**Name:** Jenice Prather-Kinsey  

**Date of Visit:** July 18 – August 19, 1999

**UM/UWC EXCHANGE QUESTIONNAIRE**

**Instructions:** Please respond to each item below and return the questionnaire as soon as possible to: Dr. Ron Turner  
Office of the President  
321 University Hall  
Columbia, MO 65211

1. **What was the objective of your visit?**  
The objective of my visit was to learn more about the Johannesburg Stock Exchange (see attached research proposal), to administer questionnaires to financial directors of South African companies and to interact with students at University of The Western Cape (UWC) and University of Cape Town (UCT).

2. **If your objective was fulfilled, to what do you attribute your success?**  
My objectives were fulfilled because UCT, UWC and NBC Actuaries and Consultants were extremely helpful in conducting my research and interacting with students and faculty. UCT gave me office space, a computer and access to a fax machine so that I could have Cape Town financial directors fax their completed questionnaires to me. UCT also arranged for me to attend accounting workshops, participate in honors seminars and to lecture to their students on activity-based-costing. Staying in a guesthouse, recommended by UCT, was the best way to learn about South African culture and to meet people from around the world.  
UWC allowed me to present my international accounting research to their faculty and students and to lecture to faculty and students on activity-based-costing. NBC gave me an office, computer and access to a fax machine while in Johannesburg so that I could fax questionnaires to and receive completed questionnaires from financial directors in Johannesburg. NBC also arranged for me to visit a JSE stock exchange floor at Cazenove and to visit with two stockbrokers, Mike Shakerley of Cazenove and Jonathan Morphet of another stock brokerage company.

3. **If your objective was not fulfilled, what was the reason?**  
My objectives were fulfilled. In addition, I started a research project with Surendra Agrawal, an U.S. Fulbright Scholar visiting UCT. The research is on the balanced scorecard, a newly evolving management accounting tool.

4. **If you could have changed any aspect of your visit, what would it have been?**  Nothing.
5. How could the planning and preparation for your visit have been improved by UM? I believe that UM’s planning and preparation for the visit were good. Ron Turner briefed me on his experiences, Mary Gillespie sent me videotapes of her experiences and Marty Townsend gave me an overview of her experiences. These individuals provided me with the background needed to understand the South African culture. I am very thankful that UM allowed me to take a five-week visit. My outlook on South Africa changed significantly and resulted in my wanting to pursue more accounting research about the Johannesburg Stock Exchange.

6. How could the planning and preparation for your visit have been improved by UWC? UWC was having problems with their accounting accreditation, so the accounting department was not of adequate size to pursue research with me. However, because of Chris van Staden’s invitation, I did get an opportunity to interact with their students, faculty and dean.

7. What is your overall assessment of the value of the UM/UWC Exchange Program? The value of this exchange program cannot be overstated. Anyone pursuing research about South Africa will learn from interacting with students and faculty at UWC. UWC is in need of talented faculty and the exchange program provides for UM-faculty and UWC-student interaction. For example, activity-based-costing (ABCC) is a new concept in cost accounting that is included on professional accounting exams in the United States and South Africa. The faculty at UWC had not learned or been taught how to teach this concept. After my lecture, students had been exposed to the concept and faculty retained my notes so that they could teach this concept to their future classes.

8. If you could change any aspect of the overall exchange program, what would you change? I believe that I had the best experiences possible given my research agenda.

9. Should the exchange program be continued? Yes If so, why? This is becoming an international business world. We in the U.S. need to understand other cultures and integrate them into our classes and research. UWC is a somewhat economically deprived university that can benefit from the educational background of UM faculty. I applaud UM for the development and maintenance of this program.

10. Did you encounter any special problems during your visit? If so, please describe. I took a Kruger Park tour, at my expense, and experienced racist and sexist remarks and behavior from the tour guide. Otherwise, I experienced no problems during my visit.
11. How did your visit change, improve, or strengthen programs at UWC?  
Please give specific examples. I believe that my visit strengthened the UWC cost accounting class and faculty. These students had never been exposed to ABC because their faculty did not understand the concept adequately to teach it. I provided a simple example to explain ABC so that when I applied it to accounting it was easier to understand. I provided UWC faculty with teaching notes and illustrations that they understood and could use to teach ABC to their future cost accounting classes. For many students, I was their first exposure to an African-American teacher. Both the students and I were internationalized. To my surprise, they found my jokes funny and enthusiastically interacted with me during my lecture. These students have a thirst for knowledge and UM’s exchange program satisfies some of that thirst.

12. How did your visit change, improve, or strengthen programs at UM?  
Please give specific examples. This visit provided me with experiences to use in my cost accounting and international accounting class and opportunities to conduct international accounting research. My international accounting class content will now include more emphasis on South Africa and International Accounting Standards. I plan to submit my Johannesburg Stock Exchange study to a top tier accounting journal where UM will be recognized for cutting edge international accounting research.

13. Given the opportunity to participate in this exchange again, would you do so? Why? 
Yes, I would do so again. I would like to teach a one-semester cost accounting class where students would be exposed to all of the new concepts in cost-managerial accounting. I would also like to collect data for my Johannesburg Stock Exchange study during this same semester. It would be less costly to collect data and I would get primary data sources to conduct a Johannesburg capital markets study if I were in Cape Town and Johannesburg.

14. How did you first learn about the UM/UWC exchange program? Through faculty at UMC who had shared their experiences with me.

15. What, if anything, about your exchange experience surprised you? I was surprised at the large classroom sizes for the upper lever accounting classes at UCT and UWC. They had cost accounting lecture classes of more than 200 students whereas at UMC the average class size of a cost accounting is approximately 30 students. I was surprised to find that 90% of the accounting faculty at UWC and UCT were non-Ph.D. Neither of these schools offered a Ph.D. in accounting or business. Faculty make their money from publishing textbooks and consulting. Research is not of interest to most South African accounting faculty. Therefore, there is little accounting research conducted and the research that is conducted, is done by students working on their masters degree.
I was unpleasantly surprised at the large number of poor people in South Africa and the township living conditions.
16. What do you like most about the exchange program? I liked interacting with students and South Africans and learning about the Johannesburg Stock Exchange. I especially liked living in a guesthouse and meeting people from all over the world including prominent dignitaries in South Africa.

17. What do you like least about the exchange program? I disliked the high crime rate in South Africa, especially Johannesburg.

18. What other observations would you like to make about the program? (Please use the back of this page or additional sheets.) I would encourage more faculty to participate in the UWC exchange program. Faculty need to be exposed to a developing country and its needs. South African universities can benefit from the knowledge of faculty in developed countries. I am now encouraging Ron Ebert to apply to the UWC program. He is an excellent production management teacher and could provide a wealth of knowledge to UWC students and faculty.