

Секція 8. Облік, аналіз, аудит та оподаткування: основні тренди розвитку

Sections 8. Accounting, analysis, audit and taxation: the main trends of development

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MODERN TRENDS IN ACCOUNTING PROFESSION

Change isn't comfortable – especially when it comes to industries steeped in tradition, such as accounting. Modern accounting firms are forced to adjust their activity as their previously static sector grapples with major alteration [1].

Modern world – is the world of a watershed moments for accounting, which creates repercussions throughout the business. It's the end of “old school” accounting, but entrepreneurs should feel fine. A new, modern and futuristic accounting will rise from the ashes of the archaic industry, and this revival will lower costs and increase transparency for businesses in every sector.

In identifying modern accounting trends, it's helpful to take a look at reports from reputable organizations that have studied where markets are heading in the years to come. The World Economic Forum (WEF) just recently put out its 2018 “Future of Jobs Report” and the report helps gives insight into the trends facing the workforce in the upcoming 5 years to come [4]. According to this report the 4 trend takeaways affect the future of accounting profession:

- Automation needs to be central to accounting firms` strategy;
- Emphasis will need to be placed on professional development in technology and soft skills;
- The shift towards the gig economy means that lots of workplace flexibility needs to be provided;
- Accounting firms will need to start hiring for roles that have not been typical.

Modern accountants provide services relating to financial reporting, taxation, auditing, insolvency, accounting information systems, budgeting, cost management, planning and decision-making by companies and individuals and provide advice on associated compliance and performance requirements to ensure statutory and strategic governance. The survey conducted by Chartered Institute of Management Accountants in cooperation with the UK's University of Bath showed that accounting professionals around the world are embracing the increased responsibilities that come with a more strategic role. Generally,

they view this shift as necessary for both career progression and personal job satisfaction [5].

Responses to the survey indicate that financial professionals are dividing their time among a variety of responsibilities. From the overall respondent pool, management accounting (forecasting, budgeting, cash flow management and other responsibilities) and accounting operations (traditional tasks such as internal financial reports and transaction processing) together account for almost half the time spent by respondents on the job, 22% and 20%, respectively. Management support (strategic counsel and risk management, for example) follows closely at 18%. So the global study shows that the role played by accounting professionals is evolving into activities that directly guide and support a company's strategic direction [5].

Today accountants play an important public interest role, working throughout society to strengthen companies and improve economies. In the modern world there is a strong link between a robust profession, economic prosperity and improved living standards – including better life expectancy, more years of schooling, and higher income. The report by International Federation of Accountants analyses the accountancy profession's link to national economic growth and improved living standards. It estimates that the global profession contributes USD \$575 billion annually to the global economy. Importantly, the report reveals the correlation between the share of accountants in total employment, and both GDP per capita improvement and improved human development outcomes [2].

The accounting world of the 21st century has been shaken by globalization, accounting software and changes in financial regulation. The shake-ups have given the field a whole new set of challenges, but they also offer opportunities for accountants who can adapt to them.

Firstly, the digitization of accounting, artificial intelligence and Internet-related changes meant that the traditional “hard skills” of accounting such as bookkeeping, preparing accounts and reporting no longer needed humans to do the work. All that was left for accountants to focus on was leading and managing the team, producing the numbers, negotiating adjustments based on judgment, presenting to and influencing users of management and financial reporting, and resolving strategic and operational conflicts arising [3].

Accountants should look to develop soft skills such as leadership, communication, creative thinking and ethics to lift their career prospects. Those soft skills will become more important as robotic process automation and artificial intelligence take over everyday accounting tasks. The accountancy profession will evolve significantly and professional accountants of the future will need to develop and demonstrate the ability to combine their technical knowledge, skills and abilities with softer skills concerned with interpersonal behaviours and qualities.

Literature

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THE EUROPEAN INTEGRATION VECTOR OF THE DOMESTIC: REALITIES AND PROSPECTS OF THE ACCOUNTING SYSTEM

Ukraine, as a European country, is in the process of actively implementing harmonization processes through the gradual increase in the number of entities that are required to make IFRS statements. Those entities are effective tools for enhancing transparency and clarity of information. Also, they highlight the activities of economic entities and create the basis for recognition of income and expenses, valuation of assets and liabilities, allow to objectively disclose and reflect the financial risks of the entities and to compare the results of their activities to ensure that their potential is adequately assessed.

When implementing accounting harmonization processes in Ukraine, it is important to be aware of the fundamental differences in the financing sources of domestic and foreign enterprises. In the USA shareholders who act as major investors are the main users of enterprise's financial statements, while in Ukraine the state is the main user of statements. Taxation comes first, and financial statement is more formal. The fundamental differences in the level of stock market development may be the reason.

Progress towards the declared harmonization is the European integration vector of the national accounting system. Methods of its achievement in our