A Field Study on the Decision-Making and Implementation Processes for Internal XBRL Applications

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Agenda

- Background of Study
- Purpose of the Study
- Review of the Literature
- Methodology
  - Mixed Methods
  - Data Triangulation
- Questions and Discussion
Background of Study

• Dissertation Requirement
  • Institute of Advanced Studies (CTU)
• Researcher’s XBRL Interest
• Internal XBRL Applications Adoption Rate
• XBRL Internal Applications Understudied
• Need for More Field Studies
Purpose of the Study

• Develop a framework of best practices for selection and implement of an internal XBRL-based business application.
• Study of four organizations’ internal XBRL implementations.
• Mixed methods grounded theory study
• Theoretical Lens
  • Diffusions of Innovation (Rogers, 2003)
  • Technical Acceptance Model (Davis, 1989)
  • Technology, Organization, and Environment (Tomatsky & Fleisher, 1990)
Research Questions

Research Question 1: What were the decision-making factors that influenced selection of an XBRL system?

Research Question 2: What processes were followed to implement the XBRL systems?
Review of the Literature

Business Framework Studies

Cannavacciuolo, Iandoli, Ponsiglione, and Zollo (2012)

Graham, Harvey, and Rajgopal (2006)

Lech P. (2012)

Parry, Kupiec-Teahan, and Rowley (2012)
Review of the Literature

XBRL Studies

- XBRL and Regulatory Applications
- XBRL and Internal Applications
- XBRL and Theories of Innovation
- XBRL and Corporate Governance
- Call for Field Studies
  - Alles and Debreceny (2011)
  - Kaplan (2010)
Methodology

Triangulated Mixed Methods Study
## Three Stage Mixed Methods

<table>
<thead>
<tr>
<th>Assumptions</th>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
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</thead>
<tbody>
<tr>
<td>Method</td>
<td>Qualitative</td>
<td>Qualitative</td>
<td>Quantitative</td>
</tr>
<tr>
<td>Research Setting</td>
<td>Face-to-face or Virtual interview by AdobeConnect or phone</td>
<td>Virtual interview by AdobeConnect or phone</td>
<td>Web-based survey</td>
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<tr>
<td>Participants</td>
<td>Participants in four organizations</td>
<td>XBRL experts.</td>
<td>XBRL academic researchers and XBRL experts from Logix Data XBRL Solution Provider Market Share report. (see Appendix D)</td>
</tr>
<tr>
<td>Event</td>
<td>XBRL implementations</td>
<td>XBRL implementations</td>
<td>XBRL implementations</td>
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<tr>
<td>Process</td>
<td>XBRL project decision-making and implementation</td>
<td>XBRL project decision-making and implementation</td>
<td>Project decision- making and implementation</td>
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<tr>
<td>Sample Size</td>
<td>n = 10</td>
<td>n = 10</td>
<td>n &gt;= 30</td>
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</tbody>
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Four Organizations

• Federal Deposit Insurance Corporation’s (FDIC’s) XBRL call reports
• State of Nevada’s XBRL debt collection and grants management systems
• Maryland Association of CPAs’ (MACPA) XBRL-GL (Global Ledger)
• Fujitsu’s XBRL-GL.
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Questions and Discussion