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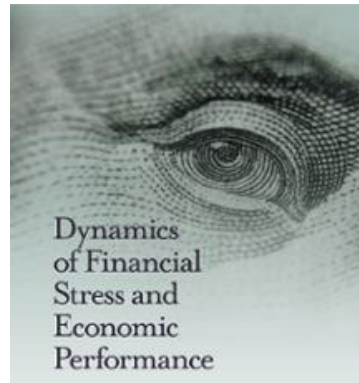
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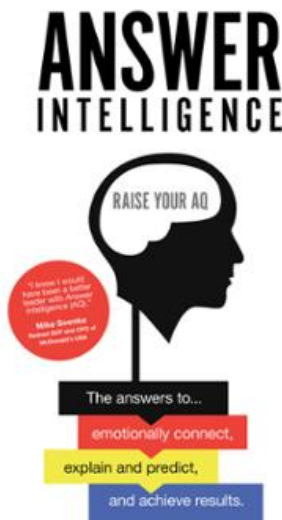
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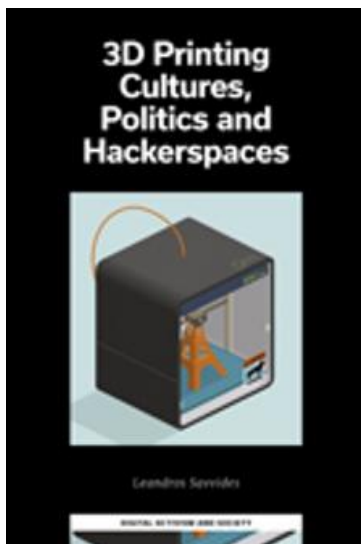
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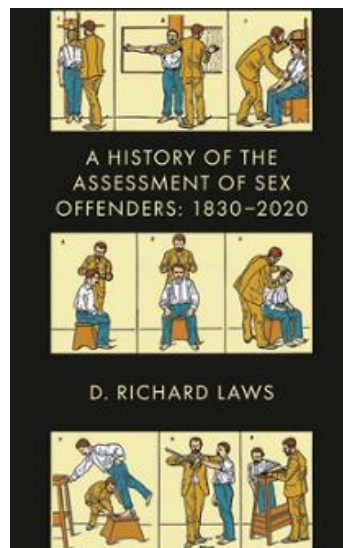
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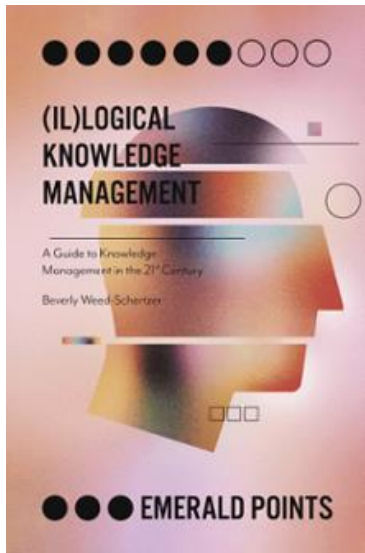
