



APMAA 2023 Forum

Talk 4 (25 min)

Susumu Ueno
Emeritus Professor, Konan University, Japan

APMAA Journey after 2010

October 26, 2023





Outlines of “APMAA Journey after 2010”

My presentation today is more of a continuous talk, without distinct sections. the key **focal points** are as follows:

1.The Early Years Following APMAA's Inception

- formative years of APMAA after its establishment.

2. Highlights from past Annual Conferences

- snapshots of key events and noteworthy aspects of annual conferences.

3.Adapting to COVID-19 Pandemic

- how the organization coped with the pandemic in 2019 and its shift towards online technologies, including webinars.

4.Quality Control Challenges

- Issues related to submission review systems and the utilization of the Microsoft Conference Toolkit.



Part 1. The Early Years Following APMAA's Inception

The **proposal to form** the Asian Management Accounting Association was **introduced at the Asian Management Accounting Forum 2002**, held in Kyushu University, Fukuoka, Japan on November 3-4, **2002**, where Prof **Ibrahim Kamal Abdul Rahman** and Prof **Normah Omar** from UiTM also attended.

We chose Prof **Akira Nishimura**, Kyushu University Japan, as the founding president.

The **Asian Management Accounting Association (APMAA)** started in **November 2004 Forum in Malaysia**.

APMAA Annual Forums until 2009

During the initial years of APMAA, most attendees hailed from the host country. International attendees were mostly founding members.

Participants (In-person Forums)	Total paid Attendees	Local non- paid	Inter- national	APMAA Top
2002 (Fukuoka, Japan)	-	-	-	Akira Nishimura
2004 (Shah Alam, Malaysia)	-	-	-	Same as above
2006 (Fukuoka , Japan)	40	-	8	Same as above
2007 (Changdu, China)	31	-	9	Same as above
2009 (Beppu, Japan)	50	-	9	Same as above

Let's trace APMAA's journey through pictures.

The 2007 (4th) Annual Forum, Chengdu, China

July 28-29, 2007

Main Theme: Theory and Practice of Management Accounting

The 4th Forum was hosted by Professor Peng Shaobing, Dean of South-Western University of Finance and Economics in Chengdu, Sichuan Province, China. 31 participants, including 9 international participants, took part in this Forum. A total of papers presented was 21.



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The 2009 (5th) Annual Forum, Beppu, Japan October 31- November 2, 2009

Hosted by Professor. Dr. Akira Nishimura, this Forum was held at Beppu University, Japan.

More than 50 researchers, including 9 international professors, participated. Prof. Scarbrough and Prof. Alpenberg were the first participants from outside the Asia-Pacific Regions.

I (Susumu Ueno) was nominated as the APMAA 2nd president for the term 2010.



List of the 2010 Steering Committee Members

(as of January 1, 2010: 15 persons)

Professor Dr. **Susumu Ueno**, Konan University, **Japan**

Professor Dr. **Akira Nishimura**, Beppu University, **Japan**

Professor Dr. **Roger Willett**, University of Otago, **New Zealand**

Professor Dr. **Normah Omar**, Universiti Teknologi MARA, **Malaysia**

Professor Dr. **Maliah Sulaiman**, International Islamic University Malaysia, **Malaysia**

Professor Dr. **Johei Oshita**, Kyushu University, **Japan**

Professor Dr. **Ibrahim Kamal Abdul Rahman**, Universiti Teknologi MARA, **Malaysia**

Professor Dr. **Yasuhiro Monden**, University of Mejiro, **Japan**

Professor Dr. **Yuan Lue Fu**, University of Xiamen, P. R. **China**,

Professor Dr. **Lin Zhijun**, Hong Kong Baptist University, **Hong Kong**

Professor Dr. **Tsay, Yang Tzong**, National Taiwan University, **Taiwan**

Associate Professor Dr. **Paul Scarbrough**, Brock University, **Canada**

Professor Dr. **Kung H Chen**, University of Nebraska, **USA**

Senior Lecturer, Dr. **Jan Alpenberg**, Växjö University, **Sweden**

Professor Dr. **Taesik Ahn**, Seoul National University, **Korea**



2010 fundamental objectives

(to strengthen APMAA's visibility)

