiled) and New Zealand, the domain of this study.

Data obtained by searching each periodical for articles containing “Zealand” and then examining full text hypertext markup language (html) files or portable document files (pdf) are analysed in the remaining columns. The year that the earliest search hit occurs is indicated in the 7th column. The 8th column show studies based on empirical data entirely from New Zealand, whereas in the 9th column are studies in which empirical data are drawn from a small number (2 to 10) of countries including New Zealand, and the 10th column contains studies drawing empirical data from more countries (e.g. entire membership of a multilateral organisation). The 11th column indicates the numbers of studies in which only a passing reference is made to New Zealand. The 12th one indicates that the only connection with New Zealand is because an author has a New Zealand affiliation. Column 13 refers to book reviews with some connection to New Zealand, through the book content, the review content and/or the author affiliation. Column 14 refers to items where there is only some acknowledgement that includes New Zealand. Omitted completely are editorial board listings, calls for papers and similar mentions of New Zealand that seem of even less relevance than these. Column 15 shows the total of these various hits across columns 8 to 14. Table 1 is incomplete for 10 of the 138 periodicals, mainly because of difficulty in accessing searchable copies of these titles. The main exception is the *Chartered Accountants’ Journal*, for which the analysis is awkward because of the large volume and various kinds of material (e.g. articles, news, non-accounting features). Omissions of this title and of the *New Zealand Journal of Applied Business Research* are likely to be significant because both are edited in New Zealand. The analyses for these titles and some of the other eight are expected shortly.

Table 1 Accounting Periodicals (N = 138) and Analysis of Articles with a New Zealand Connection

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Pacific Accounting Review	B	B	NZ	9	22	1988	52	4	0	26	5	9	5	101
Accounting and Finance	B	A	AUS	32	3	1979	37	2	0	60	3	1	43	146
Accounting Auditing and Accountability Journal	A*	A	AUS	19	4	1989	25	6	2	112	7	1	6	159
Critical Perspectives on Accounting	A	A	CAN/UKGBNI	5	0	1990	17	9	1	72	18	0	3	120
Managerial Auditing Journal	B	B	AUS	8	1	1986	15	9	10	87	4	2	1	128
Accounting Education: An International Journal	B	B	UKGBNI	10	4	1992	22	6	0	39	0	0	1	68
Financial Accountability and Management	A	A	UKGBNI	6	1	1990	24	3	0	3	0	0	0	30
Australian Accounting Review	B	B	AUS	35	3	1998	10	10	1	92	1	0	15	129
British Accounting Review	A	A	UKGBNI	4	2	1988	16	1	3	54	3	7	3	87
Journal of Business Finance and Accounting	A	A	UKGBNI	3	0	1977	17	1	0	2	5	0	3	28
Management Accounting Research	A	A	UKGBNI	4	0	1990	13	3	0	26	4	0	1	47
Asian Review of Accounting	C	C	AUS	17	0	1992	7	3	3	59	1	0	12	85
International Journal of Accounting	A	A	USA	7	1	1996	2	8	16	46	5	20	3	100
Accounting and Business Research	A	A	UKGBNI	4	2	1982	10	4	0	12	0	5	3	34
Accounting History	A	B	AUS	7	2	1998	8	2	2	32	2	1	0	47
Abacus: a Journal of Accounting and Business Studies	A	A	AUS	23	3	1966	10	3	0	1	3	0	0	17
Accounting Organizations and Society	A*	A*	UKGBNI	5	0	1979	4	0	8	56	5	0	12	85
Journal of Accounting and Public Policy	A	A	USA	2	1	1983	7	0	9	26	1	0	3	46
Journal of International Accounting, Auditing and Taxation	B	B	USA	3	0	1992	2	4	12	45	1	0	2	66
Accounting Forum	B	B	AUS	10	1	2005	4	2	3	37	1	0	1	48
Journal of Accounting Education	A	B	USA	1	0	1983	5	2	2	21	4	0	0	34
Advances in Accounting : a Research Annual	A	A	USA	0	0	2001	4	2	6	28	0	0	3	43
Journal of International Financial Management and Accounting	B	B	USA	3	0	1990	7	2	0	6	0	0	0	15
Qualitative Research in Accounting and Management	B	B	NZ	7	8	2005	7	0	0	8	5	1	0	21
Journal of Intellectual Capital	B	B	UKGBNI/CAN	3	0	2001	3	3	1	22	2	0	2	33
Public Money and Management	B	A	UKGBNI	1	1	1989	2	6	1	13	0	0	0	22

