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# CAN ACCOUNTING SAVE THE PLANET?



## *A transformative idea*

While completing my postgraduate accounting honours degree, I had the profound experience of studying under Professor Judy Brown in a course on accounting and society. It was here that I encountered an idea that changed my career trajectory: what if accounting was more than just a technical practice, but also a moral and social force?

## *A new form of accounting*

This revolutionary concept of accounting—democratic, transparent, and above all, emancipatory—captivated me. I was driven to explore how accounting could become a powerful force capable of addressing humanity's most urgent crises: climate change, environmental devastation, social inequality, and poverty. This question continues to guide my research and teaching.



## *Re-defining accounting*

For many, accounting brings to mind numbers, financial statements, and balancing budgets—tools aimed at maximising profit and measuring financial performance. However, the field has evolved beyond the conventional aspects. Today, accounting recognises broader accountability, focusing on the relationships between organisations and their stakeholders, which extend far beyond financial outcomes. These stakeholders, from individuals to entire communities, are directly impacted by the actions of businesses, governments, and other institutions.



## *Meaningful possibilities*

My work is guided by an emerging theoretical framework called Critical Dialogic Accounting and Accountability (CDAA). Rooted in post-structural political theory, CDAA aims to democratise accounting for progressive social change by challenging capital-driven perspectives. I am excited to continue exploring CDAA, as it offers transformative, radical, and democratic possibilities. This approach could redefine the scope of accounting, paving the way for innovations while tackling some of the world's most urgent challenges.

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