

Publish or Perish?

By Marianne Bradford



Marianne Bradford, Ph.D., is associate professor of accounting at North Carolina State University in Raleigh, N.C., and is a member of IMA's North Carolina Triangle Area Chapter. You can reach her at (919) 513-1436 or marianne_bradford@ncsu.edu.

We've all heard the saying "Publish or Perish." Well, it isn't quite so bad these days. I don't see any accounting faculty expiring because enough papers aren't in print. The market for accounting Ph.D.s has been pretty good for a while, except for the last year with hiring freezes like other industries. But the pressure is still there to publish and, at "research institutions," to publish both quality and quantity. We're all still vying for raises and promotions. Plus, a good majority of us get intrinsic rewards from seeing our work in print and presenting our ideas to other academics as well as practitioners.

But I digress. The point of this article is to talk about publishing, not perishing, and how the Institute of Management Accountants (IMA®) has supported faculty members, specifically me (since I'm writing this), in our careers. The very first paper I wrote as an assistant professor, "Does ERP Fit in a Lean World?" was published in an IMA journal. I had no idea where to send the paper, but I took a gamble and sent it to *Strategic Finance* because it seemed to me that the magazine published high-quality, pertinent business articles that people (including me) actually read (unlike many of my "academic" papers that got published in the *Journal of Who Gives a _____*). My paper was published in May 2001, and, soon after, "Measuring Value in ERP Installations" was published in September 2001. I couldn't believe it! My first two publications!

Immediately I got the two articles framed, and I still have them hanging in my office. Since then I haven't been in the habit of framing papers, but those were my first ones, and I didn't know if there would be any more! Plus the artwork was great.

Since then I've published in a variety of information systems and accounting-related journals, mostly about enterprise resource planning (ERP) systems, and I've even written a textbook on the subject, *Modern ERP*. But every few years, I'll write an article with *Strategic Finance* in mind. To date, I think I've published five articles there, and two are forthcoming this year. Also, I just recently sent a teaching case study on North Carolina State University's PeopleSoft implementation to the *IMA Educational Case Journal*. In addition, I spoke on process mapping at the 2006 IMA Annual Conference in Las Vegas (and also really enjoyed the unique nightlife).

I've been a member of IMA for about 10 years, and I think I can speak for many other faculty members when I say that we sincerely appreciate the support the association has given us. In particular, I've been awarded a research grant and, with that, access to IMA members via surveys. *Strategic Finance* has been a great research outlet for me, and I've also had the chance to share skills I've learned at an IMA conference. It's because of you, the members, that faculty have these opportunities. And thanks to IMA, I'm not going to be "perishing" anytime soon! **SF**