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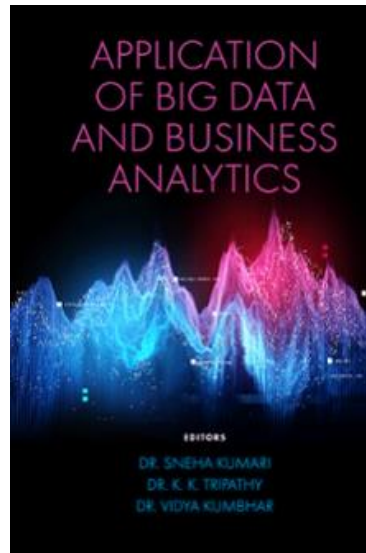
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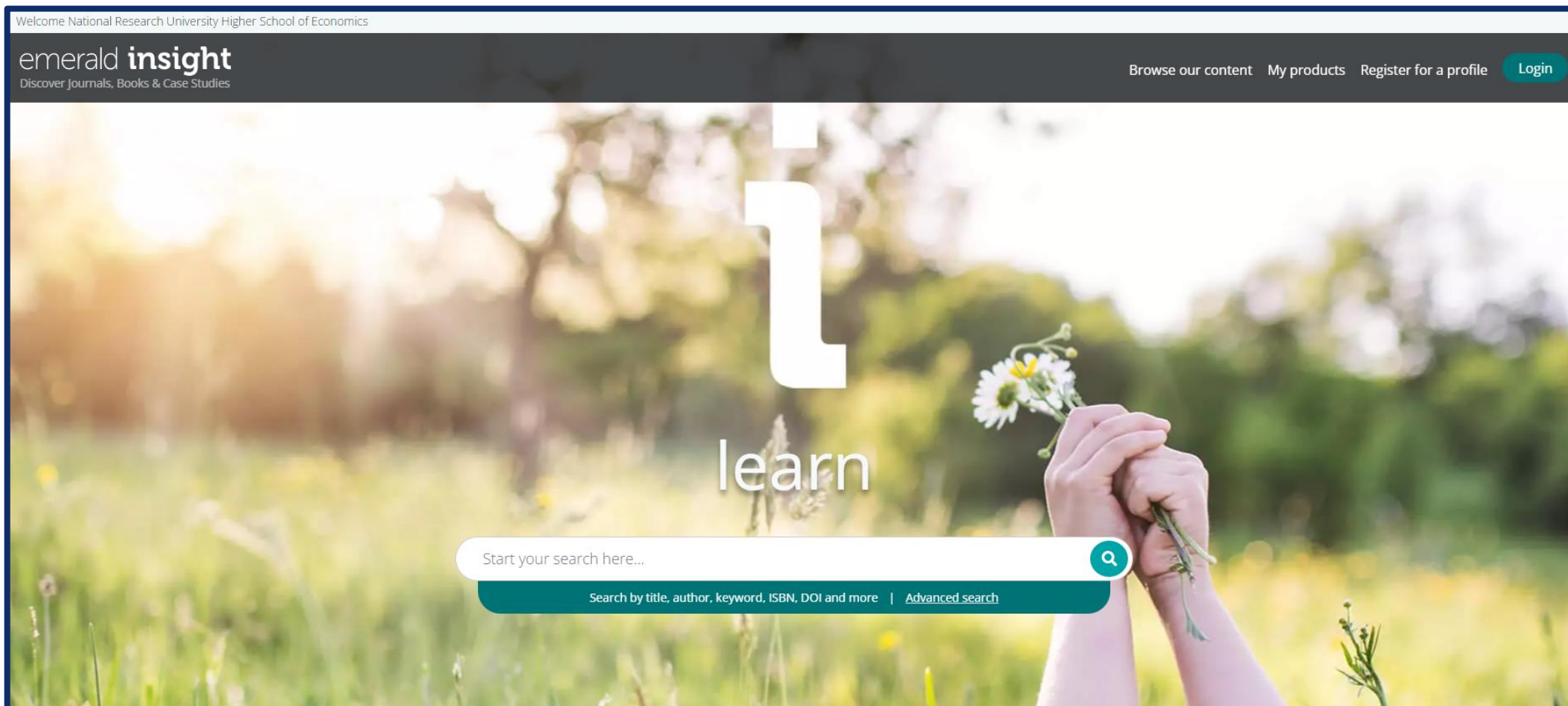
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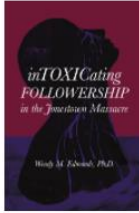
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## "Counting Black and White Beans": Critical Race Theory in Accounting

