



## **The Gap of Supply and Demand on Accounting Education: *A Picture of Readiness of Top 50 Universities in South East Asia toward Green Concern***

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### **ABSTRACT**

This paper aims to take a picture on the university commitment toward sustainability development consideration. As a part of it, this paper also try to map the action taken by accounting education through its programs including curriculum development, research, campus activities programs showing green concern in creating sustainability development. As a descriptive study, this research took 50 universities on top South East Asia ranking web of world universities (Webometrics) in 2010. All data taken from information published on web in each universities as well as any information related with each universities provided in public sources. Using descriptive analysis it is found that mostly accounting education put their green-concern on hardcore facilities such as web-based learning as one of their delivery method supporting facilities. While findings shown that accounting education need to put more attention and effort on designing accounting curriculum, campus events, and research that carry ethics and socio-environment consideration to respond the ultimate demand from business sector. Eventually, this result expected to encourage accounting education especially in Indonesia to put more consideration and action in responding business requirement in creating sustainability development.

**Keywords:** *South East Asia, Accounting Education, Environment, and Ethics.*

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