In my role **as the newly appointed leader**, on **January 1, 2010**, I **formulated three fundamental objectives** to strengthen APMAA's presence:

1. **Double the number of Forum participants** in a relatively short timeframe.
2. **Cultivate participation from a broader spectrum of countries**, thus advancing the association's global reach.
3. **Elevate the academic quality of our activities.**

Ueno assumed APMAA's top position since this forum.
The 2010 (6th) Annual Forum, Taipei, Taiwan
November 5-7, 2010

The Forum, hosted by Professor Dr. Yang-Tzong (Jimmy) Tsay, National Taiwan University, was the first forum to my president term. A total of 60 participants, including **34 overseas professors** (Japan 16, USA 4, Malaysia 4, China 3, Hong Kong 2, Korea 1, UK 1, Sweden 1, Canada 1, **Indonesia 1**), attended. 24 **papers** were presented.

APMAA allocated a discussant to all presented papers for the first time at this forum.



Vehicles for Communication

To enhance APMAA's visibility, we introduced:

1. **APMAA NEWS** (news letter): Established in November 2009.



2. **APMAA Website**: Launched in January 2010.

In addition to

3. **Asia-Pacific Management Accounting Journal**: In publication since December 2006.

Asia-Pacific Management Accounting Journal (APMAJ)

Asia-Pacific Management Accounting Journal (APMAJ) is jointly published by the APMAA - which is based in Japan, and Accounting Research Institute and UiTM Press, Universiti Teknologi MARA (UiTM).

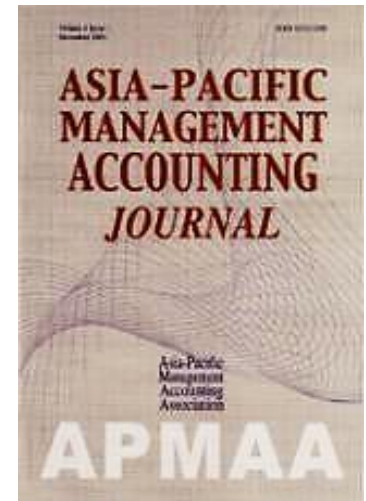
Its initial publication in 2006 was once a year, but starting 2010, the journal issue was increased to twice a year, and effective 2018, thrice a year.

[Asia-Pacific Management Accounting Journal \(APMAJ\) \(uitm.edu.my\)](http://uitm.edu.my)

Normah Omar (the first managing editor, 2006-2011/ Chief Editor 2011-)



Susumu Ueno (Chief Editor 2011-)



Top page of APMAA's Homepage

[Asia-Pacific Management Accounting Association \(APMAA\) Official Site \(s-ueno.sakura.ne.jp\)](http://s-ueno.sakura.ne.jp)



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Part 2. Highlights from past Annual Conferences: Snapshots

The primary mission of APMAA, an international academic association based in Asia, is to provide regional researchers with a readily accessible platform for sharing their research findings with colleagues worldwide. **The “Annual Conferences” have been the principal vehicle that fulfills APMAA’s mission.**

Seeing snapshots of key events and noteworthy aspects of past conferences, let’s trace APMAA's journey.

Held the APMAA's First Doctoral Colloquium
**The 2011 (7th) Annual Conference, Shah Alam,
Malaysia**

NOVEMBER 16 -19, 2011

**MANAGEMENT ACCOUNTING: A VALUE CREATION TOOL FOR
SUSTAINABILITY**

The 2011 APMAA Conference, hosted by Prof. **Rahman, Ibrahim Kamal Abdul** and Prof. **Sulaiman, Suzana** , was held at UiTM, Malaysia. **It attracted 150 participants** from all over the world including **over 60 international participants. APMAA opened Doctoral Colloquium Sessions for the first time.** Ten presentations supported by mentors/advisers.



