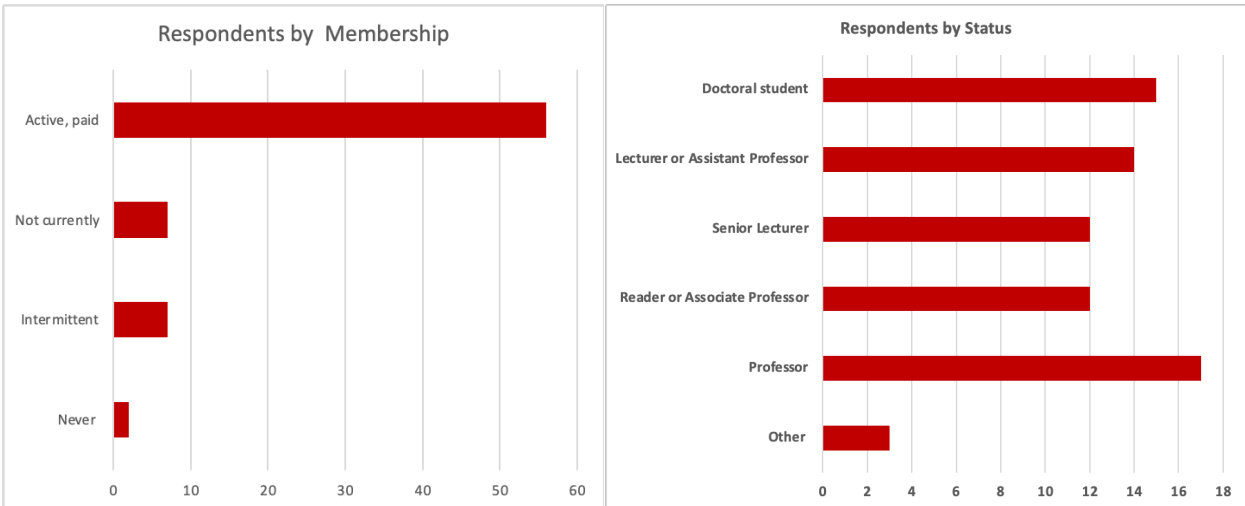


CSEAR Survey 2020 - Summary

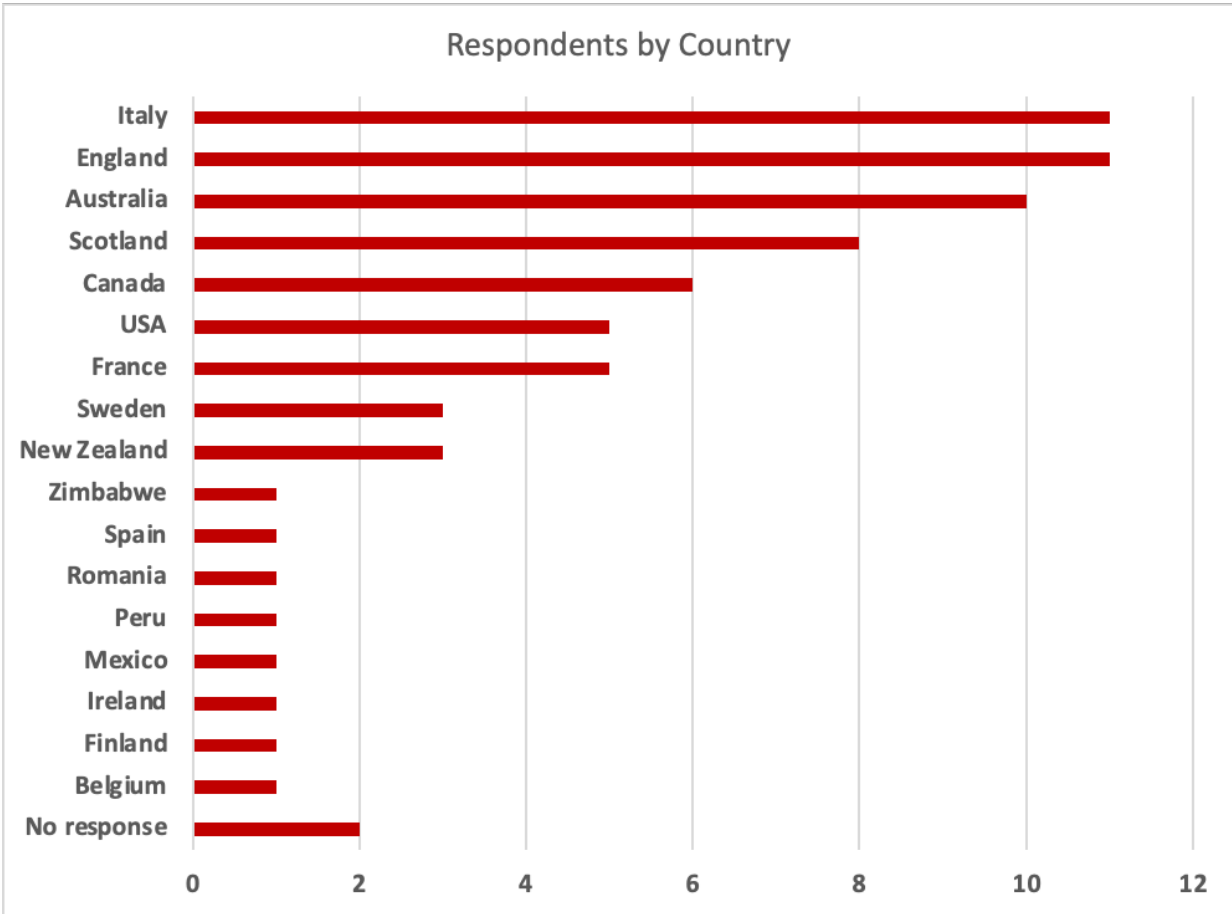
I: Overview of respondents

The survey link was sent out to all CSEAR members and also shared with potential non-members via the CSEAR Facebook and Twitter feeds. A total of 72 valid