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Accounting Research Journal	B	B	AUS	15	1	2006	6	0	0	3	1	0	0	10
CA Magazine	Not listed	Not listed	CAN	0	0	1977	1	3	0	35	1	0	0	40
Journal of Accounting Case Research	C	C	discontinued	discontinued	discontinued	2000	6	0	0	0	1	0	0	7
Auditing: a Journal of Practice and Theory	A	A	USA	4	0	1985	4	0	1	18	0	0	8	31
Review of Quantitative Finance and Accounting	B	B	USA	0	0	1997	2	0	8	14	4	0	0	28
European Accounting Review	A	A	SPAIN	1	0	1993	1	3	6	17	0	4	0	31
Journal of Public Budgeting, Accounting and Financial Management	B	B	USA	1	0	1996	1	1	7	24	0	0	1	34
Accounting Business and Financial History	A	C	UKGBNI	4	0	1995	3	1	2	14	0	1	0	21
Accounting Horizons	A	A	USA	2	1	1991	2	2	1	19	1	1	2	28
Accounting Historians Journal	B	B	USA	?	?	1981	3	1	0	14	1	5	0	24
Australasian Accounting Business and Finance Journal	B	Not listed	AUS	36	0	2007	3	1	1	10	0	0	2	17
Journal of Accounting and Economics	A*	A*	USA	0	0	1988	2	0	7	10	1	0	1	21
Journal of Accounting Research	A*	A*	USA	1	0	1967	2	0	5	8	3	1	2	21
International Journal of Auditing	B	B	AUS/Eur/Sing	3	1	1998	2	3	1	2	1	0	0	9
Journal of Accounting and Organisational Change	B	C	AUS	17	7	2005	2	0	0	19	1	6	0	28
Financial Management (ex Management Accounting (UK))	Not listed	C	UKGBNI	0	0	2001	3	0	0	8	0	0	0	11
Accounting Review	A*	A*	USA	1	0	1985	3	1	0	1	0	0	0	5
Accountancy Business and the Public Interest	C	C	UKGBNI	3	1	2005	3	0	0	1	1	0	0	5
Contemporary Accounting Research	A*	A*	CAN	3	0	1997	2	0	3	6	0	0	4	15
Review of Accounting and Finance	C	C	USA	2	0	2002	0	0	10	9	2	0	1	22
Corporate Ownership and Control	B	B	Ukraine	2	0	2004	3	0	0	1	0	0	0	4
Accounting and the Public Interest	B	B	USA	0	0	2004	3	0	0	0	0	0	0	3
Journal of Accountancy	Not listed	C	USA	0	0	1991	0	3	4	7	0	0	0	14
Journal of International Accounting Research	B	B	USA	3	1	2002	1	0	4	11	0	5	1	22
Public Budgeting and Finance	C	Not listed	USA	0	0	1991	2	1	1	1	0	0	0	5
Journal of Human Resource Costing and Accounting	C	C	UKGBNI	6	0	1998	1	0	1	13	1	0	0	16
Strategic Finance (ex Management Accounting (US))	Not listed	C	USA	0	0	1991	1	0	0	10	1	0	0	12
Journal of Contemporary Accounting and Economics	B	B	China (HK)/CAN	1	1	2009	1	0	3	4	0	0	0	8

