

PUBLISHING OPPORTUNITIES IN PROFESSIONAL ACCOUNTING JOURNALS

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ABSTRACT

This workshop will investigate the opportunities for academic and professional accountants to disseminate their research and expertise through accounting trade journals. It will compare and contrast the drivers behind academic publishing and the requirements of general publishing for an accounting audience in the modern media context. The workshop will also ask how the needs of readers are to be best met in regards to the educational role of accounting journals, and how academics and professionals can better achieve their goal to be published by tailoring submissions to perceived reader needs.