

RESEARCH DIRECTIONS

Entrepreneurial Accountants

Dr Dorothea Bowyer and Dr Anne Abraham of the School of Accounting are examining the entrepreneurial orientation of Australian accounting academics and the relationship to their research involvement and teaching performance. This project is funded by the Accounting and Finance Association of Australia and New Zealand.

'Today's workplace is highly competitive', explains Dr Bowyer, 'So graduates of accounting who are trained to be more entrepreneurial will be better able to survive and thrive in business. This comes back to the teaching programs and the influence of the academics who train them. Creativity and innovation are to be encouraged and are significant for building competitive advantage and success in the workplace. Students need to develop sufficient creative skills to "think outside the box". This also applies to academics in accounting research as Australian universities are becoming increasingly market-driven. Previous research has tended to focus only on a corporate entrepreneurial perspective, whereas this current project will be examining the individual perspectives of accounting academics to determine to what extent they participate in creative and innovative research and teaching, and what implications this has for accounting graduates.'

This project will involve accounting academics from two regional universities in NSW. Qualitative research using focus groups and interviews with these academics will be conducted. The results will assist in developing a model to encourage innovation through creativity and knowledge sharing among academics in accounting schools.



In developing a more innovative program for Australian accounting academics and graduates, the profile of the accounting discipline can be improved along with greater prospects for graduates in Australian business and industry.

Project Title: Modelling the entrepreneurial orientation of Australian Accounting Academics

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