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Public Finance and Management	B	Not listed	USA	0	0	2002	2	0	0	0	0	0	0	2
Internal Auditing	Not listed	C	USA	0	0	1992	1	1	0	4	0	1	0	7
African Finance Journal	Not listed	Not listed	RSA	1	1	1999	1	1	0	3	0	0	0	5
Journal of Applied Accounting Research	B	B	UKGBNI	0	0	2005	0	1	0	11	1	0	0	13
International Journal of Accounting Information Systems	B	A	USA	4	0	2000	0	1	0	12	0	0	1	14
Accounting Accountability and Performance	C	C	AUS	20	1	2002	0	0	1	15	0	0	2	18
Journal of Accounting Literature	A	A	USA	0	0	1992	0	0	1	15	0	0	1	17
Research in Accounting Regulation	B	B	USA	1	0	2004	1	0	0	5	1	0	2	9
Accountability in Research	C	Not listed	USA	0	0	1999	1	1	0	1	0	0	0	3
Accounting Educators' Journal	C	C	USA	1	0	1989	1	0	0	6	0	0	0	7
Issues in Accounting Education	A	A	USA	0	0	1997	1	1	0	1	0	1	0	4
Journal of Finance and Management in Public Services	C	Not listed	UKGBNI	0	3	2002	1	1	0	1	0	0	0	3
Asia-Pacific Management Accounting Journal	C	Not listed	Malaysia/NZ	2	2	2006	1	0	0	4	1	0	0	6
Advances in Public Interest Accounting	B	B	USA	0	0	1998	1	0	1	2	0	0	1	5
Behavioral Research in Accounting	A	A	USA	0	0	1999	1	0	0	4	0	0	4	9
Journal of Management Accounting Research	A*	A	USA	2	0	1995	1	0	0	4	0	0	3	8
Financial Reporting, Regulation and Governance	C	C	AUS	16	5	2005	1	0	0	3	0	0	0	4
Intelligent Systems in Accounting, Finance and Management	C	B	USA	1	0	2001	0	2	0	3	0	0	0	5
Irish Accounting Review	Not listed	C	IRE	0	0	2004	0	0	0	13	0	0	0	13
Journal of Wealth Management	C	C	USA	0	0	2000	0	0	6	0	0	0	0	6
International Journal of Digital Accounting Research	C	Not listed	Spain/USA	1	0	2001	1	0	1	0	0	0	0	2
Journal of Banking and Finance - Law and Practice	C	Not listed	AUS	2	0	1999	1	0	0	1	0	0	0	2
Journal of Financial Statement Analysis	Not listed	C	discontinued	discontinued	discontinued	1998	1	0	0	1	0	0	0	2
Research in Governmental and Non-Profit Accounting	B	B	USA/UKGBNI	0	0	1996	1	0	0	1	0	0	0	2
Journal of Applied Management Accounting Research	C	B	AUS	28	1	2004	0	0	0	10	0	0	1	11
Advances in Accounting Behavioral Research	B	B	USA	1	0	2001	0	1	0	3	0	0	0	4
Asian Academy of Management Journal of Accounting and Finance	C	C	Malaysia	5	1	2006	0	1	0	3	0	0	0	4

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Cost Management (ex Journal of Cost Management)	C	B	USA	0	0	2001	0	1	0	3	0	0	1	5
Petroleum Accounting and Financial Management Journal	C	C	USA	0	0	1998	0	0	0	8	0	0	0	8
International Journal of Managerial and Financial Accounting	Not ranked	Not listed	Malaysia	2	1	2008	0	0	0	7	0	0	2	9
Advances in Environmental Accounting and Management	C	Not listed	USA	0	0	2000	0	0	0	6	0	0	0	6
Review of Accounting Studies	A	A*	USA	0	0	2002	0	0	2	2	0	0	0	4
Accounting Perspectives	C	Not listed	CAN	0	0	2002	0	1	0	1	0	0	0	2
International Journal of Accounting and Information Management	B	Not listed	USA	6	0	2009	0	1	0	1	0	0	0	2
Accounting in Europe	B	Not listed	UKGBNI	0	0	2004	0	0	0	4	1	0	0	5
Advances in Management Accounting	B	B	USA	0	0	2001	0	0	0	5	0	0	0	5
International Journal of Behavioural Accounting and Finance	Not ranked	Not listed	UK	0	1	2008	0	0	0	5	0	0	0	5
Advances in Quantitative Analysis of Finance and Accounting	B	B	USA	0	0	2000	0	0	0	4	0	0	0	4
Asia-Pacific Journal of Accounting and Economics	B	B	Tai/USA/China (HK)	1	0	2007	0	0	0	4	0	0	0	4
International Journal of Accounting and Finance	Not ranked	Not listed	CAN	3	2	2008	0	0	0	4	0	0	0	4
Journal of Public Finance and Public Choice	C	Not listed	Italy	0	0	2001	0	0	2	0	0	0	0	2
JAAF - Journal of Accounting Auditing and Finance	A	A	USA	0	0	1997	0	0	0	2	1	0	1	4
Journal of Accounting and Finance Research	Not listed	Not listed	discontinued	discontinued	discontinued	1999	0	0	0	3	0	0	0	3
Advances in Accounting Education: teaching and curriculum innovations	C	B	USA	0	0	2007	0	0	0	2	0	0	0	2
International Journal of Banking, Accounting and Finance	Not ranked	Not listed	UK/It/Gre	1	0	2008	0	0	1	0	0	0	1	2
Journal of Modern Accounting and Auditing	C	Not listed	China	?	?	2009	0	0	0	2	0	0	0	2
Research in Accounting in Emerging Economies	C	Not listed	UKGBNI	0	0	2008	0	0	0	2	0	0	0	2
International Journal of Critical Accounting	Not listed	Not listed	USA	5	0	2009	0	0	0	0	1	0	0	1
Australasian Journal of Business and Behavioural Sciences	C	Not listed	USA	7	2	2008	0	0	0	1	0	0	0	1
Journal of Forensic Accounting: auditing, fraud, and taxation	B	B	USA	0	0	2004	0	0	0	1	0	0	0	1
Journal of Emerging Technologies in Accounting	C	C	USA	0	0	2008	0	0	0	0	0	0	1	1
Academy of Accounting and Financial Studies Journal	C	Not listed	USA	?	?	No hits	0	0	0	0	0	0	0	0

