



## Southern Africa Accounting Association (SAAA) Webinar Series

Webinar invitation

### Qualitative Research Methods for Emerging Scholars

Date: April 28, 2026

Time: 2 – 3 pm



#### **Professor Wayne van Zijl, CA(SA), University of Witwatersrand (Wits)**

**About the facilitators:** Prof Wayne van Zijl is a Chartered Accountant (SA) and Associate Professor at the Margo Steele School of Accountancy, University of the Witwatersrand (Wits), South Africa, where he also serves as Assistant Dean (Research) in the Faculty of Commerce, Law and Management. He holds a PhD in Accountancy from Wits, with research examining the evolution of accounting using insights from biological evolution and dynamic systems theory. His research sits in the field of corporate reporting, combining technical financial reporting with qualitative and interdisciplinary theoretical approaches. He is particularly interested in how accounting standards evolve, how accountability systems function in practice, and how reporting can better address sustainability and societal needs. Currently, his theoretical work focuses on studying the pluralistic evolution of corporate reporting. Other projects are more practical and examine reporting and accountability in civil society and not-for-profit organisations, including rotational savings clubs (stokvels) in the Global South, with postgraduate students as key research collaborators. Wayne has published widely in international, peer-reviewed journals, including *Critical Perspectives on Accounting* and the *British Accounting Review*, and has contributed chapters to leading research handbooks on sustainability and financial accounting. He is an IAAER–ACCA Scholar and is actively engaged in the global academic community through editorial roles and peer review. He serves as Associate Editor of *Meditari Accountancy Research* (ABDC A-rated) and Section Editor of the *South African Journal of Economic and Management Sciences* (ABDC C-rated). Alongside his research, he teaches corporate financial

reporting and research methods at the master's level and supervises extensively in accounting and reporting research.

**About the webinar:** *Join Prof Wayne van Zijl for an engaging webinar on Qualitative Research in Accountancy. This session will introduce qualitative research, explain when it is most appropriate, and show how it can be used to generate rich, theoretical and practice-relevant insights into accounting phenomena such as IFRS implementation, ESG reporting, governance, and informal accountability systems. The webinar will also cover key advantages and limitations of qualitative methods, together with an overview of useful software tools (e.g., NVivo and ATLAS.ti) to support rigorous analysis. Drawing on extensive experience supervising qualitative accounting theses and publishing in corporate reporting and accountability research, Prof van Zijl will share practical tips and tricks to help postgraduate students and emerging researchers design, execute and publish high-quality qualitative studies that have impact. The session is ideal for Master's and PhD students, as well as academics seeking to broaden their methodological toolkit and position themselves more strategically as distinguished researchers in their respective disciplines.*

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