responses were received. It is not possible to calculate a response rate but, by comparison, the previous members' survey in 2013 attracted 148 responses.

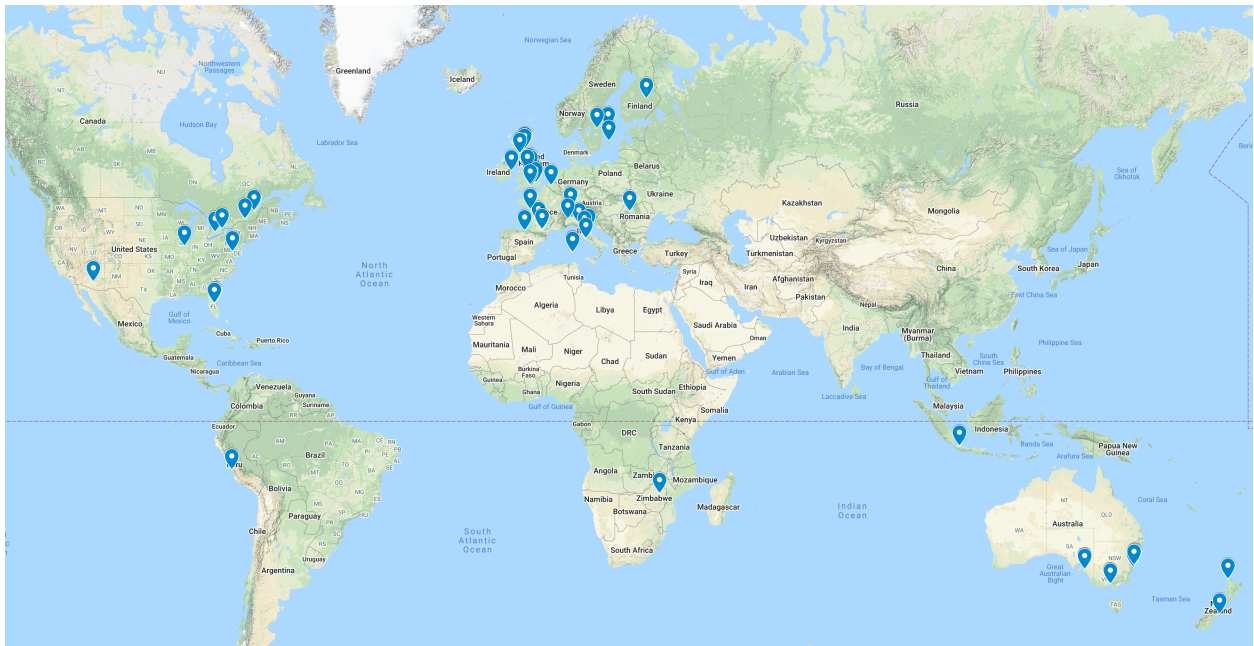
Respondents were overwhelmingly active paid members and evenly split in terms of job status:



The geographical spread of respondents took in six continents, with the majority coming from North America, Europe and Australasia:



Location coordinates of respondents was also collected by Qualtrics and is mapped below:



2: Conferences

The four most popular reasons to recommend the CSEAR UK conference were:

1. Quality of scholarly discussion (also top in 2013)
2. Networking and engagement with wider research community (also top in 2013)
3. CSEAR as a leading community in the field of social and environmental accounting
4. Quality of comments and feedback

Respondents also rated the following aspects highly:

- Plenary session from a leading academic
- Generation and development of ideas
- Supporting and friendly research community

The following issues were seen as the most in need of further attention:

1. Conference website
2. Cost
3. Practitioners' session
4. Quality of food
5. Social events

In terms of possible future improvements, respondents ranked these as follows:

1. Make recordings of plenary sessions available online after conferences
2. Make conferences accessible over the internet using audio/videoconferencing
3. Offer online seminars
4. Vary the location of CSEAR UK
5. Other regional workshops

3: ESC

The most popular reasons for attending the Emerging Scholars Colloquium were:

1. Networking opportunities
2. Developmental opportunities
3. Recommendation by supervisor
4. Quality of feedback
5. Experience gained of presenting work

The following aspects of the ESC were most highly rated:

1. Quality of feedback by faculty
2. Networking and engagement with faculty and other scholars
3. Quality of feedback from other scholars
4. Usefulness of the closing session

General suggestions for improvement included the following comments:

- *Allow emerging scholars to organize it - they are the only ones who know what they really need and what will work for them*
- *Create subject groups from each year to facilitate the exchange of knowledge and research experience*
- *It would be beneficial if all participants could see all of the presentations. This might require a more limited number of students, or perhaps making it a two-day event*
- *Give opportunity to participate in activities to universities in emerging countries*
- *Two days instead of one. One of the days could include a round table (or a more participative method) with students and senior researchers to talk about a variety of topics like publication, research methods. The topic could be selected by surveying the ESC participants*
- *Seems to be a 'closed circle' of senior academics. ECR should be on the CSEAR committee.*

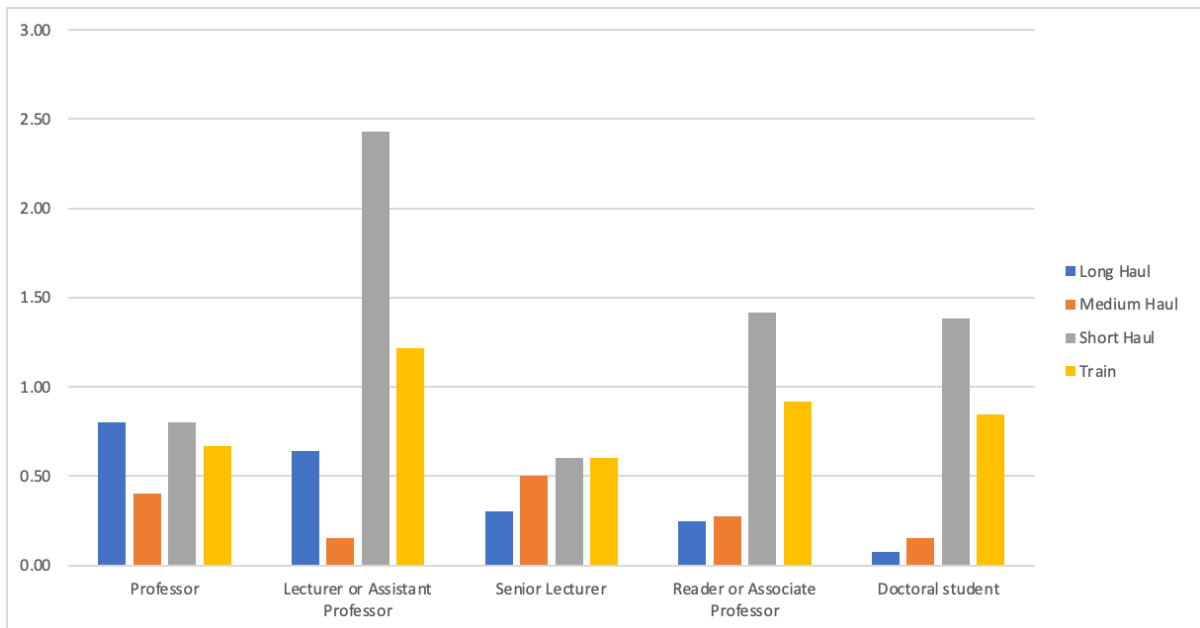
4: Travel

Quantity and type of travel:

