

| <b>Traditional management accounting</b>              | <b>Strategic management accounting</b>                           |
|-------------------------------------------------------|------------------------------------------------------------------|
| Looking into the past                                 | Looking into the future                                          |
| Self-monitoring                                       | External monitoring                                              |
| Limited range                                         | Wide range                                                       |
| Focus on internal activities                          | Focus on the behavior of competitors                             |
| Oriented to a single period                           | Multi-period orientation                                         |
| Focus on production                                   | Focus on competition                                             |
| Accounting of existing objects                        | Accounting for opportunities                                     |
| Reactive focus on past events                         | Proactive focus on future events                                 |
| Pre-programmed                                        | Unprogrammed                                                     |
| Ignores the connections between some of the processes | Uses the connections between events and processes                |
| Based on existing systems                             | Unlimited by existing systems                                    |
| Based on prior consistency                            | Ignore the preliminary discussion                                |
| Use of financial measures                             | Use of financial and non-financial measures                      |
| Determining accurate data                             | Determination of indicative values and non-financial information |

**Source:** Adapted from Wilson & Chua (1993, cited in Shah et al., 2011; Egbunike et al., 2014)

# Management Accounting Strategic Management

**Keith Ward**



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