

## Editorial

**Dear reader,**

The Journal of Accounting Education and Research (REPeC) is a scientific journal issued by the Brazilian Academy of Accountancy (Abracicon), electronically published every three months.

As from Volume 12, Number 1, REPeC starts to publish at least 7 (seven) articles in its quarterly issues, aiming to comply with the requirements of the main scientific indices.

This first issue of 2018 is also marked by the conclusion of Dr. Paulo Roberto Cunha's work (FURB) as Associate Editor of REPeC. This is the final issue in which we count on Prof. Cunha as an Associate Editor, but not as an important collaborator of REPeC. Throughout his mandate as an editor, his acquired expertise was highly relevant for REPeC. His dedication has certainly contributed to much of the journal's growth. That is how we build a strong REPeC, with each team member leaving some history and effort behind. Therefore, on behalf of the entire Editorial Team, we are very grateful! We hope to be able to count on your cooperation and publications in the future!

At the same time, also on behalf of this Editorial Team, I welcome Prof. Vinícius Gomes Martins, who holds a Ph.D. in Accounting from the Multi-Institutional and Inter-Regional Graduate Program in Accountancy at UnB/UFPB/UFRN. Professor Martins is a tenured professor in the Graduate Program at the Federal University of Pernambuco (UFPE) and has published relevant research in different Accounting journals. Therefore, Vinícius, welcome!

Below is a brief description of the 7 (seven) studies we are publishing:

The first is a Teaching Case entitled **Pricing in the Farming Cooperative CALU: the Dilemma of Milk Production**, by *Mônica Aparecida Ferreira, Camilla Soueneta Nascimento Nganga, Taís Duarte Silva, Amanda Rosa Santana, Gilberto José Miranda and Edvalda Araujo Leal*, which is intended to stimulate the understanding of aspects related to cost management and to the approaches used to determine the sales price. The paper was elaborated for discussion in undergraduate programs, in Management Accounting and specifically Cost Accounting subjects. The case discusses a problem in a milk cooperative, in which the members are responsible for providing the main production input: the milk. Thus, they consider that they should receive payment as expected, as that was why they created the cooperative, which has not happened in practice though.

*Hugo Dias Amaro* and *Ilse Maria Beuren* are the authors of the second article, entitled **Influence of Contingency Factors on the Academic Performance of Accountancy Students**, whose objective was to verify the influence of contingency factors on Accountancy students' academic performance at a Federal Higher Education Institution (Fhei). This descriptive study with a quantitative design was developed through a survey among the students at an Fhei in the South of Brazil, with a sample of 295 respondents. The authors conclude that, among the external factors, the variables father's instruction level, weekly hours of extra-class study and professional experience influenced the academic performance, while the institutional environment, the constructs internal environment, technical system and strategy of the Pedagogical Course Project influenced the students' academic performance at the investigated FHEI.

The third paper, entitled **To the Teacher with Love: the Good Teacher From the Perspective of Generation Y Accounting Students**, was elaborated by *Ricardo Adriano Antonelli*, *Bárbara Francielli Caleffi Guelfi*, *Renato Cezar Tumelero* and *Simone Bernardes Voese*. The authors highlighted the characteristics of a good teacher according to Generation Y Accountancy students. In this quantitative research, the data were collected through a questionnaire, applied in class at two private and one public Higher Education Institution, with 265 valid answers. The main findings indicate that the students consider the following characteristics of their teachers in order of importance: knowledge and content mastery; clear explanations, didactics and content preparation; relationship between students and teachers and technology amidst higher education; and teachers' personal attributes. With regard to the teaching institutions, differences were observed between the investigated public and private students' perceptions.

In the fourth study, entitled **Students' Intention to pursue a career in Accounting from the Perspective of the theory of Planned Behavior**, by *Edicreia Andrade dos Santos*, *Ivanildo Viana Moura* and *Lauro Brito de Almeida*, undergraduate Accountancy students' intentions regarding the profession and their career were verified. In view of the professionals' different options in the market, this study investigates the factors that influence the intended behavior of students in all phases at a federal university in the South of Brazil to pursue a career in accounting, resting on the theory of Planned Behavior. The data were collected by means of a questionnaire applied to 302 students. For the data analysis, descriptive statistics, factorial analysis and Structural Equations were used. The research results contribute to clarify factors that can significantly influence the students' intention to pursue a career in the area they are studying and can also offer support in terms of aspects that need improvement to stimulate the students' interest.

**Audit Assertions and Change of Auditors' Opinion in the Brazilian Market**, by *Thayanne Costa da Silva* and *José Alves Dantas*, was the fifth paper, investigating the use of audit assertions to justify changed opinions in Brazilian audit reports. The analysis considered 2,243 reports of 338 non-financial publicly traded companies listed on BM&FBOVESPA between 2009 and 2015, among which 192 audit reports with changed opinions were identified. The authors investigated whether any assertion was prevalent in the changed opinions and whether any of them can be associated with certain equity and income account groups. It was verified that the audit assertions Valuation and Integrity are the most used to justify opinion changes. As for the association between the audit assertions and the account groups, it was verified that the categories Existence/Occurrence tend to be associated with asset and revenue accounts, while Integrity accounts are related with liabilities and expenses.

The sixth article, by *Ricardo Vinícius Dias Jordão, Cleonice Rodrigues Barbosa and Paulo Tarso Resende*, is entitled **Internal Inflation, Cost Management and Control: a Successful Experience at a Brazilian Multinational** and investigated the contributions of dimensioning internal inflation to cost management and control and pricing strategies in a multinational Corporation (MNC). The authors developed a specific approach to calculate the own price index (OPI), based on a quantitative and qualitative case study with a descriptive approach in a world-class MNC. Based on their results, the authors could conclude that (i) the MNC benefitted from using a specific method instead of traditional inflation rates in the market; and (ii) the OPI was a management control and accounting tool that managed to equip the company, offering a differential in price negotiations in its respective production chain. On the whole, the authors noticed (iii) the importance of the company's effective use of the OPI for the sake of in-depth knowledge, accounting treatment, control and proper management of its costs, establishing a pricing policy in line with its strategic objectives.

The seventh article is **Accuracy in earnings forecast and organizational life cycle stages: evidences in the Brazilian capital market** by *Alan Santos de Oliveira and Luiz Felipe de Araújo Pontes Girão*. This study was aimed at investigating the effect of the organizational life cycle on the accuracy of analysts' forecasts in the Brazilian capital market, departing from the premise that the challenges for the financial analysts' forecasts can vary in the course of the companies' evolution. The sample consisted of 713 companies-year between 2008 and 2014. The results revealed that, in companies in the birth and decline stages, the analysts' earnings forecasts are affected more problematically, despite controlling for several common factors in the literature on analysts' forecasting errors. An additional control for financial difficulties was included, but the results remained qualitatively similar. As for the optimism and pessimism in the predictions, the results appointed that, depending on the life cycle stage, the optimistic or pessimistic bias may particularly increase or decrease; the decline stage led to projections with a reduced bias in comparison with the other non-mature stages, despite the abovementioned controls.

Finally, the entire editorial team of REPeC hopes you will enjoy your reading!

**Prof. Orleans Silva Martins, Ph.D.**  
**Editor-in-Chief**