

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses



Kristiantari, I Dewa Ayu¹, Intan Priliandani, Ni Made², Riasning, Ni Putu³

^{1,2,3} Faculty of Economic and Business, Warmadewa University, Bali- Indonesia

ABSTRACT: The declining interest in studying accounting programmes has become an increasingly serious challenge in the context of higher education and the accounting world. In this context, the research will utilise Paul Ricoeur's hermeneutic methodology to investigate the accounting meanings interpreted by accounting students who are Gen Y and Gen Z students. The purpose of this study is to find out how the accounting interpretations of Gen Y and Gen Z students and to find out how the accounting interpretations of Gen Y and Gen Z students impact the interest in choosing an accounting study programme. The result of this study is that Generation Z has a narrow understanding of accounting and leads to behaviour for material purposes only. This understanding is called the pragmatic type. Meanwhile, generation Y has a different perspective. Generation Y is more idealistic because it attributes meaning to something based on its perspective. The interpretation of accounting from Gen Y and Gen Z students has an impact on the interest in choosing an accounting study programme, namely the current Gen Z who are less interested in accounting because they see accounting as a rigid science that only studies debits and credits. In addition, generation Z also sees that accounting has now been replaced by many systems so that generation Z's interest in choosing an accounting study programme is greatly reduced. Generation Z will be more interested in accounting if accounting science shows sustainability then they will be more interested. Meanwhile, Generation Y tends to pursue stability and job security. They see accounting as a solid choice in terms of career stability and income.

KEYWORDS: Accounting Meaning, Hermeneutics, Declining Interest

INTRODUCTION

Accounting plays a crucial role in the sustainability and success of an entity, be it a company, non-profit organization, or government. First, accounting provides the foundation for effective and transparent financial management. Birt et. al. (2008) assert that accounting information is valuable to various parties, both internal and external. By recording and reporting financial transactions, accounting provides accurate and relevant information about the financial health of an entity, allowing management to make informed strategic decisions. The financial statements produced by accounting also provide a clear picture to external stakeholders, such as investors, creditors, and authorities, thereby increasing trust and compliance with financial standards. In addition, accounting also plays a role in creating transparency and accountability. Careful monitoring of an entity's assets, liabilities, and capital through accounting helps in identifying financial risks, preventing fraud, and ensuring regulatory compliance. Good accounting also supports risk management, making smart investment decisions, and fulfilling tax obligations. Overall, accounting provides a solid foundation for operational sustainability, helps mitigate financial risks, and increases transparency, which are key elements for the success and sustainability of an entity.

Accounting is not only important for business entities or organizations, but it also has a significant impact on the national level. Accounting provides the foundation for monitoring and measuring the economic health of a country. National financial statements prepared based on accounting principles provide a comprehensive picture of economic growth, wealth distribution, and the condition of public finances. This information forms the basis for governments and regulators to design economic policies, identify areas that require special attention, and improve the country's economic resilience. In addition, accounting also plays a role in creating transparency and credibility of a country's finances in the eyes of the world. By implementing good accounting practices, a country can build foreign investor confidence, attract investment capital, and strengthen its position in the global market. Accurate and reliable country financial reports help mitigate investment risks, improve economic competitiveness, and support sustainable growth. Therefore, the role of accounting is not only limited to the business entity level, but also has a far-

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

reaching impact on a country's economic sustainability and position on an international scale.

Higher education has a central role in shaping accounting professionals who are competent and have integrity. Higher education is the foundation for creating accounting professionals who are qualified, innovative, and able to answer the complex dynamics of today's business world. However, the decline in college interest in accounting study programs has become an increasingly serious challenge in the context of higher education and the world of accounting. This phenomenon can have a major impact on the sustainability and quality of accounting study programs in higher education. Seeing the important role of accounting in supporting business sustainability and economic development, it is necessary to research this decline in interest. It is important to recognize that students in higher education today come from various generations, ranging from baby boomers to generation Z. Baby boomers are the generation currently aged 56-74 (born 1946-1964). Gen X is the generation born in 1965- 1980 (currently aged 40-55). This generation grew up during a time of social change and technological development. Generation Y or more popularly known as the millennial generation grew up during a time of social change and technological development, which was born in 1981-1996 (currently aged 24-39 years). Gen Z is a generation born in the established digital era, 1997-2012, so they grew up with smartphones, social media, and the internet dominating daily life. Each generation has unique characteristics, values, and preferences that can affect their views on accounting. The phenomenon of declining interest in studying accounting may be the result of various factors across generations, including changing values, career expectations, and the role of technology in learning.

