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# THE SIGNIFICANCE OF AMBIGUITY IN ACCOUNTING AND EVERYDAY LIFE: THE SELF-PERPETUATION OF ACCOUNTING

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### Abstract

This research study seeks to demonstrate accounting's autopoietic capacities in social enactments of change such as a preferencing tribal-based corporatisation. The paper, through a form of critical ethnography, underscores the argument that accounting self-reproduces through a complex interplay between: (a) the political effecting of ambiguity in a controversial and sensitive policy of change; (b) assumptions about accounting's ability to reduce ambiguity; and, (c) the inherent ambiguities in the accounting language. The research suggests that in order to be more appreciating of accounting's self-reproducing capacities, we need to be more conscious of the interplay between the politics of ambiguity in society and the aesthetics of ambiguity in accounting. In the process, the paper highlights the general applicability of accounting as an act of self-

replication, and the way in which perceived "meaningless[ness]" and time "eating" notions of accounting, ironically contemplate more of it.



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