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he European Parliament resolved on March 12, 2002 to require European exchange listed firms to follow IFRS for the reporting period ending on or after 31 December 2005. IFRS is now used in over 120 countries. While most IFRS literature in these countries focuses on value-relevance, frameworks, road maps, and the buzzwords associated with convergence, some IFRS research diverges. Such research can provide refreshing new perspectives. In "*A comparative Analysis of Students' Attitudes towards Financial and Corporate Social Reporting Among Japan, China and South Korea*" (Academy of Accounting and Financial Studies Journal, Vol. 15, No. 2, 2011) Mineo and Yukie Tsuji of Japan focused on asian students' perception of corporate social responsibility (CSR).

Why does CSR matter to accounting? "*Aside from this harmonization of accounting...CSR has been discussed and expanded since the 1980’s because of issues relating to global business, environmental pollution, moral hazard and so forth.*" (74)

Concomitant with harmonizing accounting standards for protecting the interests of financial stakeholders Tsuji and Tsuji claim that there are other stakeholders. "*In the process of the international harmonization or convergence...it is significant of an entity to acknowledge the reasons for the differences in stakeholders’ attitudes towards financial and CSR reports...[C]orporate citizens have been searching for ways to align self-interest with the larger good of society*." (75)

Their discoveries are interesting, and make one wonder what the results of a Colombian student survey might be.

"[F*]emale management is acceptable at present, though...the number of females in management should be a little smaller than that of males*." (88) Japanese and Chinese respondents "*tend to make light of local communities as opposed to the shareholders’ benefits*." (87) while South Koreans may be likely to "*cut off*" community services. (88)

The relevance for us in this research is not only discovering what these students think. It is also, the fact that the research took place at all.

In these countries, accounting research is asking questions of broader benefit to all society.

We would be lucky to be in a similar position. Imagine years from now with convergence behind us, as accounting researchers focus on issues of real social importance, rather than limiting ourselves to the merely monetary. Hopefully we can move away from the perception that accountants, in the words of Oscar Wilde, are professionals who "*Know the price of everything and the value of nothing*."

*Carol Ortega Algarra*