

EDITORIAL

The ASAA Journal publishes its volume 14, number 3, composed of ten unpublished scientific papers relevant to the accounting area. In its third issue of 2021, the published papers address relevant topics involving Management Accounting, Capital Markets, Public Budgets, Operating Leverage, Auditing, Intangible Assets Valuation, Agent-Based Model, Tax Income Management, Budget and Succession in a family business, and Carbon Emissions in International Companies.

Below, we briefly detail each of the papers published in this issue:

The first paper is entitled “DISTRIBUTION OF DIVIDENDS AND VALUE OF COMPANIES LISTED ON B3”, of the authors Gabriel de Amorim, Nilton César Lima and Antônio Carlos Brunozi Júnior, aimed to identify whether there is the existence of the “J-Shaped” in the relationship between dividends and company value in the Brazilian capital market. This scenario in the literature has been described as “J-Shaped”. Based on the trend of international stock markets, it is suggested that companies that do not distribute dividends are better valued by the market than companies that make a small distribution of profits, while companies with larger distributions of dividends are better valued. A sample of 3,556 observations of 271 companies, in the period 1996 to 2018, was divided into non-dividend-paying companies and dividend-paying companies. It was found that the Brazilian market does not have the “J-Shaped”. Thus, companies that do not pay dividends had worse values than those that distributed dividends to shareholders - with better valuations than those companies that distributed greater volumes of profits to stockholders.

The second paper, “BUDGETARY, POLITICAL AND SOCIOECONOMIC DETERMINANTS OF POLITICAL-PARTY SUCCESSION: EVIDENCE OF ELECTORAL BEHAVIOR IN BRAZILIAN MUNICIPALITIES”, by Tiago Carneiro da Rocha, Juliana Maria de Araújo and Antônio Carlos Brunozi Júnior, aimed to evaluate the influence of budgetary, political and socio-economic aspects in the re-election of managers and in the reappointment of parties in Brazilian municipalities. Data were collected from Brazilian municipalities with a population above 100,000 inhabitants for the electoral cycles of 2004, 2008, 2012 and 2016. Data were submitted to Logistic Regression with panel data. The results evidenced the probability of political-party succession is influenced by factors related to voters that reward those mayors who make more municipal investments, improving the quality of life of the population, which enables the minimization of inequalities through the transfer of direct income and that have greater chances of establishing cooperation between the other spheres of government through party alignment.

In the third paper, entitled “BEYOND THE FINANCIAL AUDIT: FACTORS THAT CAN INFLUENCE THE PRESENCE OF LARGEST ACCOUNTING FIRMS IN THE ASSURANCE MARKET OF SUSTAINABILITY REPORTS IN BRAZIL”, the authors Gabriela Borges Silveira, Hans Michael Van Bellen and Alex Mussoi Ribeiro analyzes the factors that can influence the presence of the largest accounting firms in the assurance market of Sustainability Reports in Brazil. The evidence supports that the provision of audit and sustainability assurance services, as well as mimetic isomorphism, are factors that positively affect the entry of the largest accounting firms in the assurance market of sustainability reports in Brazil. These results suggest a potential competitive advantage for the largest accounting firms over other providers in this emerging market.

The fourth paper, entitled “MODERATING EFFECT OF OPERATIONAL LEVERAGE ON THE RELATIONSHIP BETWEEN CORPORATE INVESTMENT AND FIRM PROFITABILITY”, of the authors Kelly Cristina Mucio Marques, José Braz Hercos Junior and Hélio Masaru Fujihara, analyzed how the operational leverage moderates the relationship between corporate investment and profitability of companies listed in the Brazilian stock exchange. The sample consisted of 114 companies active in the stock exchange and regression with panel data covering the period from 2008 to 2018 was used for data analysis. The main results showed that operational leverage moderates the relationship between investment and ROA, so that the greater the operational leverage and the greater the investment, the greater the ROA.