Subject: [Accounting & finance](#) > [Accounting/accountancy](#) > [Accounting standards](#)

### Synopsis

Across the US and the UK, few senior accountants exist in proportion to their white peers. This problem is overwhelmingly disregarded due to an inherent assumption of racial neutrality within the field of accountancy. This book unpacks the working experience of black accountants to highlight the ex...

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### DOI

10.1108/9781789734058

### Publication date

2020-10-26

### Author

[Anton Lewis](#)

### ISBN

978-1-78973-406-5

### eISBN

978-1-78973-405-8

### Chapter 1

#### The Black Bean Counter

##### Separating Beans

Theresa Hammond's seminal work, *A White-Collar Profession*, succinctly highlights the historic lack of African American Certified Public Accountants (CPAs) and the reality of racial discrimination that has always structured the Black<sup>1</sup> experience in accounting, a topic we will explore in greater detail in Chapter 3. One of the more salient points she makes is that unlike other professions, accounting is dependent upon the state of, and access to, business activity structuring a given economy. And it is here where American racism has habitually and most effectively constrained the growth of Black commerce, exemplar being the annihilation of Black Wall Street in Tulsa by white<sup>2</sup> mobs,<sup>3</sup> the redlining of Blacks into low-income neighborhoods with the cheapest housing,<sup>4</sup> or the unending neglect of Black Banking (and its ability to lend) on a national level.<sup>5</sup> This, in turn, hobbled individual and small business access to capital, thereby severely restricting the size of the Black economy, stunting the need for services of African American CPAs by default. In this manner, organically if you will, accounting steadily developed to be among the least diversified of professions.<sup>6</sup>

So, given the past, any current discussion of Black accounting must, in my opinion, begin with an overview of the situation as it currently exists. Unfortunately, I submit that this has traditionally not always been an easy feat. But data, in the form of academic and industry research, are still very much required, less anecdotes and allegations become "fact." We must actively seek to problematize all too easily made assertions of what the profession is as opposed to what we may wish it would be. For instance, the following diversity pronouncement made Mr Ken L. Bishop, President and CEO of NASBA, stands as a case in point<sup>7</sup>:

[...] across rural America there are thousands of small towns and cities where the local CPAs play a critically important role in their communities' financial stability. I have visited many such firms and have rarely seen a person of color on the professional staff. I am certain that the void that I have witnessed was not because of prejudice or racism, but because there were virtually no CPAs of color available.<sup>8</sup>

In many ways, the purpose of this book is to critically evaluate this very notion and ask why this is the case, but in doing so not leap straight to "common sense" conclusions regarding the de facto nonexistence of racism in the profession. Yet, as it stands

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Adam Pozner



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## Editorial

Welcome to the autumn issue of *A Life in the Day*. We start with a fascinating account from Brian Joel – a young man of West African origin who has experienced and overcome long-term mental health problems. Brian describes his recovery process, during the course of which he has experienced the additional challenges of migration, racism, homelessness, drugs, prison and long-term unemployment. Brian tells us how he has overcome each of these difficulties in turn to build an increasingly full and satisfying life for himself.

NHR trusts around the country should now be incorporating the Individual Placement and Support (IPS) model of supported employment into their mental health teams, yet progress nationwide in achieving this is still slow and patchy. Our rising reporter Terence Riley reports back from the London Borough of Camden where a third sector agency, Jobs in Mind, has made great strides in implementing IPS in partnership with the local trust and commissioners.

There is now an increasing understanding of the role that spirituality can play in promoting recovery. Hazel Bryce, an occupational therapist working in an assertive outreach team in Sheffield and Lorraine, a service user with an interest in spirituality, jointly report on two unusual projects that have explored how images and words can be used by service users to capture and express their unique spirituality.

Our third cameo in the series on 'recovery heroes' profiles Gordon McNamee, who provides a compelling account of his ongoing recovery process over the last two decades. As with the profiles of Dolly Sen and Peter Chabwick in previous issues, his journey of recovery should inspire service users and professionals alike.

