



Review Article

## **A Review Paper of Survey on Recent Trend of Accounting and Accounting Professional**

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### **ABSTRACT**

Accountancy and accounting professional plays a vital role in modern business. It is very essential to maintain books of account for each and every business to know its profitability and its efficiency for survival of business in modern market. Accounting control is most important aspect of organization, that's why role of accounting professional becomes broader now a day. This review portrays the present trends of accounting in modern business and facing problem by accounting professional. For this reason this review focusing on survey on maintenance of books of account is necessary for each and every individual who carry's business. Due to internal and external factor accountancy needs to research upon various accounting standards. The growth factor is exponential whatever the economic situation, because books will help the client survive better. Competition of the organization in a current market also affects role of accounting professional. Role of accounting professionals not affecting only internal factor like business operation, budgetary control, fund management, cash management, cost management it also affecting external factor like government policies, risk in achievement of sales target amongst similar organization, compliance of records with tax authority, nature of market and economical condition of a particular area etc.

**Key words:** Accounting, Accounting professional, Accountant, Chartered Accountant (CA).

### **OBJECTIVES**

To know potential of survival of business in current market and role of accounting professional is most crucial due to change of government policies and implementation of new tax structure. Due to increase of e-commerce activity in modern business pattern, the account books needs more accurate professional. Accounting professional needs to move towards modern role from their traditional role because a use of latest technology by current business organization needs to follow and adhere rules regulations as provided by government and other local authority.

### **What is accountancy?**

Accountancy is systematic procedure of adherence and maintenance of books of account in such a way to know sustainability in modern market. Every business requires to knowing its profitability, its liquidity, its repayment cycle, and its receivable cycle etc. for the growth of the organization.

### **Vital Role of Accountancy & Account Professional**

In present climate, Accountancy plays vital role in carrying out business in modern market. It plays important role in lending money by financial institutions or banking institution, investor relying and

investing money based on its profitability, repayment capacity and profit earnings ratio, supplier providing material or services based on strong recycle payment of that business. Without maintaining books of account in present market situation, it is very difficult to carry out business efficiently and more effectively. As per taxation point of view, maintenance of books is very useful when providing data of business income or expense to government agency.

Various accounting standards provides guidance and maintenance of books in such a manner to claim the depreciation, calculation of tax, taking provision in the books of account, calculation of cost, area to cut cost, area to control cost upon particular item or in a particular place. It needs to check point by way of audit or scrutiny of books by certified agency. Books provide comparison between actual profit vs budgeted profitability. If actual profit is less than budgeted profit, books provide to emphasis area in which more correction is required to take action accordingly. Balance sheet tends to provides how meet liability against its asset. Maintenance of accounts is also very useful in the area of how much day to day cash requires to meet day to day business expense based on cash flow statement. Fund flow is also plays crucial role in carrying out business in present market situation based on maintenance of books of account i.e.

### How much fund requires?



Figure:1 Showing fund requirements for business operations  
Source: URL: <https://www.google.co.in>

What fund requires?  
When fund requires?

From which way fund will be arising?



Figure: 2 Showing from which way fund will be arising  
Source: URL: <https://www.google.co.in>

“Bookkeeping is usually performed by a bookkeeper. A bookkeeper (or book-keeper) is a person who records the day-to-day financial transactions of a business. He or she is usually responsible for writing the daybooks, which contain records of purchases, sales, receipts, and payments. The bookkeeper is responsible for ensuring that all transactions whether it is cash transaction or credit transaction are recorded in the correct daybook, supplier's ledger, customer ledger, and general ledger; an accountant can then create reports from the information concerning the financial transactions recorded by the bookkeeper.” [1]

Accounting professionals role towards management, suppliers, buyers may vary depending upon different aspect like profit maximization in the management point of view and wealth maximization in the shareholders point of view. By Using recent technologies like mobile, internet, satellite based technology, social site, accounting professional can reduces their work with more accuracy.

“This discussion document does not aim to make predictions, but rather to stimulate discussion about a broad range of emerging and converging technologies and

their potential to influence the accountancy profession.

The propositions it presents are based on available, established and emerging technologies, and the ways in which they could potentially impact on the profession over the next five to 10 years and beyond.” [2]

“Accountants in practice and in the finance function are part of that connected world. This is changing the ways in which they communicate and collaborate with those in the businesses they work with and for, and shaping new working patterns. It is providing accountants with the opportunity to automate and de-skill time-consuming and repetitive work and focus on higher value work, so that they can consolidate their role as advisers on finance and business”. [2]

“Meanwhile, the emergence of distinct business models, a trend pushed by globalization and the economic rise of Asia, is also forcing financial professionals to re-examine their roles. Chinese and Indian companies in particular have gained global prominence while following their own rules and customs of governance and relationships, bringing into question whether there are universal ‘best practices’ that should be adopted – or at least adapted – by corporations with similar economic

aspirations. Companies that are predominately state-owned or -controlled and executives who place significant weight on personal relationships are among the major differences seen in the east that financial professionals must address while pursuing their objectives.” [3]

## CONCLUSION

A number of firms, proprietary concern, small businessman, banking, educational institution, tourism have improved their sustainability and profitability by hiring qualified accounting professionals and to adhering accepted accounting principles and practices and implementing procedure of maintenance of books of accounts.

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