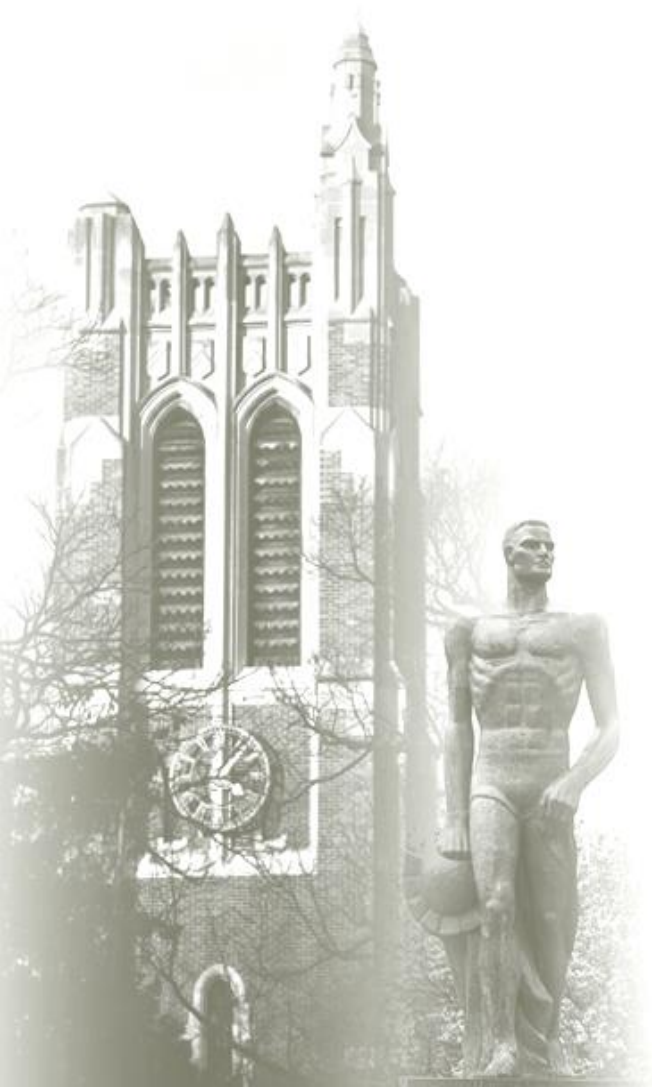


VHB Conference

UNITY OF RESEARCH AND EDUCATION

Ranjani Krishnan
Professor, Department of Accounting
& Information Systems
The Eli Broad College of Business
Michigan State University



Most Faculty Struggle to Combine Teaching and Research

WHY?

Universities emphasize research ranking and number of publications

University external ranking emphasizes teaching outcomes (Job placement)

Many young PhD students were drawn into the profession by a love for teaching and relevant research

