

## **ABSTRACT**

The continuous development of the society and economy promotes science and technology. Artificial intelligence is an important hot and topic of human scientific and technological progress. The continuous advancement of artificial intelligence has opened up many new and unprecedented experiences for humankind, as well as various new future service. The emergence of artificial intelligence is an inevitable scientific and technological product of human society and a trend of human development in the future. Accounting is an important financial analysis task in human society. The intelligentization of accounting is a microcosm of social progress. The application of artificial intelligence in financial accounting can make use of the huge advantages of science and technology to fill the shortage of artificial accounting. Artificial intelligence can be better applied to financial accounting and provide faster and smarter services for social development. The article analyzes the impact of artificial intelligence on future financial accounting and proposes strategies under the trend of intelligent accounting.

## **INTRODUCTION**

For various types of enterprises in social organizations, the internal financial work of the enterprise is a very important item, and it involves a large amount of content and complexity. First of all, the financial staff must have a conceptual analysis and explanation of financial problems. Secondly, they must use relevant financial tools to solve and manage. Thirdly, they must establish a benign and beneficial company financial management system. The penetration of artificial intelligence into financial management will have a huge impact and change. Related financial accounting staff will change the current financial work cognition and behavior. The article focuses on the analysis of the impact of artificial intelligence on financial work, thereby promoting the change mode of the financial accounting industry.

AI development and applications are already rapidly transforming accounting roles, and will continue to impact the accounting profession in both the near and far future. As a result, accountants will need to expand their skill sets and competencies to keep up, and will be expected to act as an advisor to clients regarding AI knowledge and AI-powered tools.

Becoming this trusted advisor consists of two broad requirements with respect to your personal development. First, you'll need to learn how AI computing power is changing the way financial data is extracted, organized and reported. Second, you'll need to develop certain soft skills in the context of AI, so that you can build trusting long-term client relationships to advise them on complex financial decisions. With that in mind, let's explore how you can use various AI accounting impacts to stay ahead of the curve.

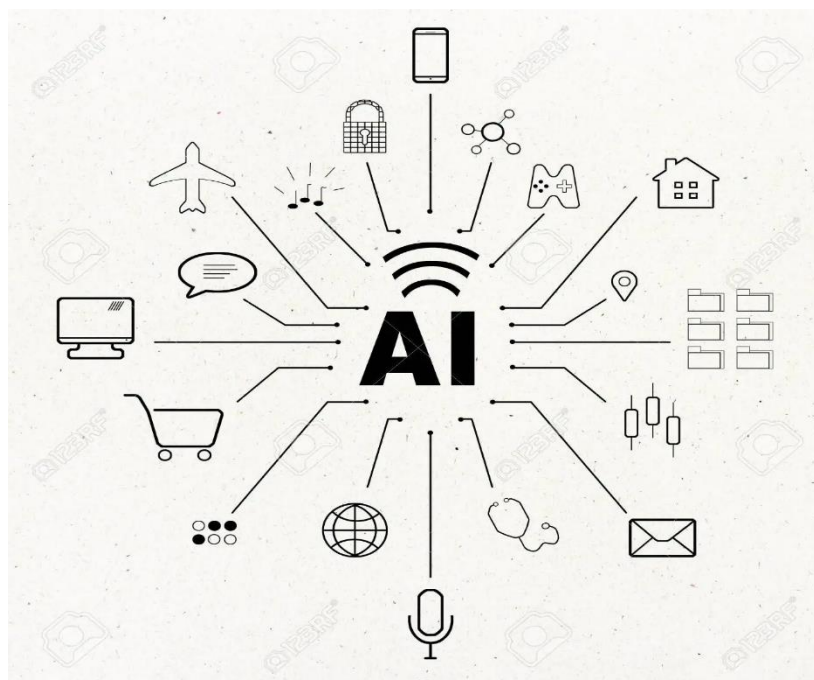
## **WHAT IS ARTIFITIAL INTELLIGENCE ?**

Artificial intelligence (AI), the ability of a digital computer or computer-controlled robot to perform tasks commonly associated with intelligent beings. The term is frequently applied to the project of developing systems endowed with the intellectual processes characteristic of humans, such as the ability to reason, discover meaning, generalize, or learn from past experience.

Since the development of the digital computer in the 1940s, it has been demonstrated that computers can be programmed to carry out very complex tasks—as, for example, discovering proofs for mathematical theorems or playing chess—with great proficiency

There are three types of Artificial intelligence

- ARTIFITIAL NARROW INTELLIGENCE
- ARTIFITIAL GENERAL INTELLIGENCE
- ARTIFITIAL SUPER INTELLIGENCE



## **Related concepts of artificial intelligence**

➤ The principle of neural network in human brain bionic

Under the continuous development of medical technology, medical experts related to the study of brain nerves after observing find that the human brain has approximately 1011 brain neurons, and the corresponding neurons have a hierarchical division. There are 103-105 neural tentacles on each neuron. These neural tentacles will transfer related processing information between neurons, thereby forming a complex neural network. And artificial intelligence can simulate the neuron activity of the human brain, thereby forming a storage structure, a computing structure similar to the human brain, and then simulate various human brain activities. In this way, artificial intelligence is formed

➤ Artificial intelligence intelligently processes information

The behavior of artificial intelligence takes the programmed artificial logic budget symbol as the carrier. When the artificial intelligence performs the corresponding behavior, it will follow the “IF-then” logic judgment principle, and then make the deduction and analysis logical. Such an intelligent form is very suitable for dealing with related issues with strong structure and clear data.