Michael Bromwich

The 2012 (8th) Annual Conference, Xiamen, China

November 14-17, 2012

MANAGEMENT ACCOUNTING: The Optimization of Management Control System

The 2012 APMAA Conference hosted by Prof. Fu, Yuan Lue , Xiamen University, China, attracted 93 participants from all over the world including over 43 international participants. Japan 12, Taiwan 7, Malaysia 4, Indonesia 4, Australia 2, UK 2, UAE 2, Hong Kong 1, Canada 1, Sweden 1, New Zealand 1, Nigeria 1, Qatar 1, USA 1, Thailand. Michael Bromwich, London School of Economics and Political Science, UK and Thomas Hemmer, Rice University, USA are Invited keynote speakers.



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First use of Microsoft Conference Management Tools

The 2013 (9th) Annual Conference, Nagoya, Japan

November 1-4, 2013

Challenges for Management Accounting: Issues in Theory and Practices

The 2013 Conference hosted by Professor Dr. Susumu Ueno, APMAA Japan, had 69 presentations and attracted 148 participants including 53 international participants from a variety of countries such as Australia, Canada, China, France, Yemen, Indonesia, Japan, Malaysia, Mexico, Mongolia, New Zealand, Oman, Poland, Qatar, Sweden, Taiwan, Thailand and United Arab Emirates.

At this Conference, APMAA used the Microsoft Conference Management Tools (CMT) first time.



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Grand Palace

The 2014 (10th) Annual Conference, Bangkok, Thailand

October 27-30, 2014

Management accounting in a global, dynamic environment: Challenges and opportunities

Hosted by Prof. Dr. [Kanibhatti Nitirojntanad](#), Chulalongkorn Business School, [Chulalongkorn University](#), Thailand, the conference had **64 presentations** and attracted **119 participants**, including **63 international participants**.

Grand Palace



Organized by Sekar, Chandrarin, Sri Harta Mimba

The 2015 (11th) Annual Conference, Bali Indonesia



Mayangsari, Sekar, 2015 Conference Co-chair



Grahita Chandrarin , 2015 Conference Co-chair



Ni Putu Sri Harta Mimba, Doctoral Colloquium Chair

80 international participants

The 2016 (12th) Annual Conference, Taiwan

October 4 (Tuesday) – 7 (Friday), 2016

Opportunities and New Trends in Managerial Accounting

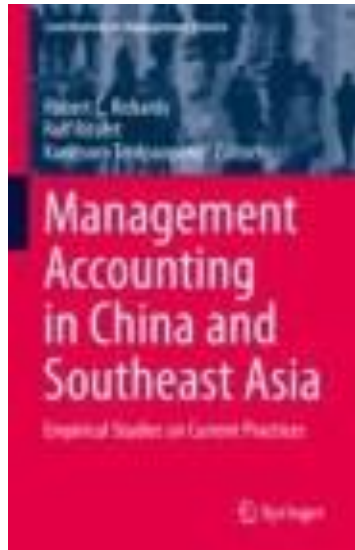
The conference was hosted by Professor **Chu, Hsuan-lien** at **National Taipei University, Taiwan**. The conference received 95 quality submissions from all over the world. However, due to limits on space, only 77 papers were accepted and presented. The conference attracted **153 participants** including **80 international participants** from a variety of countries such as.



The Product of the APMAA First Collaborative Research Project (2016-2021)

In April 2021, APMAA obtained the product of its first **collaborative research project initiated at the APMAA 2016 Annual Conference in Taipei**. It is the book entitled "Management Accounting in China and Southeast Asia - Empirical Studies of Current Practices" published by Springer Nature Switzerland AG.) ([Management Accounting in China and Southeast Asia | SpringerLink](#)).

Kanitsorn Terdpaopong, Rangsit University, Thailand, was **the project leader**.