In this context, the research will utilize Paul Ricoeur's hermeneutical methodology to investigate the accounting meanings interpreted by accounting students who are Gen Y and Gen Z. Paul Ricoeur's hermeneutic methodology, which emphasizes on deep understanding and interpretation of texts, is highly relevant in this context as it will provide a richer view into how students from different generations interpret and relate the meaning of accounting to their values and goals. This research aims to bridge the existing knowledge gap and provide a deeper understanding of the cross-generational factors that might influence students' interest in pursuing an accounting study program. Through Paul Ricoeur's hermeneutic lens, this research will explore the various interpretations and understandings of the meaning of accounting that emerge from the perspectives of various generations. Based on the background above, the problem formulations in this study are 1) How is the interpretation of accounting from Gen Y and Gen Z students? and 2) How does the interpretation of accounting from Gen Y and GenZ students impact the interest in choosing an accounting study program?

LITERATURE REVIEW

Hermeneutics in Accounting Research

The life lived by humans is inseparable from language, both spoken and written language. Basically, hermeneutics is related to language. Etymologically, the word "hermeneutics" comes from the Greek "hermeneuein" which means to interpret, and in the noun "hermeneia" which can be interpreted as interpretation or interpretation. Mythologically, the term is associated with the messenger of the god Zeus named Hermes, who was assigned to convey the messages of the gods to humans. Hermes carried out a very important mission because he was required to be able to interpret the message of the gods in the language of heaven into the language of the earth used by humans. Therefore, in both classical and modern views hermeneutics is defined as the process of changing something or a situation of ignorance into understanding (Palmer, 1969: 3). The seeds of hermeneutic discussion are found in the book *Peri Hermeneias* by Aristotle in which, among other things, it explains that "the words we speak are symbols of our mental experience, and the words we write are symbols of the words we speak." Human think, speak, write, understand or make interpretations using language. Language is manifested in various texts that become real intermediaries for human relations. Hermeneutics is important because the assumption is that the reader of the text does not have access to the author of the text due to differences in space and time (Susanto 2017: 6). Hermeneutics was originally a methodology for the study or interpretation of scripture, namely, the Gospel text. Entering the 20th century, the study of hermeneutics began to develop. A philosopher dubbed the father of modern hermeneutics, FDE Schleiermacher, has expanded the scope of hermeneutics not only in the field of scripture and literature. According to him, as a method of interpretation, hermeneutics is of great significance for science so that it can be adopted by all circles. Hermeneutics has a major contribution to the development of social sciences (Bauman, 1978: 9).

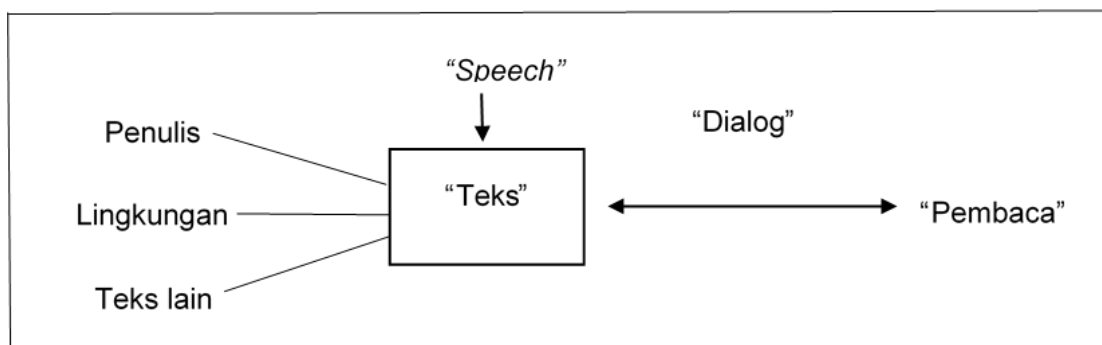
Accounting as part of the social sciences is also not immune from the contribution of hermeneutics. Palmer (1969) who classifies the branches of hermeneutics explains that the interpretation of the human person and his actions is called social hermeneutics. Lehman (2017) revealed that hermeneutics provides creative power in accounting research by opening up space for the exploration of various realities that are largely unexplored by current accounting research perspectives. Accounting should be seen as a multidimensional knowledge, and hermeneutics becomes one of the important dimensions because language plays an important role in accounting (Nasseri, 2007). Some studies and research using hermeneutics in accounting include Llewellyn (1993) who examines the implications and applications of hermeneutics in management accounting; Nasseri (2007) who examines the importance of hermeneutics in accounting theory and methodology; Purnamasari and Triyuwono (2010) use hermeneutics in