The artificial intelligence formed by bionic human brain simulates the complex working mechanism, thus realizing the processing of related items. Such artificial intelligence is called AI. The processing of information data by AI is more intelligent than the former, and it can process some unstructured data like the human brain such as a description of a text and a picture as well as a sound analysis. AI can also perform self-smart learning, which can better handle related data. However, the current artificial intelligence is a combination mode of the above two



## **ADVANTAGES OF ARTIFITIAL INTELLIGENCE**

### **1. Increased Efficiency**

One of the greatest advantages of AI systems is that they enable humans to be more efficient. AI can be leveraged to perform small, repetitive tasks faster, or it can be used to complete much larger, more complex tasks. Regardless of its application, AI systems are unbound by human limitations and will never get tired.

### **2. Improved Workflows**

While AI is frequently leveraged to automate entire tasks, it also has many practical applications for improving human workflows. Deep learning technologies like natural language processing (NLP) and automated speech recognition (ASR) have transformed the way people work in professions like education, media and entertainment, and law enforcement. By converting the spoken word to text, ASR technology can automatically produce transcripts of any audio and video.

### **3. Lower Human Error Rates**

As we've already mentioned, AI systems don't have to deal with fatigue. Humans, on the other hand, get tired. The human brain can only focus on one task for so long before that focus starts to slip. When people get tired, they're more likely to make poor decisions and become vulnerable to mistakes. Repetitive jobs can be particularly prone to human error — when a task is repetitive, it's easier for humans to lose concentration. But AI systems don't have to focus — they're programmed for their function. And for those assigned tasks, AI systems eliminate the risk of human error, producing a more accurate result.

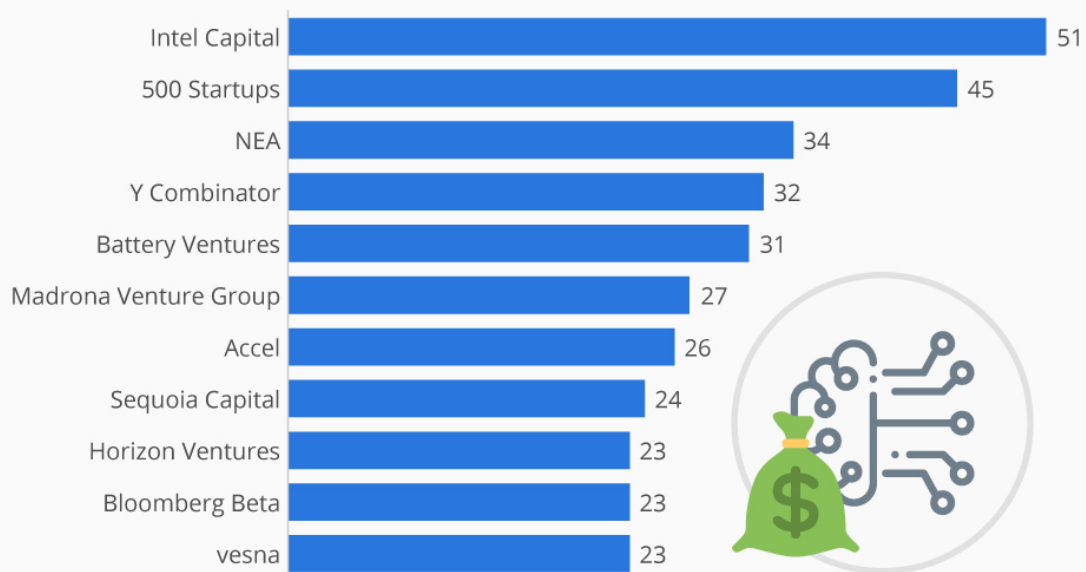
### **4. Deeper Data Analysis**

Modern businesses are swimming in data, but are they getting the most out of it? While manual data analysis is a time consuming enterprise, AI systems can process and analyze massive amounts of data at remarkable speed. AI systems can quickly find relevant information, identify trends, make decisions, and offer recommendations based on your historical data. For instance, algorithms can quickly analyze the effectiveness of marketing materials, identify customer preferences, and offer actionable insights based on those customer behaviors.