Prof. Mark Young, Prof. Yuhchang Hwang, Prof. Rajiv Banker, Prof. James Ohlson

The 2017 (13th) Annual Conference in Shanghai

November 6 (Monday) – 9 (Thursday), 2017

Management Accounting and Society: A Global Perspective

The conference was hosted by Professor **Yiming Hu** and held at Xuhui Campus of Shanghai Jiao Tong University, China.

The conference attracted **161 participants** including **63 international participants** from a variety of countries. Total presentations were 73.



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Used CMT system

The 2018 (14th) Annual Conference in Tokyo

October 29 (Monday) – November 1 (Thursday), 2018

The Forefront of Management Accounting: Research and Practices

The conference was hosted by **APMAA Japan and Waseda University** at the International Conference Center of Waseda University, **Tokyo**. There were over 130 research papers and **211 paid participants**. **International participants were 106**, from more than 20 countries, including the Asia-Pacific region, Oceania, the Middle-East, Europe and North America. During the conference, **107 research papers were presented and discussed: 91 papers** in the parallel sessions, **12 papers** in the doctoral colloquium.



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The 2019 (15th) Annual Conference in Qatar

2nd (Saturday)-5th (Tuesday) November 2019

Management Accounting and Finance in the 21st Century: Challenges and Perspectives

APMAA 2019, the 15th anniversary conference of foundation, was held at College of Business and Economics (CBE), [Qatar University](#).

The conference, hosted by Prof. [Mohammed Elgammal](#), attracted over 160 parallel session papers and [360 attendees](#). [International participants were 117](#), from Asia-Pacific, Middle East, Europe, North Africa, Oceania and North America. During the conference, [150 research papers](#) were presented and discussed.



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Association

APMAA improved its Visibility

(In-person conference Statistics)

Participants of the In-person Conference	Total paid participants	Local non-paid	Inter- National	APMAA Leader
2002 (Fukuoka, Japan)	-	-	-	Akira Nishimura
2004 (Shah Alam, Malaysia)	-	-	-	Same as above
2006 (Fukuoka , Japan)	40	-	8	Same as above
2007 (Changdu, China)	31	-	9	Same as above
2009 (Beppu, Japan)	50	-	9	Same as above
2010 (Taipei, Taiwan)	60	40	34	Susumu Ueno
2011 (Shah Alam, Malaysia)	62	88	62	Same as above
2012 (Xiamen, China)	40	62	43	Same as above
2013 (Nagoya, Japan)	109	39	53	Same as above
2014 (Bangkok, Thailand)	71	48	61	Same as above
2015 (Bali, Indonesia)	112	50	49	Same as above
2016 (Taipei, Taiwan)	83	70	80	Same as above
2017 (Shanghai, China)	106	55	63	Same as above
2018(Tokyo, Japan)	211	50	106	Same as above
2019(Doha, Qatar)	85	275	117	Same as above



Part 3. Adapting to COVID-19 Pandemic

- how the organization coped with the pandemic in 2019 and its shift towards online technologies, including webinars.

The 2020 Annual Conference in Malaysia

Planned to hold at UiTM in November (Canceled)

Due to the COVID-19 pandemic, on April 20, APMAA Chair decided to cancel the 2020 conference in November.

WEBINAR TALK SERIES

However, **Universiti Teknologi MARA team**, led by Prof. Suzana Sulaiman, proposed and organized webinar series with the theme: 'Staying Relevant: Finance and Management Accounting in the Digital Era. (**8 times from 1st October 2020 to 25 November, 2020**)



Asia-Pacific Management Accounting
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Used CMT system, Issued a certificate of membership
Entirely online

APMAA 2021 Conference in Indonesia

Conference Date: 9th (Tuesday) - 11th (Thursday) November 2021

Green Swans-based Management Accounting System towards Future-Fit Society“

Universitas Trisakti and Udayana University cohosted the **Entirely online conference**. Statistics are in the table.