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

interpreting income statements in non-profit organizations; Sokarina (2011) uses hermeneutics to interpret the privatization that occurred in PT Telkom and PT Indosat; Lehman (2017) uses hermeneutics to interpret social and environmental accountability; Setiawan (2016) uses hermeneutics in interpreting the dark side of regional financial management; Farhan (2016) uses hermeneutics for the interpretation of profit.

Paul Ricoeur's Hermeneutics as Methodology

The variety of hermeneutic thoughts due to the different perspectives of the figures requires researchers to determine which thoughts are appropriate to adopt in order to achieve research objectives. Broadly speaking, hermeneutics can be divided into three main branches, namely romantic hermeneutics, philosophical hermeneutics, and critical hermeneutics. This research refers to the Hermeneutics initiated by the French philosopher, Paul Ricoeur (1913-2005). Bologna et al. (2020) call Ricoeur's hermeneutics as critical hermeneutics which is positioned at the intersection of interpretive and critical paradigms because it combines understanding and explanation. The relational approach of Ricoeur's hermeneutics explores phenomena both subjectively and objectively. Ricoeur's hermeneutics considers that understanding is not the end point or culmination of the subject's pilgrimage in the text. The understanding of the text will continue to manifest into behavior (Rahardjo, 2020). Ricoeur's view has a deep meaning in life because someone who is an expert in interpreting a text may not be in accordance with their life practices. Thus, what stands out in hermeneutics is the understanding that the text is basically polysemous, so it cannot have only one meaning. So its meaning depends on the various factors mentioned above. The polysemous text is described by Ricoeur (1981) as follows:



Ricoeur's hermeneutics explicitly takes into account the factors that make up the text's environment or what is called sociohistoricalcultural factors to support the interpretation process (Hoed, 2014: 112). By taking into account sociohistoricalcultural factors, there will be a plurality of text meanings. Ricoeur (1974: 22) asserts that philosophy is essentially a hermeneutic, which is a study of the meanings hidden in the text. Every interpretation is an effort made to "uncover" the hidden meanings in the text. Ricoeur (1981) revealed that in a written text, the message will experience three forms of autonomy, namely autonomy from the author's intention, autonomy from the socio-historical context in which it is embedded, and autonomy from its initial target group. The consequence of this autonomy is that the text becomes open so that the text can be decontextualized as well as recontextualized in new situations with new meanings according to the context of its readers.

RESULTS AND DISCUSSIONRESULTS

1 Pre- Reflective understanding: Narrow vs. Broad Meaning of Accounting

This stage is the initial stage in Ricoeur's Hermeneutics. This process of interpreting the text starts with guessing and estimating the meaning of the text (words). This is the earliest process of understanding and the reader tries to understand the meaning of the text in general, not yet in detail. In this initial moment, the text may present a variety of meanings.

The findings reveal a phenomenon on the surface, namely how students as generation Y and prospective students as generation Z give meaning to "accounting texts". This is the starting point that takes researchers deeper to find the interpretation of generation Y and generation Z in the text. The researchers initially found a similar picture of the meaning of accounting at this stage. Generation Y revealed that accounting is the art of recording, grouping the accounts of financial transactions of a company. A class XII student as generation Z, Ema, let's call her, revealed that accounting is:

"Accounting is a science that learns to make financial statements, debits and credits"

Learning to make financial statements as expressed by Ema if interpreted more deeply based on the researcher's information, then accounting is the study of making financial statements and she interprets accounting as debits and credits. Furthermore, the opinion expressed by Lis, an informant from generation Y, stated that accounting is:

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

“Accounting is a social science that studies how the process of preparing reports on the company's financial position”.