## WHO IS INVESTING IN ARTIFITIAL INTELLIGENCE?

### Who Is Investing in AI?

Number of artificial intelligence investments by investor, worldwide as of May 2019



@StatistaCharts Source: index.co

statista

## **DISADVANTAGES OF ARTIFITIAL INTELLIGENCE**

### **1. HIGH COST OF IMPLEMENTATION**

Setting up AI-based machines, computers, etc. entails huge costs given the complexity of engineering that goes into building one. Further, the astronomical expense doesn't stop there as repair and maintenance also run into thousands of dollars.

### **2. CAN'T REPLACE HUMANS**

It is beyond any doubt that machines perform much more efficiently as compared to a human being. But even then it is practically impossible to replace humans with AIs, at least in the near future, because you can't build human intelligence in a machine as it is a gift of nature. So, no matter how smart a machine can become, it can never replace a human.

### **3. DOESN'T IMPROVE WITH EXPERIENCE**

One of the most amazing characteristics of human cognitive power is its ability to develop with age and experience. However, the same can't be said about AIs as they are machines that can't improve with experience, rather it starts to wear and tear with time.

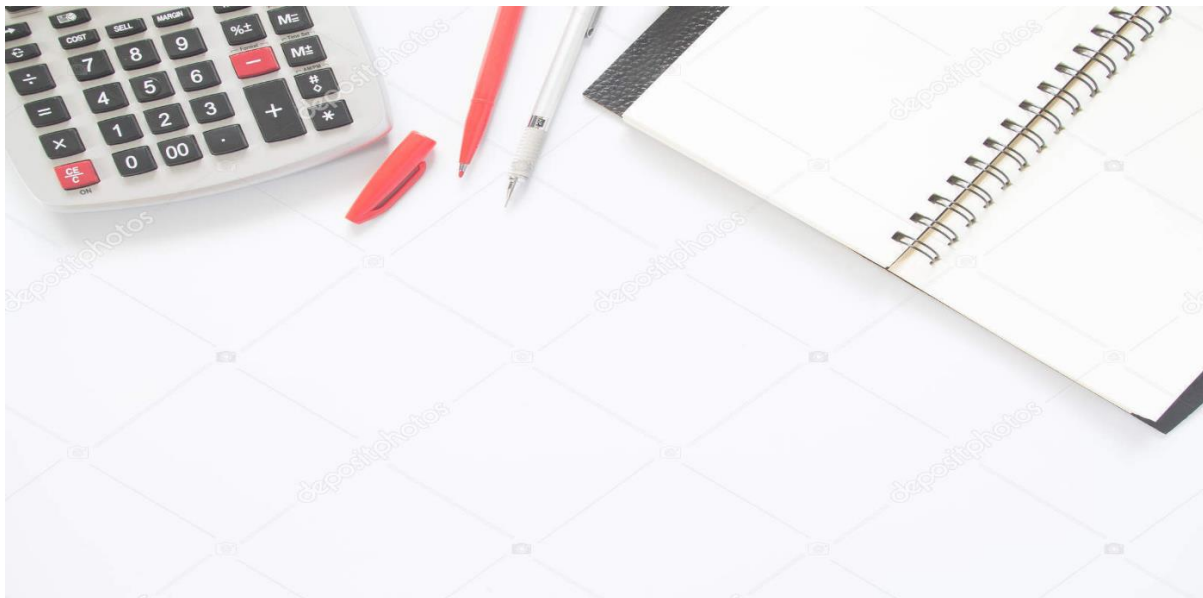
### **4. LACKS CREATIVITY**

AIs are not built for creative pieces of work. So, it should be crystal clear by now that creativity or imagination is not the forte of the AIs. Although they can help you in designing and creating something special, they still can't compete with the human brain. Their creativity is limited to the creative ability of the person who programs and commands them.

## **ACCOUNTING**

Accounting, also known as accountancy, is the measurement, processing, and communication of financial and non financial information about economic entities such as businesses and corporations. Accounting, which has been called the "language of business", measures the results of an organization's economic activities and conveys this information to a variety of users, including investors, creditors, management, and regulators. Practitioners of accounting are known as accountants. The terms "accounting" and financial reporting are often used as synonyms.

Accounting can be divided into several fields including financial accounting, management accounting, tax accounting and cost accounting. Accounting information systems are designed to support accounting functions and related activities. Financial accounting focuses on the reporting of an organization's financial information, including the preparation of financial statements, to the external users of the information, such as investors, regulators and suppliers and management accounting focuses on the measurement, analysis and reporting of information for internal use by management. The recording of financial transactions, so that summaries of the financials may be presented in financial reports, is known as bookkeeping, of which double-entry bookkeeping is the most common system.





## AI AND ACCOUNTING

As artificial intelligence has done for every industry, it's making a significant impact in the world of accounting and finance. From saving time and money and providing insights, AI-enabled systems for accounting and finance are the way finance professionals and their firms will stay competitive and attract the next generation as employees and customers.