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Accounting Commerce and Finance: The Islamic Perspective Journal	C	C	Malaysia	0	0	No hits	0	0	0	0	0	0	0	0
Australian Journal of Accounting Education	C	C	AUS	?	?	No hits	0	0	0	0	0	0	0	0
China Accounting and Finance Review	C	C	China/ China(HK)	2	0	No hits	0	0	0	0	0	0	0	0
China Journal of Accounting Research	Not ranked	Not listed	China/HK	0	0	No hits	0	0	0	0	0	0	0	0
Corporate Board: role, duties and composition	B	B	Ukraine	1	0	No hits	0	0	0	0	0	0	0	0
Geneva Risk and Insurance Review	B	C	USA/Ger	0	0	No hits	0	0	0	0	0	0	0	0
Global Perspectives on Accounting Education	C	Not listed	USA	3	1	No hits	0	0	0	0	0	0	0	0
IMA Educational Case Journal (Institute of Management Accountants)	C	Not listed	USA	?	?	No hits	0	0	0	0	0	0	0	0
International Journal of Accounting, Auditing and Performance Evaluation	B	B	Bahrain/USA	6	1	No hits	0	0	0	0	0	0	0	0
Journal of Accounting, Business and Management	C	C	Indonesia	6	1	No hits	0	0	0	0	0	0	0	0
Journal of Accounting, Ethics and Public Policy	C	C	USA	0	0	No hits	0	0	0	0	0	0	0	0
Journal of Applied Research in Accounting and Finance	B	Not listed	AUS	5	0	No hits	0	0	0	0	0	0	0	0
Journal of Construction Accounting and Taxation	B	Not listed		0	0	No hits	0	0	0	0	0	0	0	0
Journal of Corporate Accounting and Finance	Not listed	C	USA	0	0	No hits	0	0	0	0	0	0	0	0
Journal of Cost Analysis and Parametrics (ex Journal of Cost Analysis and Management)	C	C	USA	0	0	No hits	0	0	0	0	0	0	0	0
Journal of Financial Reporting and Accounting	C	Not listed	Malaysia	3	1	No hits	0	0	0	0	0	0	0	0
Journal of Theoretical Accounting Research	C	Not listed	USA	?	?	No hits	0	0	0	0	0	0	0	0
Malaysian Accounting Review	C	C	Malaysia	4	0	No hits	0	0	0	0	0	0	0	0
Management Accounting Quarterly	Not listed	C	USA	?	?	No hits	0	0	0	0	0	0	0	0
Social and Environmental Accountability Journal	Not listed	Not listed	UKGBNI			not searchable								
Chartered Accountants Journal (New Zealand)	Not listed	C	NZ			not searchable								
Art Law and Accounting Reporter	C	Not listed				not searchable								
Indonesian Management and Accounting Research	C	C	Indonesia	?	?	not searchable								
New Zealand Journal of Applied Business Research	C	C	NZ	2	1	not searchable								
Asia-Pacific Centre for Environmental Accountability Journal	C	Not listed	AUS	12	2	not searchable								
National Accountant	C	Not listed	AUS	?	?	not searchable								