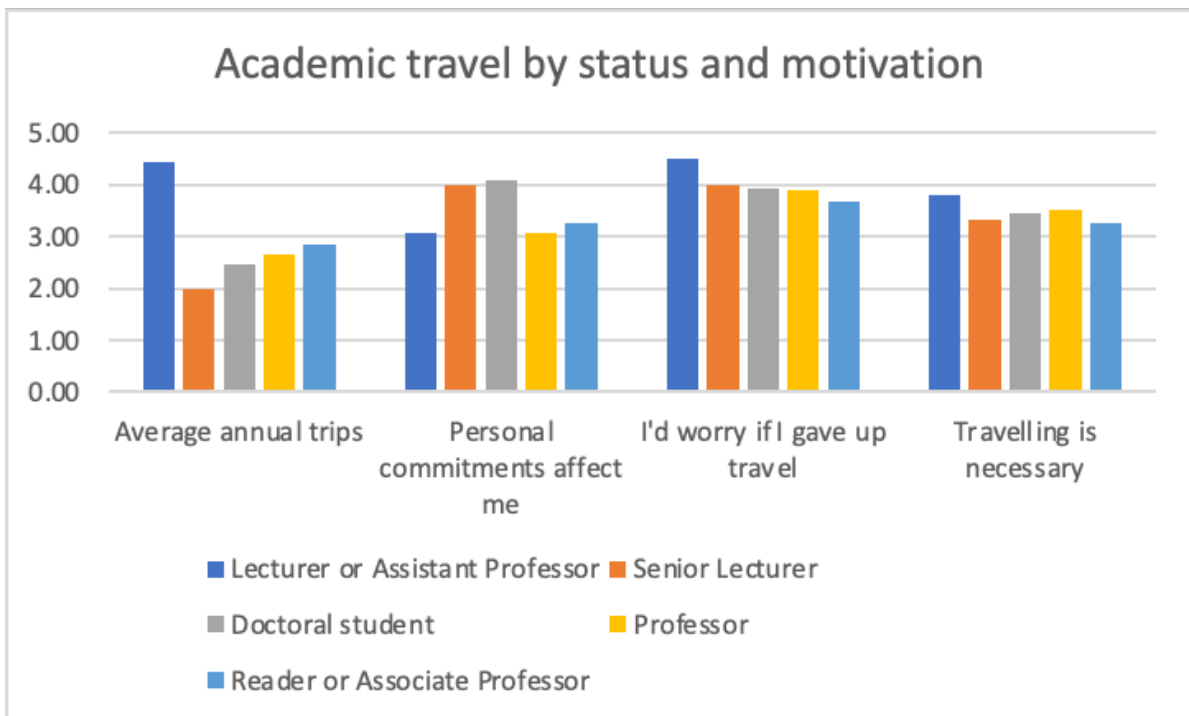
- Respondents took an average of three return trips to conferences in 2019.
- Short-haul flights were the most popular, with just under half of all travel undertaken this way.
- Train travel was the next most popular form of transport, used in around a third of all trips.
- While long-haul flights accounted for only around one-sixth of travel overall, the use of this form of transport was relatively unevenly distributed (see following points).

There were interesting differences in the amount and type of travel across different levels of job status and geographical location.

- Respondents based in North America and Australia took the most of long-haul flights, while Europeans took the greatest number of short-haul flights.
- Amongst respondents based in Europe, greater use of train travel in some countries seems to be associated with a lower usage of short-haul flights.
- Lecturers/assistant professors were the most active, travelling around 50% more than the overall average. Most of this travel consisted of short haul flights and train journeys.
- Professors did the most amount of long-haul flying – an average of 0.8 return trips in 2019. This was twice the overall average across the sample, and ten times the average for doctoral students:



- The amount of travel undertaken by each job group appears to be linked to some of the underlying factors and motives which the survey asked respondents about (see chart below). Job groups which travel the most also reported high levels of concern about the downsides of giving up travel. They were also more likely to see travel as necessary for their career development, and were less likely to be constrained by other personal commitments, such as caring responsibilities:



- In terms of making changes to academic travel, just under half of respondents stated they had reduced the number of flights they had taken in the last 12 months. Around a third had used alternative modes of transport if that was available. 20% of respondents had made no changes to their travel habits, while 10% had given up travelling to international conferences.