When accounting firms adopt artificial intelligence to their practise, the firm becomes more attractive as an employer and service provider to millennials and Gen Z professionals. This cohort grew up with technology, and they will expect prospective employers to have the latest technology and innovation to support not only their working preferences of flexible schedules and remote locations but also to free them up from mundane tasks that machines are better suited to complete. As clients, millennials and Gen Zers will determine who to do business with based on the service offerings they can provide. As more accounting firms adopt artificial intelligence, they will be able to provide the data insights made possible by automation while those who don't commit to the technology will not be able to compete.

Automated authorization and processing of documents with AI technology will enhance several internal accounting processes including procurement and purchasing, invoicing, purchase orders, expense reports, accounts payable and receivables, and more.

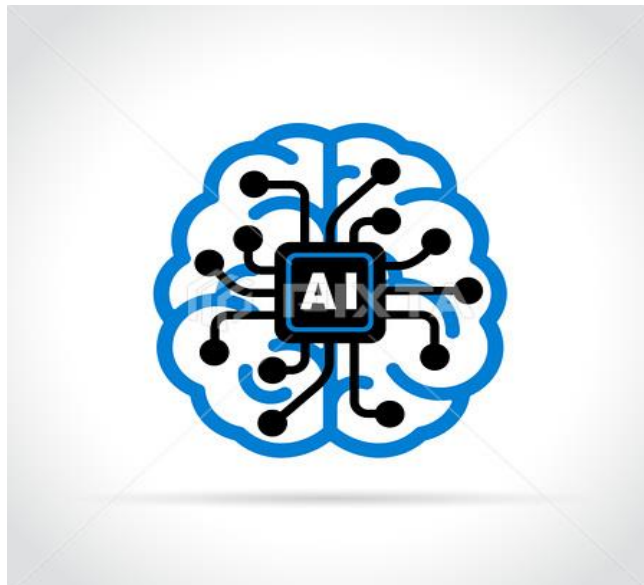
In accounting, there are many internal corporate, local, state and federal regulations that must be followed. AI-enabled systems help support auditing and ensure compliance by being able to monitor documents against rules and laws and flag those with issues. Fraud costs companies collectively billions of dollars each year and financial services companies have \$2.92 in costs for every dollar of fraud. Machine learning algorithms can quickly sift through enormous amounts of data to discern potential fraud issues or suspicious activity that might have been otherwise missed by humans and flag it for further review.



## **APPLICATION OF AI IMPROVES THE COMPETITIVENESS OF ENTERPRISES AND ORGANIZATIONS**

After the company introduces artificial intelligence into the financial work, it will greatly improve the efficiency, thereby promoting the overall work and ensuring quality. The company's financial workload is characterized by huge volumes, complex data, and repetitive work behaviors. The advantages of artificial intelligence can just overcome the difficulties of these financial tasks. At the same time of working efficiently, the work pressure of the staff has been greatly reduced. Artificial intelligence has replaced the relevant staff, so that the financial work can be streamlined and abolished, reducing the internal labor costs and the financial work risk.

From another aspect, the introduction of artificial intelligence can analyze financial data. Based on the analysis of financial data, artificial intelligence can predict the future trend of financial accounting. The financial capital flow model that simulates the market operation is provided more scientific and reasonable reference data for the development of the enterprise, thereby improving competitiveness in the market. Artificial intelligence will perform efficient operations on financial and accounting. For example, in the basic financial accounting links such as transfer, summary, statement records, flow amount records. All overcome the traditional manual accounting repeatability and reduce the process of accounting error rate with lower risk.