Informants from generation Y revealed a deeper meaning of accounting, namely that accounting is a social science. Researchers found two meanings adopted by generation Y and generation Z: 1) Narrow accounting, accounting is defined as the study of making financial statements. The broader meaning of accounting is that accounting is said to be a social science that studies the process of preparing financial position reports.

2 Reflection: Seeking Critical Explanation

Reflection is Paul Ricoeur's signature hermeneutic stage that is left behind by other hermeneutic figures. It is the stage that elevates the position of hermeneutics to a higher level, namely at the philosophical level through the process of going back and forth between understanding the text and oneself. Critical reflexivity is the hallmark of Ricoeur's hermeneutics. The use of hermeneutics as a methodology in interpretive research in accounting is able to produce deep and critical interpretations (Farooq, 2018). The meaning of accounting according to generation Y and generation Z is reflected in behavior, this will show the differentiating effect between meaning and behavior. Behavior is categorized based on the perception of generation Y and generation Z in behaving to choose or not major in accounting as the basis for determining their careers. Some of these behaviors are seen in:

Interest in accounting majors

Many generation Z who do not know accounting thoroughly will feel that learning accounting is very difficult. This was expressed by Alin who is currently in the XI senior high school, she said that:

“I am not interested in studying accounting because accounting in my mind must be balanced and balanced”.

The results of the interview stated that Alin did not like accounting because she thought that accounting took a long time because she had to find a balance between the debit side and the credit side.

The next informant is Praba who is currently in the 6th semester at the Bachelor level, he also revealed that:

“I think the accounting major in my mind after hearing the word accounting immediately imagined numbers and calculations with all the formulas, I personally am not interested in calculations”.

The results of this interview state that Praba is not interested in accounting because accounting is related to numbers and calculations, which makes her dislike accounting.

Risna, who is another informant from generation Z, also stated that the accounting major is not suitable for the personality she has “Risna's personality is the opposite of people who like accounting majors such as most accounting people in general, namely people who work in the back office, who have an interest in analyzing data processing with numbers in detail while Risna has a talkative personality and also likes to be social, so from the results of observations Risna feels that the state administration major is more suitable for Risna to take and sees this major which will be much related in the future”.

Risna said that the accounting major was less in tune with her personality, because the accounting major would be related to work in the back office, namely processing data with numbers in detail, while she had more interest in the state administration department because I have a talkative personality and love to be social, so according to Risna, the state administration department is suitable for her to take.

Furthermore, the statement that came from Topan, a member of generation Y who is a private employee, stated that:

“Accounting in my opinion is a process of collecting evidence of transactions so that based on this evidence, it will be used as a basis for making financial reports intended for company owners.

The results of the interview show that accounting is a process of how an accountant compiles financial records so that later produces financial reports intended for company owners.

Job Opportunities for Accounting Graduates

Many generation Z also do not know about the sustainability and job opportunities for graduates of accounting majors. This ignorance is what causes many current students to have no interest in majoring in accounting. This can be seen from the opinion expressed by Risna, a 7th semester student majoring in public administration. She said that “When compared to state administration majors, job opportunities for accounting majors, state administration science has wider job opportunities, this is because from the word state administration science there is the phrase ‘administration’ which has a broad meaning. State administration majors study many things starting from office management, so the scope of state administration majors can occupy in all fields of work opportunities both in the political field, the economic field, and the field of journalists etc. “.

Based on the response from Risna, it is stated that accounting majors have small job opportunities when compared to the state

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

administration majors that have been chosen, because if Megara administration science means studying many things, namely office management, so that the work opportunities are in the fields of politics, economics and journalists and others.

The same thing was also revealed by Praba, a 7th semester student majoring in law, who stated that there may be many job opportunities for accounting majors but I don't know for sure because I am not interested in accounting-related jobs, I am more interested in jobs as judges, lawyers and notaries. I am not interested in office and administrative work.