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	2021	2019
	Indonesia	Doha
Ph.D. Colloquium Presentations	7	19
Parallel sessions	28	104
Talks/Panel sessions	2	3+24
Reception	0	0
Total Presentations	37	150



Issued a Certificate of Membership, so collected the APMAA membership Fee

Membership Fee for the Calendar Year 2021

The annual fee of both the membership and the associate membership is USD 10. This annual membership fee covers the period from January 1 to December 31.

[Membership Fee & APMAA 2021 Participation Fee – APMAA CONFERENCE 2021](#)

APMAA 2021 Annual Conference Registration Fee				
	Regular member (USD)		Associate (Ph.D. student) member (USD)	
	Online presenter	Online non-presenter	Online presenter	Online non-presenter
Membership fee	10	10	10	10
Conference Fee	30	10 (waived)	10 (waived)	10 (waived)
Total	40	10	10	10

Moved to an Online Conference → Reduced participation (negative impact due to the COVID 19 pandemic?)

	2021	2019	2018	2017	2016	2015	2014	2013	2012	2011	2010
	Indo- nesia	Doha	Tokyo	Shang- hai	Taipei	Bali	Bang- kok	Nagoya	Xiamen	Shah- Alam	Taipei
Ph.D. Colloquium Presentations	7	19	12	12	7	24	6	6	3	10	0
Parallel sessions	28	104	91+4	48	70	108	51	56	48?	42	24
Talks/Panel sessions	2	3+24	6+3	6+3	6	4	6	7	7	16	5
Reception	0	0	0	0	0	0	1	0	0	0	0
Total Presentations	37	150	116	69	83	136	64	69	55?	68	29
International participants	121	117	106	63	80	49	61	53	43	62	34
Paid Local participants	87	0	105	43	3	63	10	56	?	?	26
Total Paid participants	208	117	211	106	83	112	71	109	40	62	60
No Fee	39	275	50	55	70	50	48	39	50	88	40
Total participants	247	360	261	161	153	162	119	148	93	150	²⁹ 100

on a hybrid mode

**The 2022 (17th) Annual Conference in Bangkok
8th (Tuesday)—11th(Friday) November 2022**

Management Accounting: Recent Themes and Directions for a Digital Future

The 2022 (17th) Annual Conference is **held on a hybrid mode** at Dhurakij Pundit University, Thailand (Accepted at the 2018 board meeting). The conference theme is "Management Accounting: Recent Themes and Directions for a Digital Future."

The conference received **71 submissions to Academic Paper Sessions and 13 to Doctoral Colloquium** from across the world, i.e., Asia, Oceania, Europe, and North America. Among them, we **accepted 62 and 12. 30 overseas international attendees**



2022-2011 Annual Conference Statistics (any recovery?)

	2022	2021	2019	2018	2017	2016	2015	2014	2013	2012	2011
	Bang-Kok	Indnesia	Doha	Tokyo	Shang-hai	Taipei	Bali	Bangkok	Nagoya	Xiamen	Shah Alam
Ph.D. Colloquium	13	7	19	12	12	7	24	6	6	3	10
Parallel sessions	55	28	104	91+4	48	70	108	51	56	48?	42
Talks/Panel sessions	9	2	3+24	6+3	6+3	6	4	6	7	7	16
Reception	0	0	0	0	0	0	0	1	0	0	0
Total Presentations	77	37	150	116	69	83	136	64	69	55	68
International participants	154	121	117	106	63	80	49	61	53	43	62
Paid Local participants	26	87	0	105	43	3	63	10	56	?	?
Total Paid participants	180	247	85	211	106	83	112	71	109	40	62
No Fee	50		275	50	55	70	50	48	39	50	88
Total participants	230	247	360	261	161	153	162	119	148	93	150

APMAA Webinars (2021②, 2022②, 2023④)

[APMAA Webinars \(2023, 2022, and 2021\) \(s-ueno.sakura.ne.jp\)](https://s-ueno.sakura.ne.jp)