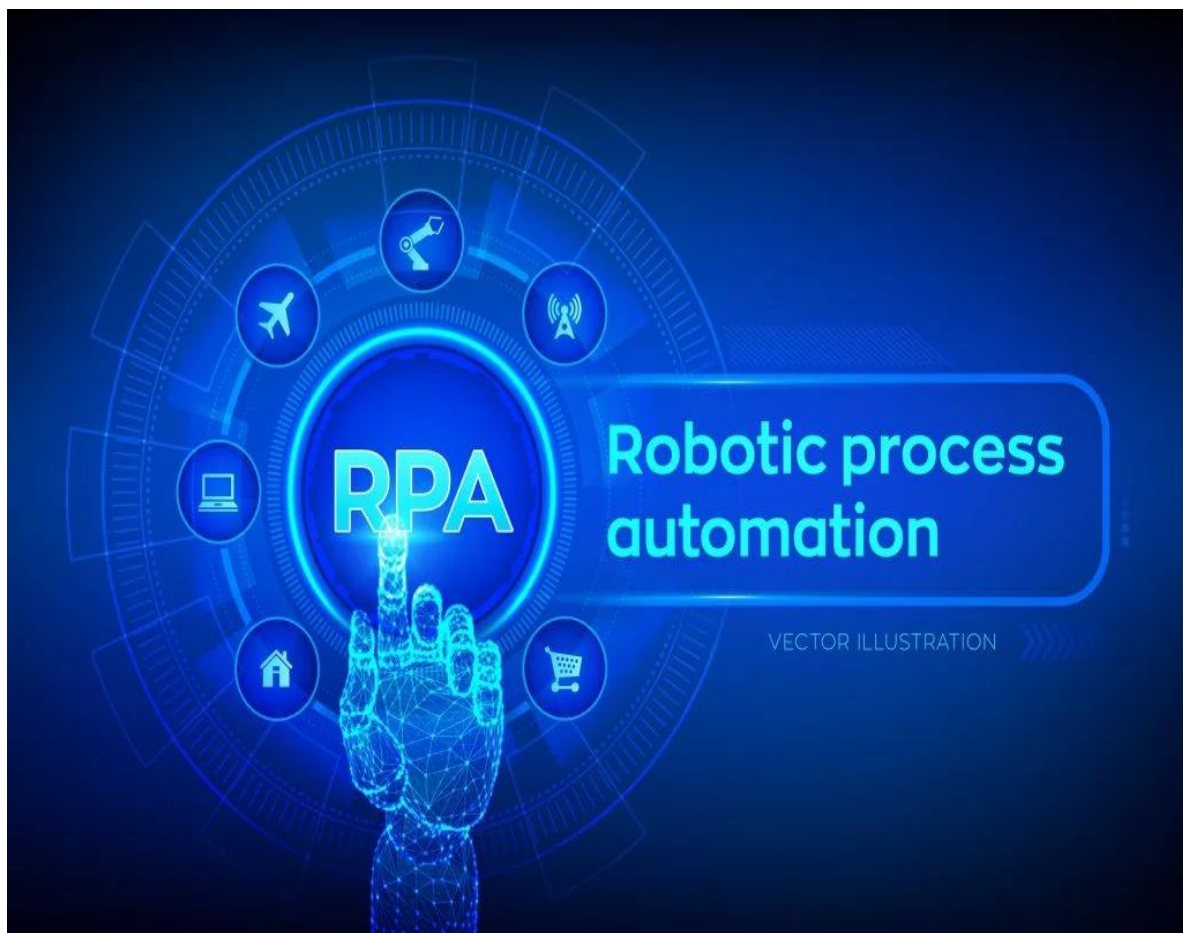


## **WHAT TYPE OF AI IS USED IN ACCOUNTING?**

Robotic process automation (RPA) is a software technology that makes it easy to build, deploy, and manage software robots that emulate humans actions interacting with digital systems and software. Just like people, software robots can do things like understand what's on a screen, complete the right keystrokes, navigate systems, identify and extract data, and perform a wide range of defined actions. But software robots can do it faster and more consistently than people, without the need to get up and stretch or take a coffee break.

Robotic process automation streamlines workflows, which makes organizations more profitable, flexible, and responsive. It also increases employee satisfaction, engagement, and productivity by removing mundane tasks from their workdays.

RPA is noninvasive and can be rapidly implemented to accelerate digital transformation. And it's ideal for automating workflows that involve legacy systems that lack APIs, virtual desktop infrastructures (VDIs), or database access.



## **TRADITIONAL ACCOUNTING WORKERS ARE INFLUENCED**

The development of artificial intelligence will change the working methods of traditional accountants, especially the emergence of artificial intelligence machines. With its superb computing and analysis capabilities and advantages of long-term work, it will greatly make up for manual accounting. When artificial intelligence faces complex financial statements, large piles of financial terms and huge revenue as well as expenditure statistics, it can achieve accurate analysis, fast calculation, and efficient and intelligent completion of a huge financial accounting workload. The application of artificial intelligence has greatly improved the efficiency of financial accounting. While completing tasks at high speed, it can also ensure the quality of accounting. The application of artificial intelligence in accounting will inevitably replace the related tasks of traditional accountants. In addition, the application can analyze and organize the internal financial database of the enterprise, which can provide great convenience for financial staff to retrieve the data. Compared with traditional accounting, the advantages of the Internet and electronic information data relying on artificial intelligence can overcome the limitations of time and space. In addition, artificial intelligence complies with the relevant working standards of financial accounting and uses standardization to draw tools and methods to reduce the uncertainty of related data and cost, as well as the risk of financial accounting.