Based on the results of the interview with Praba, it can be said that Praba sees jobs in the field of accounting more in jobs related to administration while Praba does not like these jobs because she is more interested in jobs that are directly involved with many people.

DISCUSSION

Existential Stage: Peak Understanding

a. Accounting Interpretation from Gen Y and Gen Z Students Based on the methodological basis at the pre-reflective and reflective stages, the researcher reaches the peak stage of Ricoeur's hermeneutics at the ontological level. At this stage, armed with data, the researcher is encouraged to reach the root of his understanding. The researcher argues that Ricoeur's advantage is that he includes existential aspects into his hermeneutic theory, namely the process of understanding oneself in the face of the world projected by the text, and is the peak of the interpretation process that makes someone more aware of their existence. The context in this study is that the interpretation of the text can arouse the public about the meaning of accounting for its existence and nature so that it can provide positive benefits in carrying out their professional obligations. Understanding reality, especially understanding oneself, will shape the goals to be achieved. Understanding accounting that is limited to interest in accounting majors and job opportunities is based on the view of reality only limited to material and thought. According to (Wilber, 1998, p.6) humans have a material, body, mind, soul and spirit scheme so that understanding should not stop at material limitations. The perspective of humans (generation Z) who only see themselves as physical and intellectual beings will later direct their behavior only to meet their physical and intellectual needs. This is what happens to generation Z who have a narrow understanding of accounting, this understanding leads to their behavior only for material purposes.

Based on the interpretation made, the researcher stated that this accounting is a pragmatic type. The term pragmatic is used by researchers to describe Pragmatism which inspires the behavior of generation Z. Pragmatics is a school of philosophy that is often identified with reasoning and even a typical American way of life. Pragmatism itself is a school of philosophy that teaches that the truth of everything is based on the benefits it provides. Something is assessed from its usefulness for human actions for their lives. A pragmatic mindset is a mindset that prioritizes the results or benefits that can be obtained from a method, process, or action. In pragmatic thinking, something is considered useful if it produces benefits or uses for itself.

Keraf (1987:15) stated that Pragmatism is a philosophy or thought about action. Charles Sanders Peirce (1839-1914), William James (1842-1910) and John Dewey (1859-1952), (Minderop, 2006:95) These figures argue that existing philosophy has not provided a satisfactory answer to human life, so Pragmatism is needed which offers something practical, which is oriented towards the principle of efficiency. Pierce, a pioneer of Pragmatism, taught that what is important is not what the essence of an idea is, but what is important is the influence of what an idea does in an action plan. Likewise with the view of the Father of Pragmatism, namely William James, who emphasized that the measure of the truth of something is determined by its practical consequences so that a science is never true but can only be "true". Ideas that can be calculated or considered true have been assimilated, validated, and proven; otherwise, it is a wrong idea (James, 1907, p.201). Based on the interpretation of the data obtained by the researcher, the interpretation of the meaning of accounting describes that generation Z assumes that accounting is a science that studies numbers. The science that studies numbers means a rigid science which means that the science is proven and validated for its truth. Limitations on this understanding will kill critical thinking that generation Z has in interpreting accounting. The range of thinking that stops at this point will produce material-oriented goals. Because pragmatism emphasizes practical consequences, what is considered correct is only a way of thinking or behaving that provides practical benefits for the perpetrators (James, 1907).

This is different from generation Y, which has a different perspective from generation Z, namely the pragmatic generation. Researchers call it generation Y, namely the "idealist" type generation because it associates meaning with something based on its perspective. This idea of idealism is identified with Plato so that Plato is nicknamed the originator or father of idealism philosophy. According to Plato, the essence of everything does not lie in what is material, but in something behind that material, namely ideas.