Publication Title	ERA Rank	ABDC Recommended Ranking	Country of Eds	No. of Aus affiliates on Editorial Board 2009	No. of NZ affiliates on Editorial Board 2009	First NZ hit in searchable pdf coverage	All NZ Empirical Data	NZ In small sample (< 10) countries	NZ in large sample of countries	NZ in lit rev or other mention in text	Author with NZ affiliation but no other NZ mention	NZ in book review	NZ among Acknowledgements	Total
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
American Journal of Finance and Accounting	Not ranked	Not listed	USA	1	0	not searchable								
Afro-Asian Journal of Finance and Accounting	Not ranked	Not listed	USA	6	3	not searchable								
African Journal of Accounting, Economics, Finance and Banking Research	C	Not listed	USA	0	0	not searchable								
Journal of Islamic Accounting and Business Research	Not listed	Not listed	UKGBNI	3	1	2010 first pub								
Sustainability Accounting, Management and Policy Journal	Not listed	Not listed	AUS	3	1	2010 first pub								
Journal of Accounting in Emerging Economies	Not listed	Not listed	UKGBNI	2	1	2011 first pub								
Total							411	129	160	1457	106	72	165	2500

Note 1 Advances in International Accounting has been merged in Advances in Accounting, and data for the two journals have been combined in this row.

Key: AUS = Australia; CAN = Canada; Eur = two or more European Union countries; HK = Hong Kong; IRE = Republic of Ireland; NZ = New Zealand; RSA = South Africa; Sing = Singapore; Tai = Taiwan; UKGBNI = Great Britain and Northern Ireland; USA = United States of America

As the last row of Table 1 shows, 411 articles based on entirely New Zealand were found (Column 8); a further 129 articles were based on data from New Zealand and at least one other country, but not more than nine others (Column 9); and a further 160 articles included data from New Zealand and at least 10 other countries (Column 10). The order that the titles appear in Table 1 reflects the distribution of these 700 articles among the 128 titles for which data are complete.

Pacific Accounting Review tops Table 1, having carried more New Zealand studies than any other journal. It is one of five periodicals in the table that is edited or joint-edited in New Zealand. The others are *Qualitative Research in Accounting and Management*, which is also high in Table 1 despite being a comparative newcomer; *Asia-Pacific Management Accounting Journal*, which is jointly edited in Malaysia and has only included one New Zealand study, seemingly focusing its contents on Malaysia and neighbouring south-east Asian domain studies; and *Chartered Accountants' Journal* and *New Zealand Journal of Applied Business*, aforementioned for data about them being incomplete. Between them, the first three titles have carried over 60 of the 700 studies that are about or include New Zealand.

On the geographical distribution of editorships of the rest of the periodicals in Table 1, of the 130 titles still current (three titles are known to have been discontinued), over 60 are edited or joint edited in USA and over 20 in each of UK and Australia, with the rest spread over 13 other countries. That countries from outside USA, Australia and UK are barely represented on the list may be surprising in the case of Canada, a similar mainly-English-speaking country, but not in other cases, because of their languages and the peculiarity that the Australian lists, at least as far as accounting is concerned, lack for any other Pacific or World language other than English.

The top 15% of the table is dominated by the Australian- and British-edited journals, reflecting that a significant quantity of work about New Zealand (over 350 of the 700 studies) is published in these, and so echoing an earlier finding by Wise and Fisher (2005) about the publishing habits of New Zealand accounting and finance academics up to 2004. No matter that there is some sharing of Anglo-Norman and Celtic cultures among these three countries (i.e. Australia, New Zealand and UK), it is probable that the knowledge about New Zealand is reported in a way to suit the home audiences of these titles, and other non-New Zealand audiences, in part because common knowledge about New Zealand and its current affairs are not widely disseminated in popular ways (e.g. TV news). It may be surmised that reporting

the knowledge in this way is likely to be at odds with how New Zealand's multicultural and locally-informed audience would prefer to receive knowledge that they might usefully learn and apply. Moreover, New Zealand knowledge outside the confines of Anglo-Celtic institutions is likely to get less of an airing, except in critical studies of British imperialism.

