

## EDITORIAL NOTE

### Introduction

It gives me great pleasure to present the inaugural issue of the *Journal of Accounting Perspectives*. The publication of this journal is the result of a concerted effort from members of the Editorial Board and representatives from the University of Malaya Accounting Club (UMAC) to share and disseminate knowledge. Articles are sought from academics, practitioners and students that address issues on all relevant areas of accounting. The Journal provides a platform for academics and practitioners to discuss and put forward issues, exchange ideas and share experiences related to their areas of expertise and interest. It also provides an avenue for students to express their ideas through writing and at the same time stimulate interest towards reading academic materials.

### Academic Perspectives

In this inaugural issue we offer academic papers that are wide ranging in both their subject matter and perspectives. In the first article, Che Ruhana and Yew Keong discuss the impact of JIT implementation on performance. Their study shows that the level of JIT adoption is positively related to both financial and non financial performance. In addition, t-test results indicate that there are significant differences in the level of performance among the JIT firms and the non-JIT firms.

SMEs contribution to the Malaysian economics is well recognised. However, little is known about accounting practices of these SMEs. Che Ruhana *et al.* examine the financial and management accounting practices among SMEs in Malaysia and discover that a majority of the firms surveyed prepare their financial and management accounting reports on a monthly basis. Financial accounting reports were perceived to be more useful than management accounting reports, with profit and loss statements considered as most useful. Among the management accounting reports, the production report was rated highest in terms of usefulness.

On social and environmental accounting (SEA) issue, Norhayah's article titled 'Understanding Social and Environmental Accounting' attempts to clarify the various definitions of SEA. According to Norhayah, a solid understanding of SEA as a new form of accounting is crucial so that those who practice actually embrace the concepts of SEA. Closely linked to SEA, Rusnah *et al.* look at corporate social responsibility (CSR) from the perspective of Islam. They propose an Islamic model of CSR based on human relationships with God, with other fellow human beings and with the environment.

Turning away from the corporate world, Zakiah's article shifts the focus from corporate accounting to governmental accounting. Based on an interview survey carried out with those who are involved in Malaysian governmental accounting, she explains the factors that influence the development of governmental accounting in Malaysia and the implications as well as problems that could be faced by the government if it were to change the current cash-based accounting into an accrual-based accounting.

## **Practitioners Perspectives**

From the perspective of practitioners, three issues are discussed. First, views of Dato' Johan Raslan, Adjunct Professor of the Faculty of Business and Accountancy and Executive Chairman of PwC, were sought on what it takes to be a leader and lead to excellent careers. With the increasing participation of females in the workforce, the second article from KPMG on 'Achieving balance at the office and at home' provides views and experiences of two working mothers and a single woman, who are partners of the firm, in facing the challenges of becoming successful career women. In any organisation, networking is very important. However, CIMA's article reveals that fear of failure, rejection and leaving their comfort zone are some of the reasons why professionals avoid meeting people and networking. The article provides some suggestions on how to build relationships and start networking.

## **Students Perspectives**

In an effort to encourage students to express ideas through writing, UMAC in collaboration with KPMG held the Student Essay Competition. The title chosen for this issue was *Globalisation and Its Effects on Accountants*. Essays submitted by students were assessed by KPMG. Three of the best essays are printed in this issue. In the first essay, Ho Chun Wei illustrates the effect of globalization on accountants through the rise of multinationals, the change in accounting standards, the application of technology, increasing competition, the need to move up the value-chain, the growing importance of professional accounting qualifications, and the necessity to keep abreast of global financial issues. Kesvin Choo Ko Seng, in the second essay, states that accountants should equip themselves with the necessary tools and skills because globalization requires higher competency and communication skills, increased mobility and improved global access. In a similar line of reasoning, Goh Guat Ling accentuates that with globalisation, there is a higher demand for qualified and multi-skilled accountants. Thus accountants need to show more technical expertise and demonstrate professionalism as well as an ethical approach to be fully effective in fulfilling their responsibilities.

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