Idealism is a belief in morals so that its adherents will avoid actions that conflict with these beliefs (Poor et al., 2015). Idealism is the opposite of unethical behavior (Rawwas et al., 2013). Idealism then developed through figures such as Rene Descartes (1596 - 1650), George Berkeley (1685 - 1753), Immanuel Kant (1724 - 1804) and George Hegel (1770 - 1831). Throughout its history, idealism has always been associated with religion because both emphasize moral and spiritual aspects

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

(Rusdi, 2013). Idealism believes that the nature of an object is spiritual, immaterial, and idealistic. Although its main focus is on ideas or values, idealism does not deny empirical material and views both as an inseparable unity. Ideas in the form of values believed in by the idealist generation Y type become their driving force in work life. The romantic type of Generation Y believes that accounting is a process of accountability to related parties (stakeholders, especially regulators and professional associations) and the "main idea" that they believe in is God. This idealism is the strength for Generation Y and does not easily fall into unethical behavior. Although they know there are loopholes in the regulations, they have values that they believe in, which prevents them from entering them.

b. Accounting Interpretation from Generation Y and Generation Z Students Impacts Interest in Choosing Accounting Study Programs

Based on the interpretation of generation Y and generation Z students regarding the meaning of accounting, it greatly impacts the interest in choosing accounting study programs as their choice to determine the study program to continue their studies. Generation Z who views accounting only as an interest in accounting majors and job opportunities, this is based on the view of reality only as material and mind. In fact, according to (Wilber, 1998, p.6) humans have a material, body, mind, soul and spirit scheme so that understanding should not stop at material limitations. The perspective of humans (generation Z) who only see themselves as physical and intellectual beings will later direct their behavior only to meet their physical and intellectual needs. This is what happens to generation Z who have a narrow understanding of accounting, this understanding leads to their behavior only for material purposes. Based on the interpretation made, the researcher states that this accounting is a pragmatic type. Pragmatics is a school of philosophy that is often identified with reasoning and even a typical American way of life. Pragmatism itself is a school of philosophy that teaches that the truth of everything is based on the benefits it provides. Based on this, many Gen Z are now less interested in accounting because they see accounting as a rigid science that only studies debits and credits. In addition, Generation Z also sees that accounting has now been replaced by systems so that Generation Z's interest in choosing accounting study programs is greatly reduced. Generation Z will be more interested in accounting if accounting science shows sustainability, then they will be more interested.

Meanwhile, Generation Y has a deeper interpretation of the meaning of accounting. Generation Y is an idealist type because it links the meaning of something to its perspective. Idealism is a belief in morals so that its adherents will avoid actions that conflict with these beliefs (Poor et al., 2015). Idealism is the opposite of unethical behavior (Rawwas et al., 2013). The romantic Generation Y type believes that accounting is a process of accountability to related parties (stakeholders, especially regulators and professional associations) and the "main idea" that they believe in, namely God. This idealism is the strength so that Generation Y does not easily fall into unethical behavior. Even though they know there are loopholes in the regulations, they have values that they believe in, which prevents them from entering them. Generation Y tends to pursue stability and job security. They see accounting as a solid choice in terms of career stability and income.

CONCLUSION

1. Accounting Interpretation from Generation Y and Generation Z Students, namely accounting as interpreted by generation Z has various interpretations but all lead to an understanding of accounting based only on a view of reality only in terms of material and thought. Generation Z only sees itself as a physical and intellectual creature who will later direct its behavior only to meet physical and intellectual needs. Generation Z has a narrow understanding of accounting and leads to behavior for material purposes only. This understanding is called the pragmatic type. Meanwhile, generation Y has a different perspective. Generation Y is more idealistic because it associates meaning with something based on its perspective. Generation Y believes in accounting as a process of accountability to related parties.

2. Accounting Interpretation from Generation Y and Generation Z Students has an Impact on Interest in Choosing an Accounting Study Program, namely that generation Z is now less interested in accounting because they see accounting as a rigid science that only studies debit and credit. In addition, generation Z also sees that accounting has now been replaced by a system so that generation Z's interest in choosing an accounting study program is greatly reduced. Generation Z will be more interested in accounting if accounting science shows sustainability, then they will be more interested. Meanwhile, Generation Y tends to pursue stability and job security. They see accounting as a solid choice in terms of career stability and income.