Most Faculty Struggle to Combine Teaching and Research

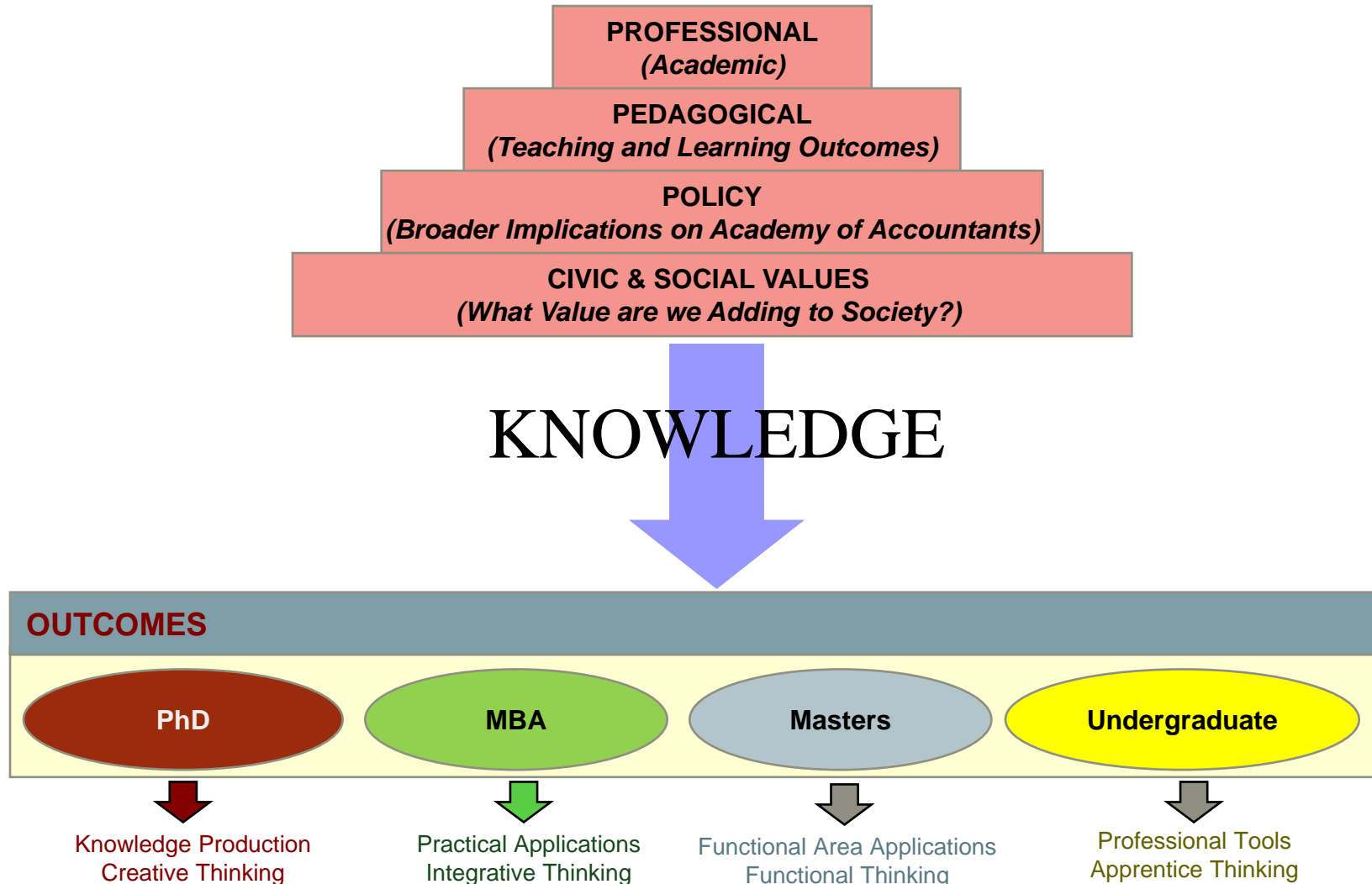
WHY?

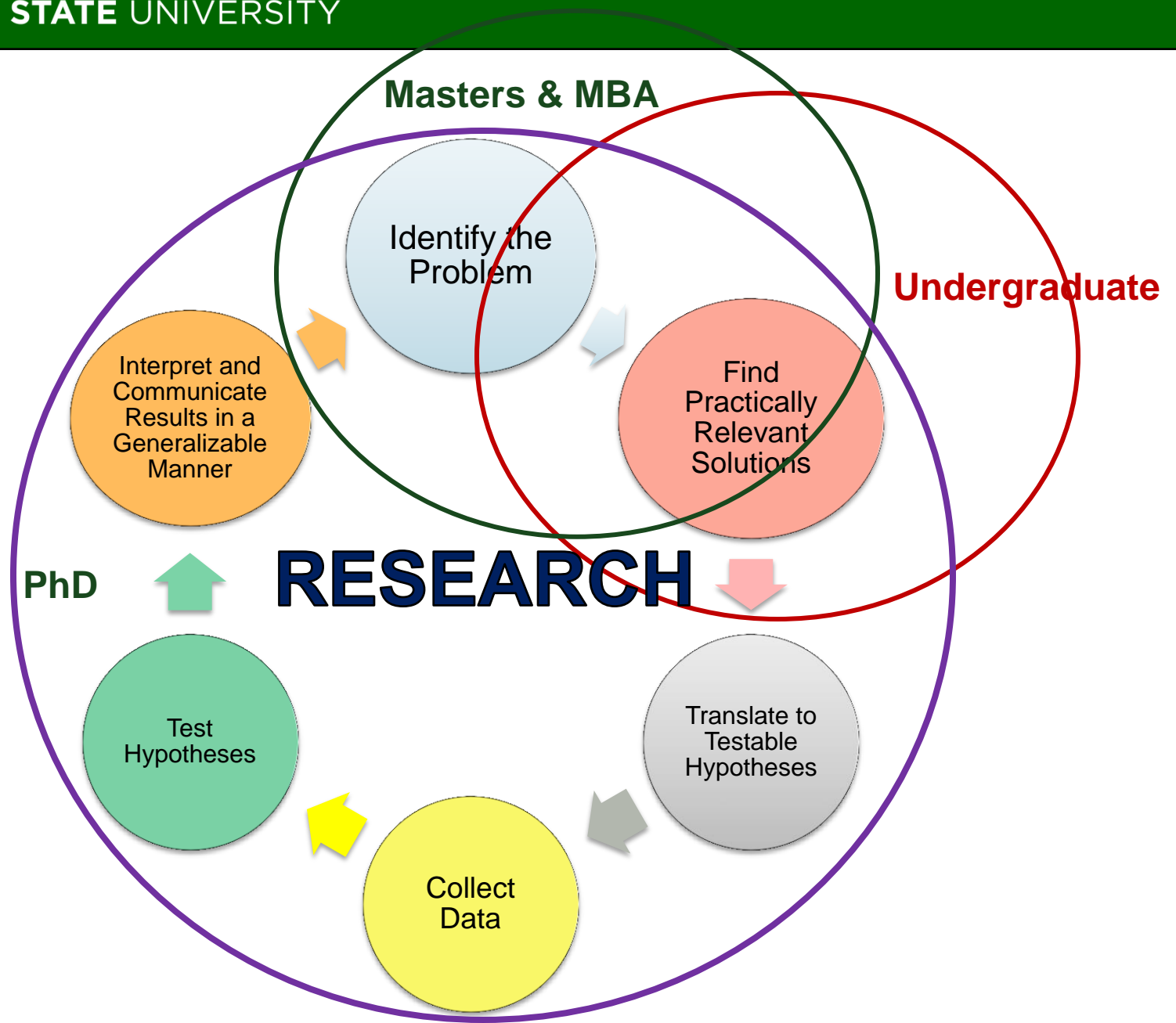
Mainstream journals have in-groups and out-groups that are hard to get into

