**STATISTICS BOOK PROPOSAL**

**Chapman & Hall/CRC**

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| **1. Provisional title of your proposed book.**  R for financial management |
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| **2. Full name, position, and affiliation.** |
| Dr Maria Prokofieva, senior lecturer, Victoria University Business School, Melbourne, Australia |
| **3. Address, telephone number, fax and e-mail address.** |
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| **4. Please list details of co-authors.** |
| n/a |
| **5. Please describe in detail the subject of your proposed book and indicate its academic level.** |
| The book is one of a series that targets introductory accounting/finance topics – i.e. financial management. Other books in the series will be “Financial reporting with R” (dashboarding, RShiny, etc), “R for Cost accounting”  The book is aimed at introductory accounting/finance subjects for undergraduate and postgraduate programs. It is also well suited for MBA classes on introductory finance, accounting and financial management. It can also be used by professionals from those areas to get a better understanding on how R can be integrated into the profession. |
| **6. Please state why you believe the book is needed, and how it will achieve its goals.** |
| There is a growing interest from accounting/finance profession to dig into data analytics and visualization. The demand for using R in accounting/finance education and industry is growing, but availability of books written for accounting/finance majors or professionals is limited.  The book aims to fill this void and introduce a source that is still loyal to data science, but is tailored to the needs of the profession and education. Unlike the existing resources, where the focus is on R itself, the main focus here will be on dealing with the financial management (accounting/finance) topics and R is introduced as a natural tool to deal with them.  The book will still cover R basics, but will use recent examples (preferably real-world ones) on what and how particular tasks are done in R. Examples and domain specific applications will be the “selling point” for the book.  Also, there will be an increase in demand for such resources as industry bodies are starting to promote data analytics and data science more rigorously as a response to data scientists starting to compete in “traditional” accounting/finance job market. The industry bodies would prefer to broaden the skillset of accounting/finance graduates as they are their membership base. For examples, CPA Australia has recently put a white paper encouraging educators to include more data analytics and data science specific content. While the initial focus in the industry was on standalone desktop software and cloud solutions, e.g. Tableau, SAP Cloud Analytics, etc., it is starting to become evident that with availability of free sources like R, building up capabilities in data science and analytics are more achievable and achievable in a shorter time frame. |
| **7. Please list up to six key features of your proposed book.** |
| Domain specific– the focus is on following accounting/finance breakdown, but R functionality is introduced to address specific tasks and “practiced” further to ensure retention. The “R Index” include reference to all R functionalities introduced to allow readers to read them in isolation of the accounting/finance topic  Problem-based enquiry (Practice oriented) – short theory to relate to accounting/finance topics and practical examples/case studies from the subject domain, on routine accounting/finance tasks  Principle-based – each topic includes a list of basic principles that are accounting/finance topic specific and R specific. This makes this book ideal as a reference point  Scaffolding – each topic includes a series of practical examples from simplest to more advanced to demonstrate different aspects of the topic and R functionality  Graphics-based: theory and practice – major principles are presented in the infographic/cheatsheet style summary. |
| **8. Will your book feature any supplementary material, e.g. an accompanying Website or solutions manual?** |
| Yes, with code and solutions, as well as updates related to R development (e.g. packages updates, etc.). |
| **9. Please give details of the primary audience for the book. Will it be used for teaching, research or both? Are there any secondary markets?** |
| Teaching: undergraduate/postrgraduate students for introductory accounting/finance subjects. MBA programs with analytics as well as financial management, accounting/finance classes  Secondary market: professional training for accounting/finance professionals (e.g. CPA courses, short courses organised by individual business entities, etc.) |
| **10. If your book is a textbook, for which courses will it be the primary text? For which would it be supplementary reading? (Please give specific course titles where possible.)** |
| The book can be used as a textbook as well as a reference book where each chapter can be taken in isolation. This approach will make it applicable in the teaching settings as well as a reference point for the professional audience.  As a textbook the book will be well suited for accounting/finance programs with analytics as a separate subject. In other programs, the book can be used as a main or supplementary textbook (depending on the philosophy of the unit coordinator as well as competency). The textbook is also suited as a supplementary resource for intermediate accounting/finance units to increase exposure to analytics and data science. |
| **11. What competitive and/or related books are available? (If possible, please indicate author, title, publisher and publication year).** |
| Lindell, J. (2018). *Analytics and Big Data for Accountants*. John Wiley and Sons.  Black, K. (2018). *Business Analytics and Statistics, 1st Edition*. Wiley |
| **12. How does your book relate to the above, and what particular advantages does your book have over them, i.e. identify the niche that your book fills?** |
| The above textbooks are very broad and very limited in providing technical skills, e.g. computations, codes. They are written on the topic, but without any close fit to particular units taught in the degree programs. They also lack a clear fit with teaching sessions. |
| **13. What is the approximate number of printed book pages for your book? How many figures approximately?** |
| 300 pages |
| **14. When would you hope to be able to submit the final draft of the book to us? Please state the format of the manuscript (Latex camera-ready copy, Word, etc).** |
| I will use the bookdown package for the final draft. I anticipate 2-3 months to finish. |
| **15. Please give the names and e-mail addresses of four people who would be qualified to give an opinion on your proposed book. (We will not necessarily contact these people).** |
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| Prof. Di Cook <https://research.monash.edu/en/persons/dianne-cook>  DiCook@monash.edu  Jonathan Regenstein  <https://www.linkedin.com/in/jkregenstein/>  Kristian Larsen  <https://www.linkedin.com/in/kristian-larsen-02992710/?originalSubdomain=dk>  Ross Bennett  rossbennett34@gmail.com  **16. Please add any further information that you feel would be helpful in evaluating your proposal.** |
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I have been teaching in the area of accounting/finance and data science over the last ten years. Some of the materials that will be included in the book have been applied in the classroom and pedagogy has been tested with students.