5. SEAJ

- SEAJ is the fourth most popular journal amongst respondents, behind AAAJ, AOS and CPA (down one place from 2013 survey).
- Just under half of respondents had submitted something to SEAJ since 2016.

Respondents ranked the following as reasons to recommend SEAJ:

1. Relevance to my research
2. To support CSEAR
3. Quality of the articles
4. Quality of the reviews (this was ranked higher than quality of articles in 2013 survey)
5. Quality of the commentaries

Suggestions for ways to improve SEAJ included the following:

- *Try to get it up in the rankings*
- *Innovative special issues or papers (new types of literature review, grounded theory, action-research, multidisciplinary research)*
- *Improve ease of access to articles*
- *Try and encourage more debate, provocations - interaction with community e.g. comments / commentaries/ rejoinders*
- *If the focus of this journal directed to the impact rather than the boring academic manuscripts, might be better*
- *Allow for longer conversations (see "unplugged" in m@n@gement)*
- *Continue to encourage faculty to consider it as a potential outlet for their research.*
- *It might be interesting to open submissions to other media i.e. poster art, poems that relate to SEA research*
- *Give members of emerging countries the opportunity to participate with their research experiences*
- *Need to get some good special issues out and publicised. If we can increase the journal ranking, the journal will be read more and receive more submissions. Could the short word limit be relaxed?*
- *If open access can be negotiated and managed in a manner that is affordable and realistic - this would be a major benefit to authors and readers.*

6. Social media, web & email (Analysis to follow)

7. Priorities

Respondents overall ranking of priorities was very mixed, with the greatest level of support for the general principle of "supporting SEA research across the World". Of the others, most were bunched fairly closely together in the middle. Two suggested priorities which did not attract general support were around engaging with the accounting profession and with business.

Rank	Option	Mean
1	Supporting SEA research across the world	3.29
2	Responding to major contemporary phenomena	5.02
3	Enhancing visibility within the broader accounting research community	5.12
4	Supporting accounting education	5.15
5	Mentoring	5.17
6	Developing an explicit research agenda	5.25
7	Attracting research grants/funding	5.34
8	Enabling/facilitating a wider network through International associates	5.83
9	Engaging with the accounting profession	7.20
10	Engaging with business	7.63

General comments on how to progress priorities attracted the following comments:

- *Through a common workshop*
- *Through stronger links with major academic journals*
- *Doing more local activities (online and in-site).*
- *Improving the level of the journal*
- *Spreading publishing and editorial initiatives within and outside the community. There are many ways to entering the debate and all deserve their own outlet*
- *Need to be more connected with other networks (i.e. the professions) and share grants with them. After the covid-19 the world is changed and we have to completely reinvent the way to be a network.*
- *Offering online opportunities to discuss and engage throughout the year (similar to the EAA VARS)*
- *Engagement with sea scholars and fora beyond csear; focus on ecr colloquia*
- *A research agenda document should be published to explicitly discuss the future research trends on CSEAR's webpage to guide potential researchers on what they should or could choose to explore in the future.*
- *There are already many sustainability tracks at bigger conferences, I would like to see more CSEAR colleagues attend these as sustainability still seems to not be taken as seriously as financial or management accounting.*
- *Greater membership, and collaboration among members.*
- *Foster development of CSEAR Africa and South America*
- *Offering the possibility of mobilising the community on some critical areas - e.g. climate change, modern slavery, biodiversity etc...set up theme circles / community f practices to enable the creation of innovative programmes*
- *Invest resources in doing the most important things well - ie the journal and the conferences. Promoting these key activities more professionally via internet and social media.*
- *Keep doing what is being done ... but change perception to being a formal learned society. If that were done the remit to do anything on the list could be given to elected members to get on with it all. The lack of support from the University of St Andrews is holding CSEAR back ... IMHO.*
- *Developing research which relates directly to those issues which are, or are going to impact accountants CFO's and similar. Enabling and empowering them to address the huge range of issues which have arisen, and are arising, from the depletion of the earth's natural capital. This covers a wide array of issues - prospective accountants need to be informed and attuned to why this is important and why swift actions are required across societies everywhere. This is very serious and important stuff.*
- *Continue to support the various CSEAR conferences, and encourage more one-day workshop type of events.*
- *Finding ways of integrating with more traditional conferences i.e. have social and environmental accounting researchers conduct plenary sessions at more traditional conferences*
- *More focus on finance side of acc and fin*
- *More links between the networks. Keep CSEAR IRELAND going.*
- *Themed conferences, book series, SEAJ special issues*