REFERENCES

- 1) Ackerman, R. W. (1973), 'How Companies Respond to Social Demands', Harvard University Review, Vol.51, No.4, pp.88-98.
- 2) Aguinis, H. & Glavas, A. (2012), What we know and don't know about corporate social responsibility a review and research agenda, Journal of Management, Vol. 38 No. 4, pp. 932- 968. <https://doi.org/10.1177/0149206311436079>

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

- 3) Alford, H. & M. Naughton (2002), Beyond the Shareholder Model of the Firm: Working toward the Common Good of a Business, in S. A. Cortright and M. Naughton (eds.), Rethinking the Purpose of Business. Interdisciplinary Essays from the Catholic Social Tradition (Notre Dame University Press, Notre Dame), pp. 27-47.
- 4) Andriof, J. & M. McIntosh (eds.) (2001), Perspectives on Corporate Citizenship (Greenleaf, Sheffield, UK) Bauman, Z. (1978). Hermeneutics and Social Science: Approaches to Understanding. London: Hutchinson & Co.
- 5) Berman, S. L., A. C. Wicks, S. Kotha & T. M. Jones (1999), Does Stakeholder Orientation Matter? The Relationship between Stakeholder Management Models and the Firm Financial Performance, *Academy of Management Journal*, Vol.42, No.5, pp.488-509. <https://doi.org/10.2307/256972>
- 6) Birt, J., Chalmers, K., Beal, D., Brooks, A., Byrne, S., Oliver, J. (2018). Accounting: Business Reporting for Decision Making. Australia: John Wiley & Sons Australia, Ltd.
- 7) Bologna, R., Trede, F., Patton, N. (2020). A Critical Imaginal Hermeneutics Approach to Explore Unconscious Influences on Professional Practices: A Ricoeur and Jung Partnership. *The Qualitative Report* 25 (10): 3486-3518.
- 8) Bowen, H. (1953). Social responsibility of the businessman, Harper, New York.
- 9) Carroll, A. (1999). Corporate social responsibility: evolution of a definitional construct, *Business and Society*, Vol. 38, No.3, pp.268-295. <https://doi.org/10.1177/000765039903800303>
- 10) Carroll, A.B. (1979), A three-dimensional conceptual model of corporate performance, *Academy of Management Review*, Vol. 4 No. 4, pp. 497-505. <https://doi.org/10.5465/amr.1979.4498296>
- 11) Clark, J.M. (1939), Social control of business, McGraw Hill, New York, 1939
- 12) Coronella, S. Caputo, F. Leopizzi, R. & Venturelli A. (2018), Corporate social responsibility in Economia Aziendale scholars' theories A taxonomic perspective, *Meditari Accountancy Research*, Vol. 26, No. 4, pp. 640-656. <https://doi.org/10.1108/MEDAR-03-2017-0124>
- 13) Creswell, J.W. (2016). *Research Design Pendekatan Metode Kualitatif, Kuantitatif dan Campuran*. Yogyakarta: Pustaka Pelajar.
- 14) Dahlsrud, A. (2008), "How corporate social responsibility is defined: an analysis of 37 definitions", *Corporate Social Responsibility and Environmental Management*, Vol.15, No. 1, pp. 1-13. <https://doi.org/10.1002/csr.132>
- 15) Davis, K. (1960), 'Can Business Afford to Ignore Corporate Social Responsibilities?', *California Management Review*, Vol. 2, pp.70-76. <https://doi.org/10.2307/41166246>
- 16) De Silva Lokuwaduge, C. S., Smark, C. & Mir, M. (2020). Sustainable Development Goals and Businesses as Active Change Agents, *Australasian Accounting, Business and Finance Journal*, Vol.14, No.3, pp.1-5 <https://doi.org/10.14453/aabfj.v14i3.1>
- 17) de Silva Lokuwaduge, Chitra S.; Smark, C. & Mir, Monir, (2022), The Surge of Environmental Social and Governance Reporting and Sustainable Development Goals: Some Normative Thoughts, *Australasian Accounting, Business and Finance Journal*, Vol.16, No.2, pp.3-11. <https://doi.org/10.14453/aabfj.v16i2.2>
- 18) Donaldson, T. & T. W. Dunfee (1994), 'Towards a Unified Conception of Business Ethics: Integrative Social Contracts Theory', *Academy of Management Review*, Vol.19, pp. 252-284. <https://doi.org/10.5465/amr.1994.9410210749>
- 19) Evan, W.M. & R.E. Freeman (1988) A Stakeholder Theory of the Modern Corporation: Kantian Capitalism, in T.L. Beauchamp & N. Bowie (eds.), *Ethical Theory and Business* (Englewood Cliffs, NJ: Prentice Hall), pp.75-84, doi.org/10.1002/csr.132.
- 20) Djamhuri, A. (2011). Ilmu Pengetahuan Sosial dan Berbagai Paradigma dalam Kajian Akuntansi. *Jurnal Akuntansi Multiparadigma* 2 (1): 147-185.
- 21) Farhan, A. (2016). Hermeneutika Romantik Schleiermacher Mengenai Laba dalam Muqaddimah Ibnu Khaldun. *Jurnal Akuntansi Multiparadigma* 7 (1): 61-69.
- 22) Fisher, J. (2004). Social responsibility and ethics: clarifying the concepts, *Journal of Business Ethics*, Vol. 52, No.4, pp.381-390. <https://doi.org/10.1007/s10551-004-2545-y>
- 23) Freeman, R. E. (1984), *Strategic Management: A Stakeholder Approach* (Pitman, Boston).
- 24) Friedman, M. (1970). The social responsibility of business is to increase profits, *The New York Times Magazine*, 13 settembre 1970.
- 25) Hoed, B.H. (2014). *Semiotik dan Dinamika Sosial Budaya*. Depok: Komunitas Bambu.
- 26) Institut Akuntan Indonesia. (2018). *Standar Akuntansi Keuangan*. (www.iaiglobal.or.id) Lehman, G. (2017). *The Language of Environmental and Social Accounting Research*
- 27) Llewellyn, S. (1993). Working in Hermeneutic Circles in Management Accounting Research: Some Implications and Applications. *Management Accounting Research* 4: 231-249.
- 28) Meigs, W. B. (1982). *Accounting: The Basis for Business Decisions*, McGraw-Hill
- 29) Moleong, L. J. (2012). *Metodologi Penelitian Kualitatif, Edisi Revisi*. Bandung: PT Remaja Rosdakarya Nasserri, A. (2007). *The*