Other observations associated with Table 1 are that the higher listed titles, if not edited in New Zealand, tend to have at least one New Zealand based member on their editorial boards, whereas over 80 on the list have none. Higher listed titles are ranked A and B, rather than C, by both ERA and ABDC. Despite the much higher number of editor locations in the USA, one has to drop some way down Table 1 before the first two journals from there appear, being the *International Journal of Accounting* and *Journal of International Accounting, Auditing and Taxation*. These two share an interest in international or cross-country studies, hence 28 studies in them are ones in which New Zealand data are among those for 11 or more countries and a further 12 studies are ones in which New Zealand data are among those for from 2 to 10 countries. The low presence in the other USA-edited journals probably reflects difficulties that researchers have in publishing knowledge about New Zealand in that country, difficulties that they may well share with researchers from many other countries. Given that it seems unlikely for ways to be found for this to change, one wonders why such USA titles not only dominate these supposedly Australian lists in quantity but also occupy many of the A* and A rankings; and why people in managerial and collegial positions who set priorities inside New Zealand universities persist with these lists, except to exert authority over their academic colleagues by branding them as failing.

If one eliminates from Table 1 the USA-edited titles and other similar foreign-edited titles that experience to date indicates that they not likely to provide New Zealand researchers with much opportunity to disseminate New Zealand knowledge, let alone publish it in ways that suit New Zealand audiences, the list of titles is much shorter. Given this reality, one wonders how more titles can be established to suit New Zealand's potential supply of and demand for formally published knowledge; and how alternative, and at least equally valued, ways of disseminating this knowledge can established. As it seems likely that accounting is not the only subject area facing these challenges, it seems the relevant New Zealand Government and university authorities have some responsibility for tackling these and some interest in overcoming them, the former to facilitate its policy on research and the latter because of the amount of resources they are devoting to the supply side of research.

Knowledge by Sub-discipline and Topic Areas

The second stage of the analysis is based on the 700 articles counted in columns 8, 9 and 10 of Table 1. The articles were classified as to significant category (e.g. topic, sub-discipline of accounting) and then analysed into three-year periods. The results are shown in Table 2.

Regarding the principles behind Table 2, categories were induced by the researcher applying his knowledge and experience, and sub-disciplines are those common in accounting departments in New Zealand universities, also in his experience. It is acknowledged that the categories are not discrete, and so some judgment was exercised by the researcher in preparing the analysis. Three-year periods and the years combined into threes are based on the history of the PBRF. The first quality evaluation period (TEC, 2004) was from 1 January 1997 to 31 December 2002. The second such period, overlapping with the first, notice, was from 1 January 2000 to 31 December 2005 (TEC, 2006); and the third is planned to be 1 January 2006 to 31 December 2011 (TEC, 2008). These quality evaluation periods are of six years each but the second overlaps with the first for three years, hence the choice of three-year periods for the analysis.

The analysis is dated back as far as possible so as to start before early signs, certainly in New Zealand and most everywhere else, of structural adjustment and new public management, being the policy shift out of which PBRF and other reforms to universities arose. Of historical note, also, is that of the three activities associated with accounting in New Zealand universities (i.e. professional accounting education and assessment, undergraduate and postgraduate accounting learning and teaching, accounting research), research has been the last to develop. However, it began to emerge in the 1960s and 1970s, hence trying to go back that far. But a caveat regarding Table 2 is that while relevant articles are gradually appearing from the 1960s and 1970s in back files of periodicals, searchable pdfs and similar from earlier periods being less available than they are of recent periods probably means that the distribution of articles that have been identified is biased in favour of recent periods, with studies before about 1990 having been harder to identify. The researcher intends to correct this through consulting reports published by universities of research undertaken and the publication lists of older academics whose work is likely to have been only partially identified so far.

Table 2 Analysis by Three-Year Periods of Articles (N = 700) that include Empirical Data from New Zealand