Open Arts aims to promote well-being and social inclusion through a range of relaxing and welcoming art groups for people with mental health problems. The project provides courses in drawing, painting, collage, print, textiles, clay, wire and photography, as well as supporting individuals to creative arts opportunities in the broader community. The project has been operating for one year, and is being evaluated by the South Essex Service User Research Group. The Group reports on the project's achievements so far.

Self-help and mutual support are increasingly important elements in local service landscapes. Barbara

Wain, an expert by experience in recovery from mental illness, describes the development of Changes 12 Steps to Mental Health, an impressive, multi-award winning charity that she co-founded. Changes is powered and provides mutual help meetings and workshops for people of all ages. Attendees follow a 12-step recovery programme, developed by experts by experience.

Helen Bird and colleagues report on a small-scale research project completed in west Yorkshire that examined the effects of closure of a traditional sheltered workshop on those who attended. The closure was contentious, and the report questions the centrality accorded to 'social inclusion' as a central feature of current policy and practice. They argue for a more nuanced approach, which reflects both service users' actual preferences and current social realities.

And finally, Fabian Dawes and colleagues provide an overview of the National Social Inclusion Programme's 'Communities of Influence' work, which aims to mobilise governors and members of NHR foundation trusts to promote social inclusion through community engagement.

We also make our usual plea – do let us know about any projects that you think are using creative approaches to making social inclusion a reality. If you are involved in such a project, why not write about it for *A Life in the Day*?

Adam Pozner



Adam Pozner



Julia Hammond



Hazel Bryce



Dolly Sen



Peter Chabwick





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#### Effects of Big Five personality traits and market mavenhip on consumers' intention to spread word-of-mouth in the art context

Verdiana Chieffi, Marco Pichierri, Alessandro M. Peluso, Cristiana Collu, Gianluigi Guido

This study investigates the transmission of art-related aspects (i.e. art products or services and people's experiences at museums) via word-of-mouth (WOM) from a...



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### Effects of Big Five personality traits and market mavenship on consumers' intention to spread word-of-mouth in the art context

Big Five,  
market  
mavenship and  
WOM intention

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Verdiana Chieffi

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University of Bari "Aldo Moro", Bari, Italy

Alessandro M. Peluso

Department of Management and Economics, University of Salento, Lecce, Italy

Cristiana Collu  
Galleria Nazionale di Arte Moderna e Contemporanea, Rome, Italy, and

Gianluigi Guido

Department of Management and Economics, University of Salento, Lecce, Italy

#### Abstract

**Purpose** – This study investigates the transmission of art-related aspects (i.e. art products or services and people's experiences at museums) via word-of-mouth (WOM) from a personality perspective. Specifically, the study explores the effects of the Big Five personality traits (based on the five-factor model) and market mavenship (i.e. the propensity to provide general marketplace and shopping information) on intention to spread WOM in the art context.

**Design/methodology/approach** – Data were gathered through two field surveys, conducted via a structured questionnaire and analyzed using multiple regression analysis.

**Findings** – Results indicate that extraversion is the only Big Five personality trait that increases WOM intention (e.g. by talking to others about a visit to a museum). Market mavenship also increases such an intention (e.g. by talking to others about art services).

**Practical implications** – The study's findings could motivate arts managers to formulate and/or refine segmentation strategies around their consumers' personality traits, since these variables may differently motivate them to spread art-related WOM. The findings may also help companies and institutions operating in the art industry to design communication strategies oriented around their consumers' personality type to appropriately connect with different groups of customers based on their innate human drives.

**Originality/value** – This is the first study to assess the effects of Big Five personality traits and market mavenship on WOM intention in the art context, thus expanding scholarly understanding of psychological drivers behind arts-related WOM.

