

# New Technology in Accounting

Introductory Session: 11h15-14h00, 15.03.2023

Case-study Session: 11h15-14h00, 05.04.2023

Presentation Session: 11h15-14h00, 17.05.2023

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## 1. Objective

This course is designed to introduce the new technology used in accounting to students and help students gain a deep understanding of how new technology affects people's decisions in the accounting context. Specifically, this course will cover the following topics: **social media, mobile device, robo and algorithm, and computer-mediated communication**. Students can choose one topic that they are interested in, and will be guided to gain a comprehensive view of the topic.

The course language is English.

At the end of the course, students will be able to:

1. Have a complete view of a certain new technology in accounting practice;
2. Think critically about the reactions from practitioners (investors, managers, auditors, etc., depending on the topic) to the new technology;
3. Write a report about the new technology in accounting and present it to the audience.

## 2. Organization

### Tasks

The seminar includes the following tasks:

#### 1. Case study (individual task)

A case study session will be conducted three weeks after the introductory session. The case study materials, along with the guiding questions, will be distributed on the ILIAS platform before the introductory session. Students are asked to read the materials

and think about the guiding questions carefully. **Though no write-up is required to submit, students are strongly recommended to document their thoughts before coming to the case study session, in order to actively participate in the discussion.** The case study session will pave the way to the report writing. Students' in-class participation will also contribute to their grading (see Grading below).

## **2. Report and Presentation (individual or group task)**

**Students can pick one of the four topics (see Section 4. Literature below) to build their report and presentation.** Students will be grouped with other students who share the same interest. **Before the case study session, students need to send the lecturer their preferences on the topic individually. The group formation will be discussed and decided during the case study session.** In the case of groups with more than one member, all group members have to take part in the presentation.

The content of the report will include, but not be limited to the following: summary of the new technology in accounting practice, intentional outcomes of application, elements that may affect the outcome, potential/real outcomes in practice, and what to do next. The presentation will be based on the report.

The papers listed in Section 4 will introduce students to the area of interest. To write the report, students also need to search for information themselves (e.g., reports from Big Four, news reports, literature review, etc.). The instructions on information search will be given in the introductory session. Potential questions about the report writing will also be answered during the case study session.

**Throughout the semester, the lecturer will hold on-appointment consulting sessions every Wednesday from 11h15 to 14h00 from 12.04.23.** If students have any questions regarding the report writing, they can send a summary of the questions to the lecturer and make an appointment via email.

Late submissions will result in the attribution of the minimal mark.

## **Task Submission Formats and Deadlines**

Seminar participants must respect the following deadlines:

### **1. Registration:**

Please include your current study profile sheet (Studienblatt) to your registration. Note that the registration is binding.

**Seminar registration via email to the lecture before 17h00, 14.03.2023**

**2. Topic Preference:**

Choose one of the four topics listed in Section 4. Literature below.

**Email the lecturer your topic choice before 17h00, 04.04.2023**

**3. Report:**

10-15 pages, without title pages, index, appendices, and bibliography

Please follow the formatting requirements described in the document "Leitfaden Masterarbeiten IUC-FA" as provided on ILIAS.

**Report submission to the lecturer via email due date: 17h00, 10.05.2023.**

**4. Presentation:**

30 min presentation, 10 min discussion

**Slides submission to the lecturer via email due date: 17h00, 15.05.2023.**

All above are required to be submitted via email to the lecturer. **Please note that missing a deadline will result in the attribution of the minimal mark.**

**Grading**

The final grade will be evaluated based on the percentage allocation below:

- Attendance (see Miscellaneous below): 10%
- Participation (in-class contribution, especially during the case study session): 30%
- Report Writing: 30%
- Presentation: 30%

**Lecturer**

Prof. Dr. Yanjia Yang is the lecturer responsible for this course. She is currently working on projects about new technology in accounting and hopes that more students get to know the area.

If students have any questions or want to arrange a meeting, please feel free to email her: [yanjia.yang@unibe.ch](mailto:yanjia.yang@unibe.ch)

## Miscellaneous

The use of cell phones in the class is not allowed. Please keep the phone off or in the silent mode.