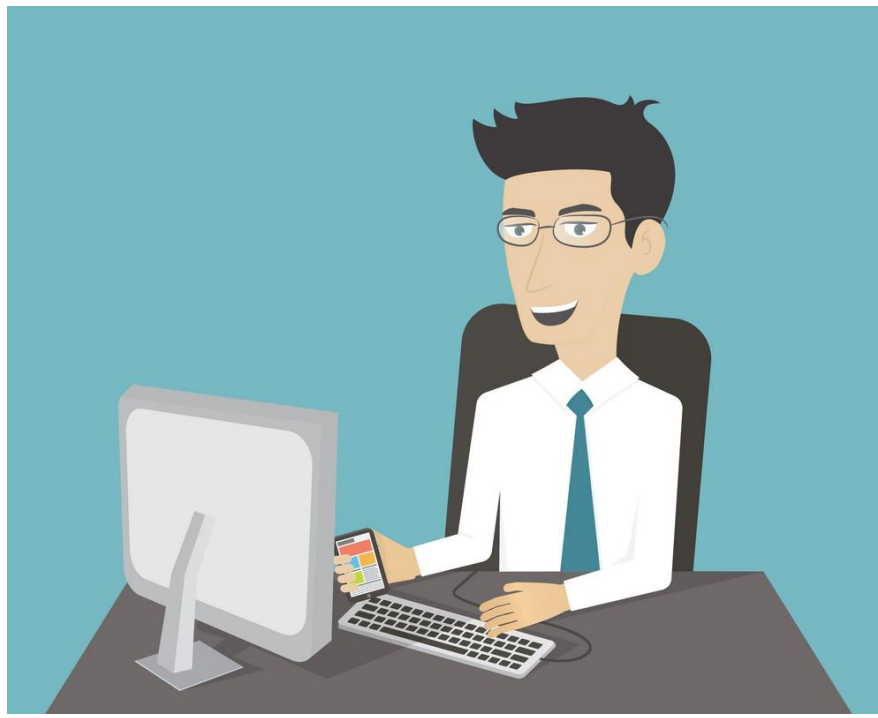




## **THE CHANGE OF PROFESSIONAL SKILLS OF TRADITIONAL ACCOUNTANTS**

The application of artificial intelligence in financial accounting will inevitably promote the transformation of traditional financial accounting functions. Artificial intelligence has the ability of artificially incomparable data operation to process and analyze data, and predict and simulate future financial problems. The application of these capabilities has provided great convenience for financial accounting and control in accounting budgeting, cost control. Analysis of variable factors have all improved the scientificity and rationality.

Due to the inability of artificial traditional accounting workers to compare with the capabilities and advantages of artificial intelligence, under the background trend of intelligent financial accounting, the relevant professional skills of artificial financial accounting workers will inevitably change. After the data-based work was replaced by artificial intelligence, the intelligence of financial accounting gradually changed from data to management. Because there is a certain relationship between financial management and information processing, accounting can reflect the development and operation of the market economy, so that financial accounting workers under the trend of artificial intelligence can no longer be based on data alone. Processing is the core point, but it is necessary to gradually shift to the direction of information and decision-making and strategic analysis of financial work from data-processing accounting to financial management



## **DATA SECURITY IMPLICATIONS OF ARTIFICIAL INTELLIGENCE**

The workload of artificial accounting is replaced by its advantage. The processing of financial accounting is more and more rapid with the constant information and data interact in the network world. With the spread of data, network security has become a major obstacle and challenge for artificial intelligence. Hackers have attacked all kinds of information databases, and the probability of AI being attacked is very large. Therefore, network security cannot be ignored.



## **ACCOUNTING WORKERS ACTIONS UNDER ARTIFICIAL INTELLIGENCE DISCOVERY**

### **➤ In-depth study of management accounting**

The rapid development of artificial intelligence continuously promotes the current transformation of traditional accounting. In order to allow traditional accounting staff to transform and develop as quickly as possible, accounting must be started with analysis. At the same time, they must deepen study and understand and research related accounting. They also need to absorb relevant domestic and foreign related experience and knowledge about management accounting in a timely manner, and then combine advanced experience and knowledge with their own work skills and experience to integrate their traditional accounting. The work skills are transformed into a new type of management accounting. In the process of transformation, the state's financial management department insists on guiding. Scientific research institutes must accelerate the pace of research, vigorously absorb advanced and innovative technical personnel, and provide strong support for the transformation of traditional accounting.

### **➤ Enhance the professional quality of management accounting staff**

Artificial intelligence has replaced the traditional accounting, but due to the limitations of the artificial intelligence, it cannot completely replace the accounting. Management accounting staff must constantly improve their professional literacy, enhance their advantages in accounting, and play their irreplaceable role. Artificial intelligence is still a tool in the current stage, but it can still provide relevant financial data mode for enterprises to process a large amount of data. Management accounting staff can use the financial data provided by artificial intelligence to make relevant decision references reasonably and correctly, and continuously improve the working ability of management accounting.

### **➤ Accountants shift to the development and maintenance of artificial intelligence**

The support of artificial intelligence is mostly computer hardware equipment. The automation and intelligent computing and processing capabilities of artificial intelligence are incomparable to humans. Due to the emergence of the continuous intelligent trend of accounting, the automation of the entire process of artificial intelligence accounting will soon come. The service of accounting is improved, and the intelligent level of financial work is also continuously improved.

## **BENEFITS OF AI AND ACCOUNTING**

### ➤ **Smart assistants**

Are you an accountant who, during crunch time when seemingly every client is sending through their accounts, considers turning off your phone or email so you can get some work done? You're probably not alone.