In the fifth paper, entitled “INTANGIBLE ASSETS EVALUATION : SYSTEMATIC AND SCIENTIFIC VALIDATION AT ITAIPU TECHNOLOGICAL PARK – PTI BRAZIL”, by Osni Hoss, aimed to systematize the evaluation of intangible assets, which serve as a subsidy in the decision-making process in the value management of companies, while the problem that this research aims to answer is how to evaluate companies with a focus on intangible assets. This research was the construction of a systematic for valuing intangible assets in non-profit entities such as the Itaipu Technological

Park - PTI. The results reveal where and when wealth was generated, showing what and how much, serving as a management tool to add value in non-profit organizations. The main contribution was the systematization of the valuation of intangible assets not registered by traditional accounting, for non-profit organizations, allowing to reveal wealth created by the organization, in qualitative and quantitative terms, for the maintainers, investors and for society.

The sixth paper is entitled "AGENT-BASED MODEL AND MANAGEMENT ACCOUNTING: CULTURE-CONTINGENT MANAGERIAL BEHAVIOR IN LIGHT OF BUDGETARY CONSTRAINTS", by Edgard Cornacchione and Luciane Reginato, aimed to create a model to simulate managerial behavior within a budgetary process affording analysis of evolving overall performance and specific behavioral attributes of the manager-level. The study explores agent-based modeling (ABM) in management accounting, using Python and Mesa. The model adopts a Consumer Service Provider firm and its quarterly sales budgeting process for a network of 400 branches over a 5-year term, contingent on firm culture (authoritarian or participative). Findings show that authoritarian firms generated fair more sales with similar managerial human capital and market, under increasing strong demand; authoritarian firms paid more bonuses as part of their reward system. In general, an authoritarian culture may benefit in a stronger demand scenario than participative firms, potentially due to budgetary slack form negotiation.

The seventh paper, entitled "DO COMPANIES MANAGE TAXABLE AND ACCOUNTING EARNINGS SIMULTANEOUSLY IN TIMES OF CRISIS?", of the authors Neyla Tardin and Wilson Luis de Oliveira, investigated whether Brazilian companies are involved in earnings management and tax aggressiveness practices simultaneously in periods of economic crisis. The sample consisted of 2,301 observations from 142 non-financial companies with shares traded at the B3 stock exchange, between 1998 and 2019. The findings show that, in periods of crisis, companies engage more in tax aggressiveness to improve cash flow and pay fewer taxes.

The eighth paper is "TAX MORALE AS PERCEIVED BY ACCOUNTING PROFESSIONALS", by Antonio Lopo Martinez and Ivan Rafael Fassarela Pereira, evaluated firms' taxpayer morale or the intrinsic motivation to pay taxes and comply with tax rules through the perception of their accounting professionals, specifically whether there is an influence from i) penalties, ii) tax audit probability, iii) rewards, and iv) tax amnesties. The study involved the participation of 344 Brazilian accountants who answered a questionnaire on the provision of tax services. Research findings indicate that applying punishments and penalties is the most potent instrument for raising tax compliance, along with the perceived likelihood of an audit. In contrast, tax amnesty programs' successive applications may erode tax morale.

The ninth paper, entitled "BUDGET AND INTERGENERATIONAL SUCCESSION IN A FAMILY COMPANY", authored by Cristina Hillen and Carlos Eduardo Facin Lavarda, Investigated the social construction of planning and budgetary control in a family company intergenerational succession context. Was developed a qualitative case study in a Brazilian family company of the food industry. Results showed that building the budget in the succession process started with the internalization of knowledge from the successor's secondary socialization, which sought them out of the family nucleus.

The tenth and final paper of this issue is entitled "EFFECT OF ECONOMIC FREEDOM ON CARBON DISCLOSURE: AN INTERNATIONAL INVESTIGATION" by the authors Alan Bandeira Pinheiro, Cintia de Melo de Albuquerque Ribeiro, Sady Mazzioni and Ana Júlia Batistella, investigates how the institutional variables of economic freedom affect the disclosure of carbon by companies. A sample of 1,328 companies based in the 19 countries that emit the most carbon into the atmosphere is analyzed through a hierarchical regression, in which the dependent variable is the disclosure of carbon, and the independent variables represent the degree of economic freedom of the countries. The results found indicate that companies disclose more information about carbon emissions in countries with greater government participation in the economy and where the law is more enforced.

The ASAA Journal Editorial Team wishes you all an excellent reading!

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