Period	Auditing	Tax	Commercial Law	Accounting Profession	Accounting Standards	Other Private Sector Financial Accounting	Capital Markets	Finance	Private Sector Management Accounting	Corporate Governance	Small, Medium and Agricultural Enterprises	Structural Adjustment and New Public Management	Other Public and Third Sector	Social and Environ-mental Accounting and Reporting	Accounting and New Zealand Maori	Accounting Education	Accountability	Accounting History	Accounting Research	Economics	Total
2009- in press	10	2	0	2	1	4	6	5	1	4	2	4	8	4	0	8	0	0	7	0	68
2006-2008	15	8	2	7	7	18	20	9	7	7	4	10	12	7	1	15	1	5	5	1	161
2003-2005	11	2	1	6	6	14	8	7	8	5	2	20	7	3	2	10	0	2	9	1	124
2000-2002	8	5	2	4	7	9	8	7	11	2	0	19	6	0	2	6	1	0	4	3	104
1997-1999	8	3	0	1	5	13	1	4	4	0	0	19	5	5	1	12	1	1	4	0	87
1994-1996	7	2	0	2	3	7	5	2	4	0	0	10	4	5	1	5	0	2	2	0	61
1991-1993	9	3	0	1	1	2	5	2	1	0	0	5	4	1	0	3	1	2	0	0	40
1988-1990	3	1	2	2	0	7	5	0	4	0	0	2	0	0	0	2	0	0	0	0	28
1985-1987	1	0	0	1	0	2	1	4	0	0	0	0	0	0	0	0	0	0	1	0	10
1982-1984	0	0	0	0	0	2	0	2	0	0	0	0	0	0	0	1	0	0	0	0	5
1979-1981	0	0	0	0	0	2	1	0	2	0	0	0	0	1	0	2	0	0	0	0	8
1976-1978	0	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	1
1966-1975	0	1	0	0	0	0	1	0	0	0	0	0	1	0	0	0	0	0	0	0	3
Total	72	27	7	26	30	81	61	42	42	18	8	89	47	26	7	64	4	12	32	5	700

Note that the data in this Table total 700, equating to the total of columns 8, 9 and 10 in Table 1.

Notwithstanding the caveat about the way that the article searches were conducted giving rise to a bias towards finding later research over earlier research, it appears from Table 2 that the number of articles being published about New Zealand, or about New Zealand in conjunction with other countries, has been increasing noticeably over the past three decades. In summary, up to 1990 (> 20 years), 55 articles are analysed; between 1991 and 1999 (9 years), 188 are analysed; and between 2000 and the present (10+ years), 457 are identified. This is consistent not only with research activity now being given higher priority by university administrators in their strategic plans, etc. but also with academics in the accounting area enjoying better research facilities than a decade or two ago, being better qualified to do research (e.g. by having completed PhDs) and generally being more amenable to research and research-inspired teaching, in place of professional accounting work and technical-oriented teaching. This point about teaching is reflected in the analysis, with accounting education being a prominent category with over 60 hits. Many studies in this category focus on student-centred learning and generic skills development among students, which include students learning from research and learning through doing research or at least making inquiries.

An even bigger represented category, with nearly 90 hits, reflects another occurrence already referred to in this paper, being the amount of research published about Structural Adjustment and New Public Management, including accrual accounting, annual reporting, performance budgeting, performance measurement and management and privatisation. This has had wide appeal among foreign-edited journals, probably because of the advantage researchers have had in being able to report about New Zealand as a “world leader” in the field. The present study is limited to accounting periodicals but the researcher is aware that many of the Structural Adjustment and New Public Management studies have resulted in publications in periodicals outside this limit, including in politics, and health, education and similar sector periodicals. Other public and third sector research is a significant and growing category, with nearly 40 hits mostly in the past several years. This is probably a spin off from the research on accrual accounting, annual reporting, performance budgeting, and performance measurement and management, the “New” in New Public Management having become somewhat dated, as well as possibly inaccurate following changes to the policy outlooks of successive governments since the late 1990s, and so the topicality and opportunity for studies having tailed off in the past few years.

Reflecting on the size of the category Structural Adjustment and New Public Management and its shape (i.e. articles starting to appear in 1990 and then tailing off since 2005), it is

significant that many of the research studies were published after the economic and political reforms were carried out, rather than before and during. This leads to two important points about research and publishing findings. First, considerable time is elapsing between the studies being carried out and the articles in which they are reported being published, raising the general issue of how untimely study reporting can be for having to rely on journals, and especially foreign-based one as the means of publication. Second, most research studies on Structural Adjustment and New Public Management were carried out during and after the reforms, not before them, and so the reforms were not prompted or informed by research. One wonders if this does not apply generally to the accounting research analysed in this study; that is, most of it is not about addressing questions associated with future innovation but is about analysing and criticising existing or past circumstances, and not necessarily in ways that can spark further innovation.

