

**Writing with Impact — Publishing in the
Major Professional Accounting Journals: An Editors' Panel**

Moderator: Alan Reinstein, Wayne State University

Panelists: Christopher Dowsett, *Strategic Finance*
Ray Pfeiffer, *Accounting Horizons*
Anthony Sarmiento, *The CPA Journal*
Courtney Vien, *Journal of Accountancy*

Biographical Sketch of the Panelists

Christopher Dowsett, CAE, is the Editor-in-Chief/Sr. Director, Publications, at IMA® (Institute of Management Accounting), where he oversees *Strategic Finance* magazine and *Management Accounting Quarterly*. He has an MS in Publishing: Digital and Print Media from NYU and a BA in English from The College of New Jersey. He also is a Certified Association Executive.

Ray Pfeiffer holds a Ph.D. in accounting from the University of North Carolina at Chapel Hill. Prior to that, he was a member of the audit staff of Deloitte, Haskins, and Sells. He began his academic career at the University of Massachusetts Amherst (1994–2008). In 2008–2009, he served as the FASB Research Fellow in Norwalk, CT. He joined the faculty at the Neeley School of Business, Texas Christian University, in fall 2009 as Chair of the Accounting Department and served as Associate Dean for Undergraduate Programs from 2014–2019. He is currently Associate Professor of Accounting and Director of the Business School at Simmons University in Boston.

His research focuses on capital markets and financial reporting, specifically on issues relevant to the decisions made by participants in the financial reporting environment. He has published his work in various journals including *The Accounting Review*, *Journal of Accounting Research*, *Journal of Accounting and Economics*, *Journal of Financial Reporting*, and *Accounting Horizons*.

Alan Reinstein is the George R. Husband Professor of Accounting, Wayne State University. Alan has written many articles for such strong academic journals as *Accounting Horizons*, *Accounting, Organizations and Society*, *Auditing: A Journal of Practice & Theory*, *Behavioral Research in Accounting*, *Journal of Accounting and Public Policy*, *Journal of Accounting, Auditing & Finance* and *Journal of Business Ethics*. He also has written many works for such premier professional journals as *The CPA Journal* (where he twice won the Max Block Award), *Journal of Accountancy* (where he won the John L. Lawler Award), and *Management Accounting* [now called *Strategic Finance*] (where he won a Certificate of Merit).

Alan has served on the Boards of Directors of the AAA, Michigan Association of CPAs [MICPA], and the Detroit Chapters of the Financial Executives Institute, Institute of Management Accountants and Institute of Internal Auditors. The MICPA awarded him its 2011 *Distinguished Service Award* [the fifth academic to earn this award since 1968]. In 2008, the University of Kentucky named him its first *Von Allmen School of Accountancy Outstanding Doctoral Alumnus Award*. In 2016, Alan became the first academic recipient of the AAA's Midwest Region *Lifetime Achievement Award* since 2007, and was the AAA's 2017 TLC *Hall of Fame* Inductee.

Alan has served extensively as a consultant, expert witness, research analyst and arbitrator for public, private and governmental entities, foundations, attorneys, CPAs and other professionals.

Anthony Sarmiento is the managing editor of *The CPA Journal*, a monthly publication of the New York State Society of CPAs. He has an MS in Publishing from New York University and a BA in English from Cornell University.

Courtney Vien is a senior editor with the *Journal of Accountancy*. She works out of the AICPA's Durham, N.C. office. She holds a Ph.D. in English Literature from the University of North Carolina at Chapel Hill.

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Discussion Outline

I. Key Points of the *Accounting Pathways Commission*:

A. Unlike such other university learned professions as medicine, engineering or law, our profession seems to inadequately research problems that practicing professionals face.

B. Thus, academe should:

1. Integrate professionally oriented faculty more fully into significant aspects of accounting education, programs, and research; and

2. Enhance the value of practitioner-educator exchanges.

II. Thus these four editorial leaders of our profession's premier professional and bridge journals — *Accounting Horizons*, *The CPA Journal*, *Journal of Accountancy*, and *Strategic Finance/Management Accounting Quarterly* — will discuss:

- Why academics and practitioners should publish in practitioner and bridge journals;
- How their journals serve practice and incorporate theory;
- How academics can improve their chances of publication success in their journals (e.g., co-authoring with practitioners);
- Future trends in the content of their journals; and
- Their publications' impact on accounting education, including educating new students.

III. Alan will discuss briefly why academics should publish in practitioner and bridge journals. Some reasons include:

- To inform the broader accounting profession how to operate more efficiently;
- To communicate their viewpoints and findings to tens of thousands of professionals;
- To meet their programs' missions to serve the professional community; and
- To bring recognition of those who hire our students to their schools.

IV. Alan will introduce our panelists to discuss the above points.

V. We will spend much time for Q & A.