2021 March Europe Webinar (March 22-23) University of Lodz in Poland together with Linnaeus University in Sweden (Jan Alpenberg, Tomasz Wnuk-Pel, Żaneta Pietrzak)

2021 August Qatar Webinar (August 16-17) Qatar University, Mohammed Elgammal

2022 May Qatar Webinar (May 24 and 25) Qatar University, Mohammed Elgammal

2022 August Indonesia Webinar (August 25, 2022, Jakarta) Sekar Mayangsari, Grahita Chandrarin

2023 June Bangladesh Webinar (June 22) Farhana Begum

2023 July Indonesia Webinar (July 18) Grahitata and Sekar

2023 August Qatar Webinar (August 29) Qatar University, Mohammed Elgammal

2023 October Europe Webinar (TARC Ph.D. Colloquium: October 4) Jan Alpenberg



Part 4. Quality Control Challenges

APMAA is committed to enhancing the integrity and reliability of the research presented.

Issues related to review systems have been a critical concern over the years.

(Focus)

- How has APMAA addressed this significant issue?
- What challenges do we currently face in this regard?



Guidelines for Ensuring “APMAA Quality”

Academic Paper Format and Submission Quality

[APMAA 2023 Conference Call For Papers](#)

[2023 Guideline for Authors \(Formatting and Template\):](#)

CMT

[Open the CMT account, and access to the APMAA CMT site](#)

Review Process Management

[Guidelines for the APMAA Annual Conference Paper Review](#)

Camera-ready Paper

[Instructions for preparing the proceedings \(camera-ready\) paper](#)

Conference Designing

[Model APMAA Annual Conference](#)

[Guidance for the APMAA annual conference organizers,](#)

[Guideline for Presenters, Moderators, and Discussants](#)

APMAA's current paper review process

The Chief Gatekeeper, Gatekeepers, and Reviewers are required to **provide fair and high-quality reviews**. Under our system, the **Chief Gatekeeper** (APMAA Chair) **makes decisions**, by referring to opinions (recommendations) sent from reviewers.

Submission	Gate-keeper	Reviewer	Gate-keeper	Author	Gate-keeper	Reviewer	Gate-keeper	Chief Gatekeeper
Awaiting Decision	Desk Rejected						Report	Rejected
Awaiting Decision	Assign Reviewer	Review Results	Major Revision	Resubmit	Assign Reviewer	Review Results	Report	Accepted/ Rejected
Awaiting Decision	Assign Reviewer	Review Results	Minor Revision	Resubmit	Confirm revisions		Report	Accepted
Awaiting Decision	Assign Reviewers		Accepted				Report	Accepted



Gatekeeper' Challenge: Demanding workload

During the **iterative** paper review process, both authors and reviewers can gain insights into the specific expectations associated with paper submissions.

Role of Gatekeepers

- Read the paper assigned from the Chief gatekeeper (**the Chief reviewer**).
- Assign a **reviewer** matched to the subject area.
- Manage the whole review process of the document and make a decision recommendation to the **“Chief” gatekeeper**.

Gatekeepers' Challenges ➡ **demanding workload**



A challenge that needs to be overcome

In the 2013 Nagoya Conference, APMAA used **the Microsoft Conference Toolkits (CMT)** first time, and handled approximately 100 submissions. An **effective use** of CMT creates the following **benefits:**

Enhanced the fairness and transparency of the submission and review process.

Strictly and effectively managed the time schedule, including submission and review deadlines.

→ The use of the CMT has **highlighted** the importance of a **dedicated Chief Gatekeeper** for the success of cohosting schools.

➡ However, obtaining an **in-house** Chief Gatekeeper continues to be a **serious challenge to every** conference cohost **schools.**



Closing

How can APMAA not only survive but also thrive?

The answer lies in the collective efforts of each of our members.

Your dedication and input will play a pivotal role in **shaping 2024 APMAA activities.**

Let's unite and work together.

Thank you!