## 3. Course Outline

Below is the date and content for each session:

Time and Date	Content
11h15-14h00, 15.03.2023	<b>Introductory</b> and Syllabus
11h15-14h00, 05.04.2023	<b>Case Study</b> and Preparation for Report Writing
11h15-14h00, 17.05.2023	<b>Presentation</b> and Feedback

**Consulting sessions will be conducted every Wednesday (11h15-14h00) on an appointment only basis, starting from 12.04.2023.**

## 4. Literature

### Social Media:

Cade, N. L. (2018). Corporate social media: How Two-way Disclosure Channels Influence Investors. *Accounting, Organizations and Society*, 68, 63-79. <https://doi.org/10.1016/j.aos.2018.03.004>

Elliott, W. B., Grant, S. M., & Hodge, F. D. (2018). Negative News and Investor Trust: The Role of \$ Firm and# CEO Twitter Use. *Journal of Accounting Research*, 56(5), 1483-1519. <https://doi.org/10.1111/1475-679X.12217>

Rennekamp, K. M., & Witz, P. D. (2021). Linguistic Formality and Audience Engagement: Investors' Reactions to Characteristics of Social Media Disclosures. *Contemporary Accounting Research*, 38, 1748-1781. <https://doi.org/10.1111/1911-3846.12661>

### Mobile Device:

Brown, T., Grant, S. M., & Winn, A. M. (2020). The Effect of Mobile Device Use and Headline Focus on Investor Judgments. *Accounting, Organizations and Society*, 83, 101100. <https://doi.org/10.1016/j.aos.2019.101100>

Clor-Proell, S. M., Guggenmos, R. D., & Rennekamp, K. (2020). Mobile Devices and Investment News Apps: The Effects of Information Release, Push Notification, and the Fear of Missing Out. *The Accounting Review*, 95(5), 95-115. <https://doi.org/10.2308/accr-52625>

Grant, S. M. (2020). How Does Using a Mobile Device Change Investors' Reactions to Firm Disclosures? *Journal of Accounting Research*, 58(3), 741-775. <https://doi.org/10.1111/1475-679X.12299>

### **Robo and Algorithm:**

Cardinaels, E., Hollander, S., & White, B. J. (2019). Automatic Summarization of Earnings Releases: Attributes and Effects on Investors' Judgments. *Review of Accounting Studies*, 24(3), 860-890. <https://doi.org/10.1007/s11142-019-9488-0>

Commerford, B.P., Dennis, S.A., Joe, J.R. and Ulla, J.W. (2022), Man Versus Machine: Complex Estimates and Auditor Reliance on Artificial Intelligence. *Journal of Accounting Research*. <https://doi.org/10.1111/1475-679X.12407>

Hodge, F. D., Mendoza, K.I. and Sinha, R.K. (2021). The Effect of Humanizing Robo-Advisors on Investor Judgments. *Contemporary Accounting Research*, 38(1), 770-692. <https://doi.org/10.1111/1911-3846.12641>

### **Computer-mediated Communication:**

Bennett, G. B., & Hatfield, R. C. (2018). Staff Auditors' Proclivity for Computer-Mediated Communication with Clients and Its Effect on Skeptical Behavior. *Accounting, Organizations and Society*, 68, 42-57. <https://doi.org/10.1016/j.aos.2018.05.003>

Pickard, M. D., Schuetzler, R., Valacich, J. S., & Wood, D. A. (2020). Innovative Accounting Interviewing: A Comparison of Real and Virtual Accounting Interviewers. *The Accounting Review*, 95(6), 339-366. <https://doi.org/10.2308/tar-2017-0235>

Saiewitz, A., & Kida, T. (2018). The Effects of an Auditor's Communication Mode and Professional Tone on Client Responses to Audit Inquiries. *Accounting, Organizations and Society*, 65, 33-43. <https://doi.org/10.1016/j.aos.2017.10.002>