A further observation has to do with the association (or perhaps lack of association) between research and programme/course design and teaching. In the case of public and third sector accounting generally, while the proportion of research in this area (136 studies out of 700 in total, or $\approx 20\%$) is still below the size of the public and third sectors in relation to the New Zealand economy as a whole, it far exceeds the numbers of courses focusing on and students studying accounting in these sectors in each of the eight New Zealand universities as a proportion of the totals of courses staged in accounting. In other words, most courses focus on and most students study private, for-profit sector accounting. This might be an argument that more courses should be staged about the public and third sectors, at the expense of reducing the private, for-profit courses, and more students should be expected to study these areas to qualify as accountants or to know about accounting; or it might be an argument that research activities are skewed by what foreign journals will publish, and are out of kilter with student, economic and societal priorities.

Turning the latter on its head, a lesson to be drawn from the successes in researching Structural Adjustment and New Public Management is that researchers wanting to study New Zealand should turn to areas where New Zealand is a world leader or has something special to offer the rest of the English-speaking world. An area to which this now seems to apply, and in which much research is underway, with the consequence of articles being published, is social and environment accounting and reporting, in particular in matters of sustainability, carbon emissions and climate change. On the other hand, given the New Zealand Government's policy that research is primarily about extending New Zealand's knowledge

base, responding to the needs of the economy and addressing environmental and social challenges, perhaps it is less of a priority to publish in foreign-edited journals, if that means the research findings are not disseminated in forms that are as good as they could be for New Zealand audiences.

Just as the sizes of the public and third sector categories may be surprising for how much research there has been, then the small number of studies of small, medium and agricultural enterprises (8 hits) may be surprising, given their preponderance in the New Zealand economy. Perhaps this is a case of the research appearing in journals outside the accounting list, as happens with finance, commercial law and tax research. However, it could well be a case of research not being attractive to foreign journals, and so the area being left alone by potential researchers not only for lack of reward but also for the risk of non-performance leading to retribution by those measuring and managing their performance using PBRF criteria based on publishing in journals on foreign lists and the lack of suitable New Zealand outlets. Similar may apply to research about accounting and Maori, of which there is a paucity save for a few critical, historical studies (7 hits in Table 2 plus a handful more crossing over into other categories, in which they appear in the table). On accounting history of New Zealand generally, this also seems neglected, despite a bit of a bubble in the past few years.

Other significant categories seem predictable and resilient. This applies to capital markets (61 hits), a much bigger category now than a decade ago; and the same applies to private sector financial accounting, with 111 hits, including 30 articles attesting to the growth in importance of accounting standards. Auditing too is prospering as a category (72 hits), as are other categories one associates with the accounting professional activity in New Zealand, including tax, the aforementioned accounting standards, and studies of the profession itself (26 hits). Far more tax (27 hits), commercial law (7 hits) and finance (42 hits) studies probably appear in periodicals specialising in these areas than in the accounting journals analysed in this study.

As for the remaining categories, the private sector management accounting category being relatively small (42 hits) probably reflects New Zealand's lack of large, private, for-profit organisations, and the lack of concern in the accounting profession with management accounting. The public sector is significantly better off in terms of such organisations, and many of the studies in the structural adjustment, etc. and public and third sector categories are of management accounting questions. In regard to private sector organisations, there has been

a bit of a bubble in corporate governance studies recently (18 hits, 16 of them since 2003). Another recent bubble of activity is in the area of accounting research, including theory and method (32 hits). There have also been several studies in this category by New Zealand-based academics but in which they have not used any New Zealand empirical data.

Conclusions - Consequences of Findings

The research findings have consequences for researchers, their measurers, managers and governors, for teachers and students of accounting, NZ businesses and nonbusinesses, higher education accreditation agencies and quality assurance agencies, and policymakers and other agencies in the New Zealand Government. Research is about quantity and quality. While some may think that quality is regulated by publishing in reputable academic journals, if those journals are aimed at audiences whose expectations differ from New Zealand societal audiences, then quality in the eyes of the latter will be impaired. Thus, while academic productivity and quality may be improved by improving performance measurement and management of individual academics, it is also vital for universities and other institutions to bring about other changes to make the best of these improvements, including having outlets for research that accepts New Zealand based work reported in forms to suit New Zealand audiences. The New Zealand Government should also be involved in establishing such outlets, as the private for-profit sector seems incapable of doing so.

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