“Relevant” research does not get published in major journals

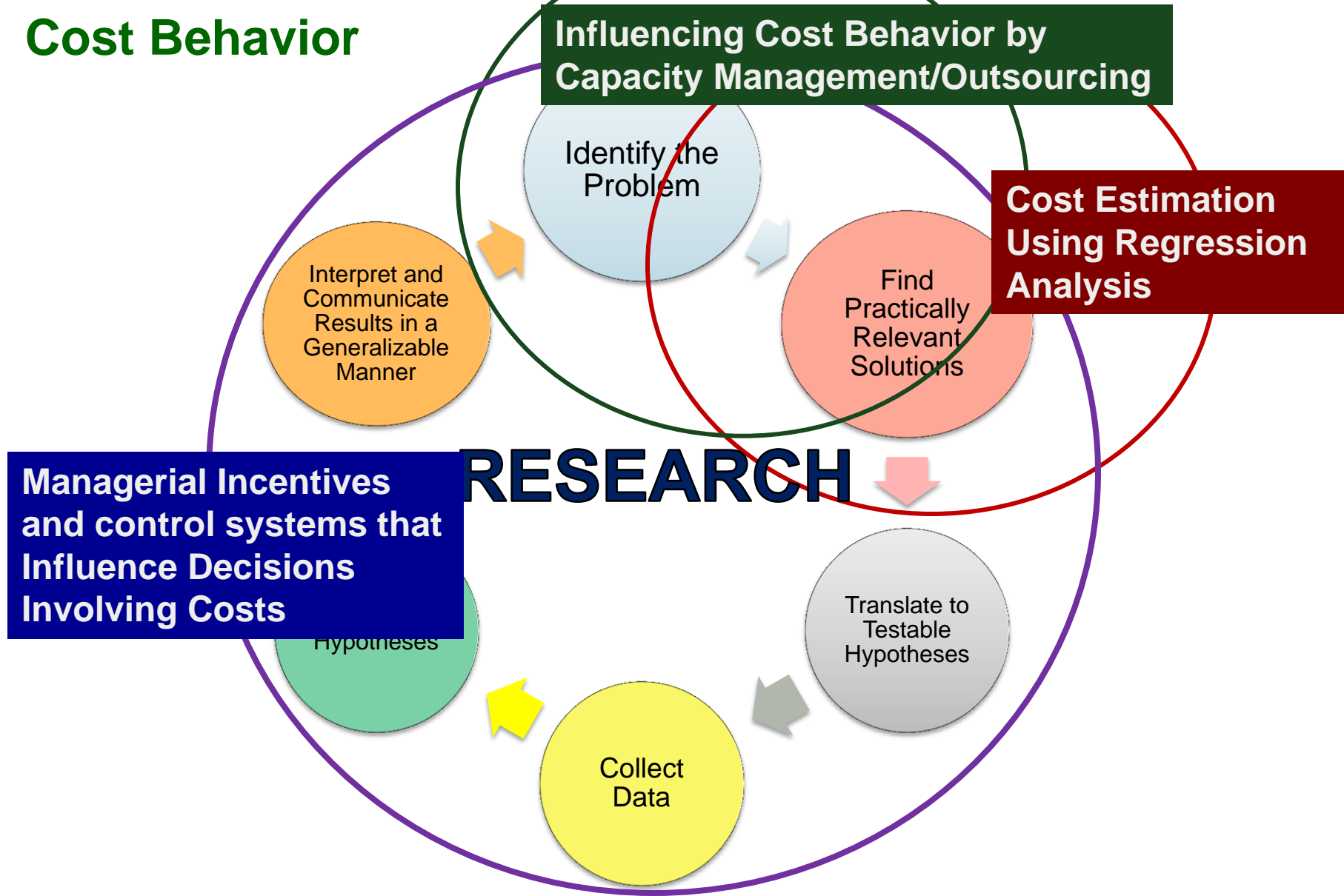
Good teaching requires investment of time and effort