The Meaning of Accounting for Gen Y and Gen Z: Behind the Declining Interest in Accounting Courses

- Significance of Language for Accounting Theory and Methodology. Australia: Thesis Doctor of Philosophy, University of Wollongong
- 30) Palmer, R.E. (1969). *Hermeneutics: Interpretation Theory in Schleiermacher, Dilthey, Heidegger, and Gadamer*. Evanston: Northwestern University Press
 - 31) Prasad, A. (2002). *The Contest Over Meaning: Hermeneutics as an Interpretive Methodology for Understanding Texts*. *Organizational Research Methods* 5(1): 12-33.
 - 32) Rahardjo, M. (2020). *Hermeneutika: Menggali Makna Filosofis Teks*. Malang: Intrans Publishing.
 - 33) Ricoeur, P. (1974). *The Conflict of Interpretations*. Evanston: Northwestern University Press.
 - 34) (1981). *Hermeneutics and the Human Sciences: Essays on Language, Action and Interpretation*. United Kingdom: Cambridge University Press.
 - 35) Purnamasari, D. dan Triyuwono, I. (2010). Tafsir Hermeneutika Intesionalisme atas Laba Yayasan Pendidikan. *Jurnal Akuntansi Multiparadigma* 1 (3): 479-503.
 - 36) Setiawan, A.R. (2016). Al-Halalu Bayn Wal Haroomu Bayn: Tafsir Agama(Wan) atas Multitafsir "Sisi Gelap" Pengelolaan Keuangan Daerah. *Jurnal Akuntansi Multiparadigma* 7 (1): 17-35.
 - 37) Sokarina, A. (2011). Tafsir Kritis Privatisasi Berdasarkan Hermeneutika Gadamerian: Kasus Privatisasi PT Telkom dan PT Indosat. *Jurnal Akuntansi Multiparadigma* 2 (2): 217-238.
 - 38) Strauss, A., dan Corbin, J. (1998). *Basics of Qualitative Research: Techniques and Procedures for Developing Grounded Theory*. Thousand Oaks, CA: Sage Publications, Inc.
 - 39) Susanto, E. (2017). *Studi Hermeneutika: Kajian Pengantar*. Depok: Kencana.
 - 40) Warren, C. S., & Reeve, J. M. (2018). *Accounting Principles*, 27th edition, Cengage Learning.



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.