

PRESENTATION

Dear readers,

It is with great satisfaction that I present, on behalf of the RC&F editorial team, the 73rd Edition of the **Revista Contabilidade & Finanças (Accounting & Finance Review)**, which is available on our website.

The Editorial was developed by Frank G.H. Hartman under the title **Accounting research: between natural science and practice**. The author questions the Accounting research distance from those who should use the knowledge that was produced. It identifies an evident problem in the surveys' course, which seek a closer proximity to the academies in other areas, but create a huge distance from Accounting itself. The theme has been discussed and the editorial adds elements for a reflection that must be practical in order to identify opportunities for changes.

Besides the editorial, eight original articles from different lines of research covered by the Review complete the edition, these being:

Wilton Bernardino da Silva, Silvana Karina de Melo Travassos, and Jose Isidio de Freitas Costa are the authors of the article titled **Using the Newcomb-Benford Law as a Deviation Identification Method in Continuous Auditing Environments: A Proposal for Detecting Deviations over Time**. They treat the Newcomb-Benford Law as a mechanism that facilitates auditing activities in continuous auditing environments, focusing their research on the public-sector setting in two Brazilian states.

The study **Social Quotas, Affirmative Actions, and Dropout in the Business Field: Empirical Analysis in a Brazilian Federal University**, conducted by Larissa Couto Campos, Thalyson Renan Bitencourt Machado, Gilberto José Miranda, and Patrícia de Souza Costa, seeks to analyze whether the adoption of affirmative action affects student dropout rates in Accounting Science and other business-related courses.

Why has it not worked? An empirical application of the extended Burns and Scapens' framework within the implementation of a controlling department, from Márcia Maria dos Santos Bortolucci Espejo and Neusa Sawczuk von Eggert, is an article that analyzes, from the institutional theory perspective, implementation of the controlling area in a company.

By means of style analysis, exposure to different market factors in two categories of investment funds was studied in the article titled **Exposition to factors of the investment funds market in Brazil**. With this analysis, differences can be inferred between the allocations and composition of portfolios, constructing an overview regarding the sensibility of fund returns to the market factors addressed in the study. It is this that is examined in the article, the authors of which are Cláudia Olímpia Neves Mamede Maestri and Rodrigo Fernandes Malaquias.

Maíra Melo de Souza and José Alonso Borba are the authors of the article titled **Value relevance vis-à-vis disclosure on business combinations and goodwill recognized by publicly traded Brazilian companies**. One of the study's conclusions is that the level of disclosure on business combinations is positively and significantly related with the share price of the companies analyzed.

Geographically Weighted Logistic Regression applied to credit scoring models, an article from Pedro Henrique Melo Albuquerque, Fabio Augusto Scalet Medina, and Alan Ricardo da Silva, verifies whether factors that influence credit risk differ according to the borrower's geographical location and compares the set of models estimated via GWLR with the global model estimated via Logistic Regression, in terms of predictive ability and financial losses for the institution. Moreover, it analyzes the viability of using the GWLR technique to develop credit scoring models.

The article titled **Heterogeneity in earnings quality between different classes of companies after IFRS adoption: evidence from Brazil** was written by Roberto Black and Sílvio Hiroshi Nakao. The results found indicate that a particular set of companies started showing conditional conservatism, value relevance of net income, and lower earnings management after IFRS adoption. On the other hand, these results were not found for two other classes of companies.

César Valentim de Oliveira Carvalho Júnior, Edgard Cornacchione, Armando Freitas da Rocha, and Fábio Theoto Rocha are the authors of the article titled **Cognitive brain mapping of auditors and accountants in going concern judgments**. The article compares, by means of an experiment, accountants' and auditors' reactions and indicates that they are not fundamentally different.

On behalf of all of the editors, I hope that you enjoy the read and that it will inspire research and lessons.

Fábio Frezatti
Editor-in-Chief

Departamento de Contabilidade e Atuária
Faculdade de Economia, Administração e Contabilidade
Universidade de São Paulo

Email: frezatti@usp.br