Teaching and Research Are Closely Related

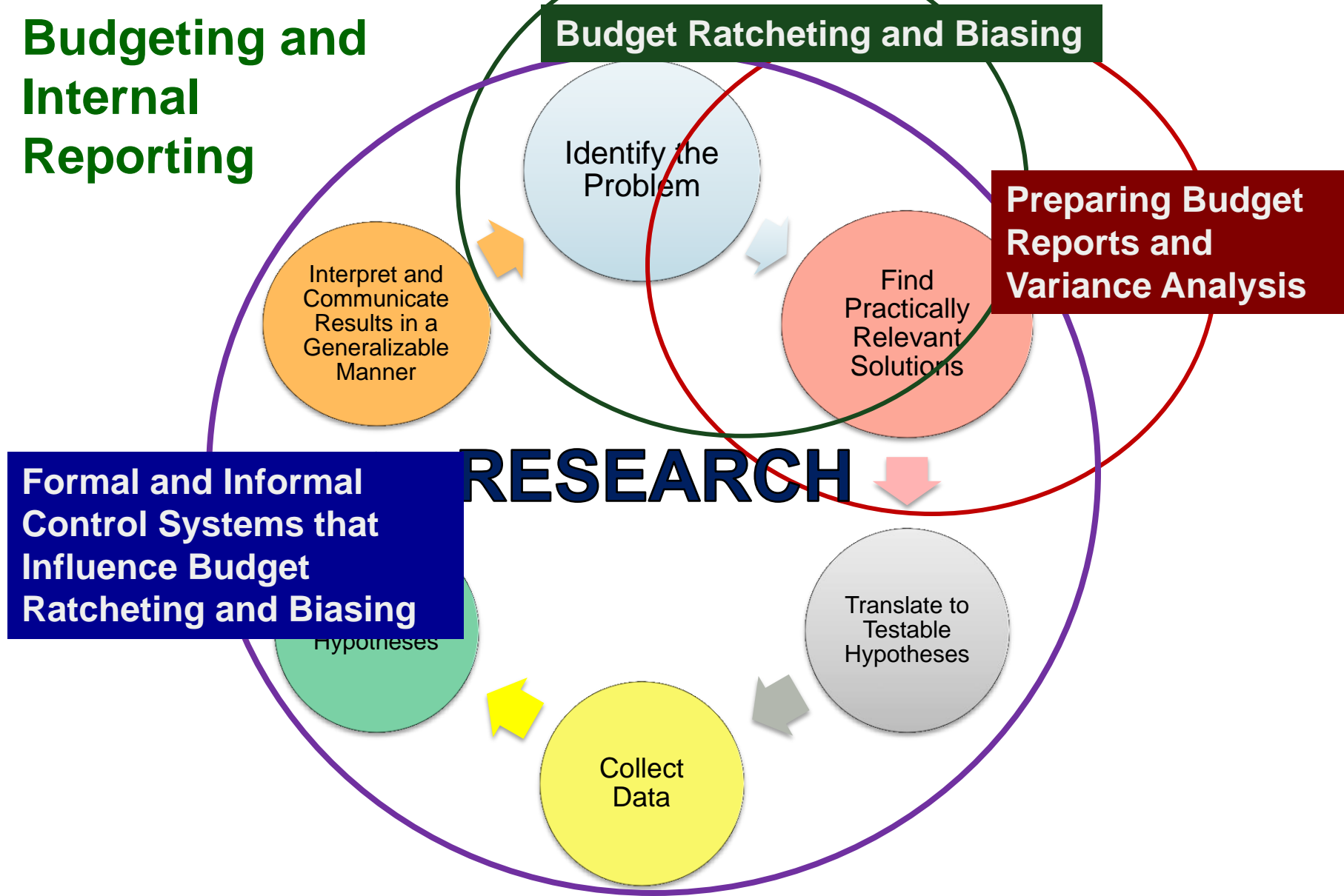




Cost Behavior



Budgeting and Internal Reporting



Activity Based Costing

How do Activity Based Costing Systems Influence Managerial Attitudes Towards Investment and Risk Management

RESEARCH

Activity Based Management

Activity Based Costing

Identify the Problem

Find Practically Relevant Solutions

Interpret and Communicate Results in a Generalizable Manner

Translate to Testable Hypotheses

Collect Data

*Thank
You*