**STATISTICS BOOK PROPOSAL**

**Chapman & Hall/CRC**

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| **1. Provisional title of your proposed book.**  R for introductory accounting and finance |
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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 targets introductory accounting/finance units for undergraduate and postgraduate students. It is also well suited for MBA classes on introductory finance, accounting and financial management |
| **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 visuliazation. 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.  The demand in using R in accounting/finance education and industry is growing, but the 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. |
| **7. Please list up to six key features of your proposed book.** |
| Practice based – short theory to relate to accounting/finance topics and practical examples/case studies  Scaffolding – each topic includes a series of practical examples from simplest to more advanced to demonstrate different aspects of the topic and R functionality  Principle-based – each topic includes a list of basic principles that are accounting/finance topic specific and R specific  Problem-based enquiry – 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  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 textbook 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?** |
| 300-400 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 am taking a study leave from my university in the second half of 2020 and plan to work closely on the book. At the same time the priority is to have this book earlier, since there is a growing demand and a niche for it. |
| **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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| **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.