### ➤ **Automatic tagging and allocation of transactions**

The next two areas where AI will help your accounting practice are also enabled by machine learning. This will save you time by correctly tagging transactions and assigning them to the right ledger account. Put simply, your accounting software will learn from previous tagging decisions that are typically made according to rules that the accountant is aware of.

Some of these rules are intuitive but others can be surprisingly complex, at least from a computer's point of view. Over the coming years, the ability of technology to discover these rules and predictively plan will help to remove a significant component of your daily workload.

### ➤ **Anomaly detection**

Computers love data, of course, and when machine learning is applied to massive amounts of data—such as the yearly ledgers of a large company—then there are clear benefits. You will be able to discover anomalies that may exist, and the process will be much quicker and take significantly less effort. If an audit is required, for example, it will be possible to audit all the data rather than merely a sample, yet without the huge resources typically required for what's traditionally considered a “full” audit.

### ➤ **OCR solutions**

Optical character recognition (OCR) isn't new but AI enhances its accuracy significantly and opens it to new usage scenarios. While it's always been possible to extract information automatically from documents, this required a human to point out to the OCR software where the data was located—something that also meant the document layout couldn't be altered without further instruction. Computers have always known what numbers are, of course. That's what defines a computer. A printed receipt for a purchase is full of numbers but they're certainly not all equal. Some are of particular importance to you as an accountant: the date, the total amount, and perhaps the credit card number used to make the purchase.



## **CHALLENGES IN IMPLEMENTING AI AND ACCOUNTING**

### ➤ **Need for advanced Computing Power**

Artificial intelligence tools and techniques require a lot of computing power. Which is required to process massive volumes of data to build an AI system and to utilize deep learning techniques. Obtaining and funding that level of computing power is challenging for businesses, particularly for small scale businesses and startups. The parallel processing system and cloud computing made this possible to some extent but as the volume of data goes up these are not reliable as the computing becomes more complex.

### ➤ **Till now AIs are designed for one track task**

Generally, any AI is designed to perform any specific or specialized task according to the input as the paradigm of the AI says, unlike the human mind which can choose between the better outcomes for any specific task. Which we can name as a generalized approach and this is yet to come in future. It means AIs need to be designed just to make sure that their solutions do not cause issue other areas which they are to be taken for consideration

### ➤ **Undoubtability**

There are very few AI available that can prove to be transparent, explainable, and provable. As the organizations working on AI-based products cannot illustrate clearly their vision and what they have achieved with the help of AI techniques, people are doubtful about its outcome and whether the output decisions are perfect or not.

### ➤ **Data security**

In accounting, there is the usage of a lot of data and according to the purpose these data are used base on the AI platform. These data can be sensitive and private, hence there is a chance of data breach. The regulator for data privacy and usage is yet to come hence it is a great concern among the organization to implement AIs for accountancy.

### ➤ **Lack of Experience in the Initial Stage**

At present, the application of artificial intelligence in the field of accounting in China is still in its infancy. Although more and more units have introduced accounting robots, these robots are just a kind of operation of process automation technology with clear algorithm, which is suitable for a large number of repeated operation scenarios without the ability of deep learning, which is essentially “weak AI”. Currently, the application of automation technology is more extensive, and the application scope is mainly at the level of financial reporting

➤ **High Investment with Slow Return**

For enterprises, in order to introduce artificial intelligence into the accounting field, it is necessary to design a unique artificial intelligence system that conforms to the characteristics of the enterprise according to the actual situation of the enterprise. First of all, capital investment is the most important guarantee; secondly, after the introduction of technology, it is necessary to adjust the management of human resources and the daily operation mode of the enterprise.

