

## Editor's Word

Dear readers, we present the first issue of 2020. We were expecting a year full of successful achievements; unfortunately, we are all facing many constraints and problems currently, which represent challenges we need to adapt to and learn from.

This issue introduces a theme in Management Accounting that is very much debated in many places around the world, especially in Europe and the United States, though seldom addressed in Brazil, which is Management Accounting Creativity. Our associated editor Anderson Braga and co-author Ricardo Suave wrote a paper proposing many ideas regarding this theme to our readers. I believe you will benefit from new concepts and research ideas.

The first of the papers was written by Arianne Raquel Axiole de Souza Câmara, Clayton Levy Lima de Melo, Andersol Luiz Rezende Mol and Magaly Aparecida Galvão Dantas de Melo. The authors analyze whether the European Customer Satisfaction Index (ECSI) model represents the determinants of satisfaction among Accounting Sciences graduate students in Brazil. The main conclusion is that the conceptual model of student satisfaction achieved appropriate goodness of fit indexes, remained stable and is appropriate to the study sample, explaining 96.6% of variation concerning loyalty and 80.6% of variation concerning graduate students' satisfaction.

The second paper was written by Kelmara Mendes Vieira, Daniela Pegoraro and Monize Sâmara Visentini. The study's objective was to propose an instrument to assess active and passive transparency among teaching institutions from the perception of social actors. The results indicate that the three constructs proposed (Institutional Management, Access to Information, and Passive Transparency) were appropriate and confirm the three hypotheses.

The next paper was written by Kleyverson dos Santos, Renan Guerra, Vagner Marques and Elizeu Júnior. The paper's objective was to analyze the relationship between Critical Audit Matters (CAM) and earnings management practices of Brazilian companies. The main results include: Assets Recovery, Contingencies and Revenue Recognition, which together account for 58% and 66% in 2016 and 2017, respectively. Additionally, a significant positive association was found between the amount of CAM and accruals and discretionary revenues and a significant negative association was found between the amount of reported CAM and earnings management proxy by operations through discretionary expenses.

The fourth paper comes from the field of accounting education and was written by Luis Paulo Guimarães dos Santos, Sheizi Calheira de Freitas and José Maria Dias Filho. The authors intended to verify whether one's understanding of the concept of profit and value is associated with his/her level of formal education in accounting. The results suggest that there is no significant relationship between one's understanding of the concept of profit and level of formal education in accounting, though being a woman may influence the way profit is understood.

The fifth paper, also from the field of education, was written by Deivson Vinícius Barroso, Sheizi Calheira de Freitas and José Sérgio Casé de Oliveira. The paper's objective was to verify which characteristics of Higher Education Institutions are related to approval rates of Accounting students in the Brazilian Accounting certification exam. The main results suggest that characteristics such as: having a good score on Enade; presenting a good IGC rate; being a program hosted by a public university; being located in a Brazilian capital; being well-ranked according to Folha's University Ranking; and also offering a graduate program in Accounting, are statistically significant and present a positive coefficient to explain the performance of HEI on the Exam.

Finally, the last paper was written by Guilherme Cardoso, Dannie Carr Quirós, Guilherme Santos Souza and Karem Cristina de Souza Ribeiro with the objective to assess inventory management and the performance of Brazilian firms. The main result suggests that Brazilian shareholders are not concerned with internal factors such as inventory management, but with whether firms are being profitably managed.

Note that REPeC publishes not only papers from the field of education, but also addresses various other fields, such as Financial, Management and Public Accounting, Auditing, and Taxes, among others.

Without further ado, I would like to thank all researchers who submitted their papers to REPeC. Congratulations to those who had their papers approved because the demand is quite high and the path up to final publication is arduous. I hope you all stay well in this difficult time and enjoy the reading.

Acknowledgement to all our readers and hope you enjoy this new issue.

Academic greetings.

**Gerlando Lima, PhD.**  
**Chief Editor.**