**Keywords** Arts marketing, Personality, Big Five traits, Market mavenship, Word-of-mouth, Arts audiences  
**Paper type** Research paper

#### 1. Introduction

Word-of-mouth (WOM) refers to any informal communications among consumers about brands, products, organizations or services (Harrison-Walker, 2001). In the arts domain, WOM refers to any information that consumers share about art products or services, as well as suggestions about a particular place to visit or an event to attend (Heim and Kuhl, 2006). Publicly available data suggest that 92% of consumers trust recommendations from friends and family more than any other form of marketing communication (The Nielsen Company, 2009). Fittingly, WOM alone accounts for 20–50% of all purchasing decisions



Arts and the Market  
Vol. 12 No. 1, 2022  
pp. 17–35  
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DOI: 10.1108/ARTM-09-2021-0022

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## Effects of Big Five personality traits and market mavenship on consumers' intention to spread word-of-mouth in the art context

Verdiana Chieffi, Marco Pichierri, Alessandro M. Peluso, Cristiana Collu, Gianluigi Guido

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### Abstract

#### Abstract

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### Purpose

This study investigates the transmission of art-related aspects (i.e. art products or services and people's experiences at museums) via word-of-mouth (WOM) from a personality perspective. Specifically, the study explores the effects of the Big Five personality traits (based on the five-factor model) and market mavenship (i.e. the propensity to provide general marketplace and shopping information) on intention to spread WOM in the art context.

### Design/methodology/approach

Data were gathered through two field surveys, conducted via a structured questionnaire and analyzed using multiple regression analysis.

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Abstract

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Need for preventive health care: To comprehend the contribution of preventive health care in improving the health quotient. Sri Sathya Sai Sanjeevani Hospital (SSSSH) and its initiative is an apt example of the wonder which preventive care can bring in the context of rural health. Community participation: The case can be instrumental in showing the pathway to encourage community involvement in mainstream health by promoting the holistic model of SSSSH that understands mothers and children's health profile and needs, especially in the unreachable rural segments of an emerging economy like India. Importance of healthy childhood: World

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Emerald Emerging Markets Case Studies, vol. 12 no. 1

Type: **Case Study**

DOI: <https://doi.org/10.1108/EEMCS-05-2021-0143>

ISSN: 2045-0621

Keywords

Business ethics

Health and safety

Social enterprise

Operations strategy

Service operations

Strategy

Marketing

Operations and Logistics

Public Sector Management

Strategy

Tourism and Hospitality

Other

Country

All A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Under 1,000 words

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Reaching the unreachable: Sri Sathya Sai Sanjeevani Centres for child heart care

Arvind Shroff and Bhavin J. Shah

I was an actively engaging Monday afternoon on November 23, 2020, for Mr Rajratan Biswas, the Trust Officer, Sri Sathya Sai Sanjeevani Hospital (SSSSH), Raipur, who was busy preparing some documents for a meeting to review the progress of the activities undertaken by the Department of Public Health and Research (DPHR), SSSSH. Biswas had received an email from the Chairman, SSSSH (Exhibit 1), asking him to present a comprehensive review report on the initiatives of DPHR under Divine Mother and Child Health Program (DMCHP) such as school health screening and maternal health care. After a successful roll-out and working of DMCHP in the SSSSH, Raipur centre since 2013, The Chairman was exploring the possibilities of expanding these initiatives across the other two centres of SSSSH established in Palwal, Haryana, and Kharghar, Navi Mumbai. This step meant incurring a substantial yearly effort in terms of resources, workforce and facilities.

The work was facilitated with the support of DPHR through Mr Raghuram Dubey, programme officer in the DPHR team, as the first point of contact for all the necessary details regarding the community outreach activities undertaken by SSSSH, Raipur. Staring at the fleet of vehicles and crowd of patients outside the heart-shaped hospital building of SSSSH in Raipur centre, Biswas questioned himself: "Is it a plausible idea to expand the activities of DPHR to the other two locations or not?"

**The Sanjeevani healthcare model**

"The Health of a Child is the true wealth of the Nation."

Shri C. Sreenivas, Founder and Chairman, SSSSH

The centre for child heart care at Sri Sathya Sai Sanjeevani Hospital (SSSSH) [1] was established to address the national burden of congenital heart diseases (CHDs) by offering diagnostic and interventional cardiology services, totally free of cost. The first SSSSH was set up in Raipur, Chhattisgarh, in the central part of India in November 2012. In keeping with his expansive view in mind and spurred by the success of the SSSSH, Raipur, Shri C Sreenivas had established two more child heart-care centres – Sri Sathya Sai Sanjeevani International Centre for Child Heart Care & Research, Palwal, Haryana, and Sri Sathya Sai Sanjeevani Hospital, Kharghar, Navi Mumbai, Maharashtra by 2019. The three centres of specialized intensive paediatric cardiac care are run by 40 cardiac specialists, 800 highly trained staff personnel, nine paediatric cardiac care OTs, three paediatric cardiac catheterization labs, and 400 beds for intensive care, turning this into a world-class institution within the nation as well as across the world. In a nutshell, these three centres have catered to more than 125,000 outpatient consultations, 10,700 surgeries and 3,700 catheterization interventions.

The authors would like to acknowledge the cooperation and contribution of the entire Sri Sathya Sai Sanjeevani Hospital team, Raipur, India, for sharing the information regarding the initiatives undertaken to strengthen healthcare delivery during the COVID-19 crisis. Authors specially acknowledge the support of Shri C Sreenivas, Chairman, SSSSH, for the approval and thorough review of the work, which has immensely improved the understanding of the unique Sanjeevani model.

Disclaimer: This case is written solely for educational purposes and is not intended to represent successful or unsuccessful managerial decision-making. The authors may have disguised names, financial and other recognizable information to protect confidentiality.

DOI 10.1108/EEMCS-05-2021-0143

VOL. 12 NO. 1 2022, pp. 1-20, © Emerald Publishing Limited, ISSN 2045-0621


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## Chapter 3

## A History of Accounting and Race

At first thought, the idea of accounting and racial practice seems counterintuitive. After all, accounting is viewed as a neutral means of presenting financial information about commercial processes to parties interested in business such as investors and creditors. But a deeper look at the discipline reveals issues of race and racism to be present at the heart of the profession, at its formal inception and arguably before. To understand modern racism in the industry, we must examine past interactions with the British Empire and exclusion within foundational institutions. To not do so conforms to what Brayboy refers to as “genesis amnesia,” – the all too common occurrence of the institutional forgetting of the how and the why of processes and practices that were first instituted and the leaving of institutions to no longer inquire as to why these procedures existed and why they continue to remain so today. This is how the racial status quo becomes embedded as tradition and so remains unchallenged – an effective method of ignoring the racialized origin story of accounting as an institution.<sup>1</sup> All too often accounting research has failed to remember how the past continues to mold the future. This chapter is an attempt to redress this, as well as contest inaccurate portrayals of race and racism in the profession.<sup>2</sup> This approach conforms to the CRTA theme of ahistorism: past racial practice is revealed where it has been previously erased, ignored, or suppressed.<sup>3</sup> We must not forget that accounting calculative practice in terms of performance evaluation very much fostered the creation of colonial hierarchy and subjugation of indigenous and enslaved peoples. To be clear, Davie states of the profession’s role in colonial Fiji and beyond:

[...] Accounting was intertwined with the emergence and perpetuation of the philosophies and practices of exploitative human engineering.<sup>4</sup>

With this in mind, this chapter explores the historic use of accounting as a mechanism for reporting value in faraway locales for investors in the imperial center as far back as the seventeenth century, remembering that accounting valuation practices were employed in the service of control that entailed subjugation that all too quickly disenfranchised land from natives and quantified enslaved peoples as chattel in ledgers contained in the British West Indies (BWI) and the American antebellum South as well as elsewhere in the Imperium.



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