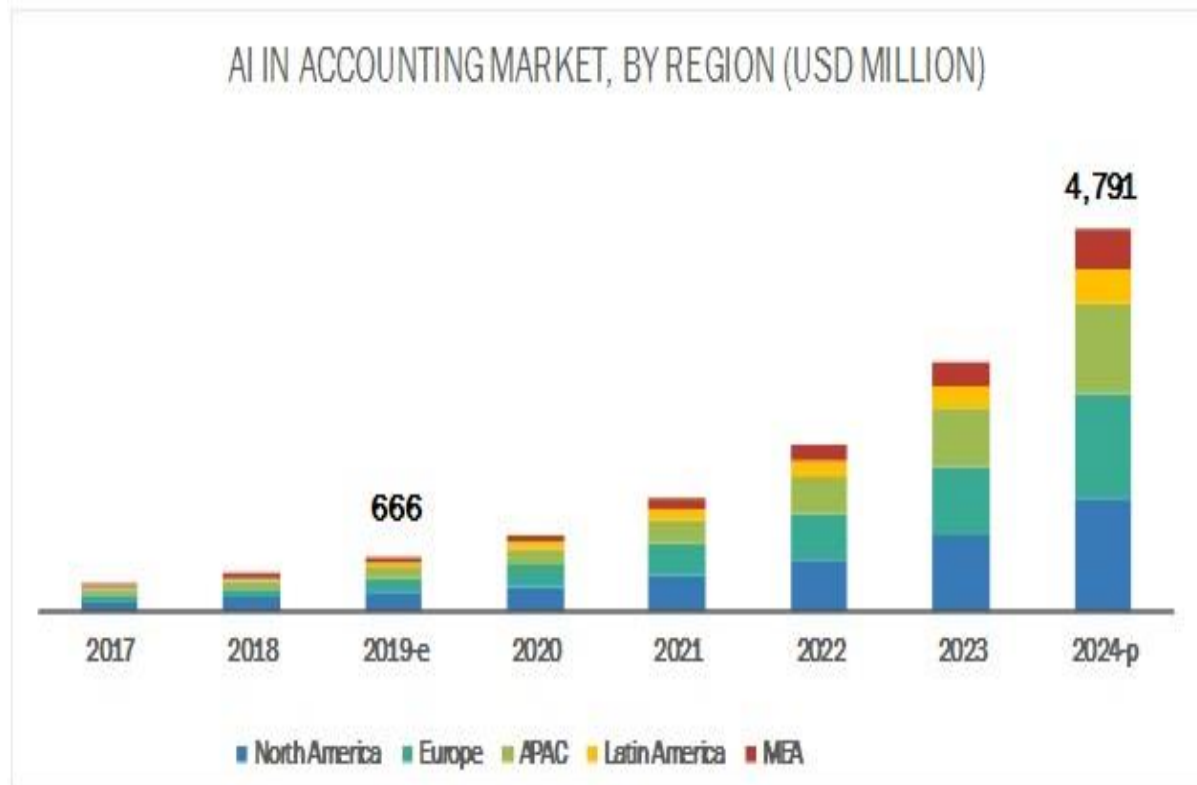
➤ **The Quality of Professional Talents Needs to Be Improved**

The application of artificial intelligence technology in the accounting field requires the corresponding professional talents to manage, and the accounting talents in China are scarce. It is estimated that as of 2015, China's accountants reached 20.5 million, accounting graduates with a bachelor degree or above accounted for 23.11%, and there are 100,000 certified public accountants. At this stage, the structural contradiction of Chinese accounting talents is outstanding: the general basic accounting personnel are surplus while the top accounting talents are in short supply. The combination of artificial intelligence and accounting work puts higher demand on accountants. Accounting personnel not only need professional knowledge in accounting field, but also need to master information technology, acquire the skillful use of accounting software and data management, so as to adapt the changes of new work situation.

➤ **Accounting Personnel Training Program in Colleges Needs Adjustment**

Nowadays, most universities have set relevant courses in accounting computerization. However, influenced by many internal and external factors, there are some problems such as the unitary contents of courses, the disconnection between theoretical knowledge and practical application, and the difficulty of forming scientific computerization system, which cannot meet the requirements of the development of the times. College graduates are the main force of the accounting field in the future. However, at present, the talent training programs in Chinese universities fail to make corresponding adjustments in the context of accounting reform, lack information technology courses related to artificial intelligence, and pay less attention to the innovation of accounting concepts. This will lead to the lack of market competitiveness of college graduates and the inability to meet the market demand of the accounting industry in the future.

## AI IN ACCOUNTING MARKET(GRAPH)



Source: MarketsandMarkets Analysis

## **WILL ACCOUNTANTS LOSS THEIR JOB?**

AI and automation are here to stay, but human accountants do not need to worry about losing their jobs. There are human elements of accounting that cannot be replaced by a computer. There is a human instinct that comes to an accountant when they have been in the field for years. When you have years of accounting experience, you are able to spot a problem even before it becomes clear in the numbers. Yeah it is very easy to want to trust a computer over a human, but only about 5% of our thinking is conscious. And human experience is another thing that you cannot just replace with a computer. Yes, a computer can evaluate numbers much quicker than a human can. But it's a lot different when it comes to using past experiences to make connections between one your clients and another. Yeah computers can use simulation and things of that nature, but it isn't the same as real experience. As a human accountant, you can draw on your personal and professional experience to assist your clients.

It's also important to consider human trust. The relationships that you build with your business clients are important. They cannot be replicated by a computer. Clients trust you because you know them, their businesses, and their personal and professional goals. A computer just cannot replicate that.

AI technology is remarkable, but it lacks human interaction. Yeah a virtual agent can carry a realistic conversation, but it will never be the same as talking to another human being. So, yes AI can communicate, but it cannot replace human conversation. Finally, consider human compassion. Accountants are working with clients that have a personal stake in their companies. A computer does not know what a person has put into their company, nor can it understand the human emotions that go into building a business.

## **HOW AI MAKE IMPACT ACCOUNTING IN FUTURE**

Accountants play an important role in many aspects of the business — from recording transactions to storing, sorting, summarizing and presenting financial information in a form and manner required for regulatory compliance and decision-making .Adding AI to accounting operations can also increase output quality by minimizing human errors. AI can mimic human interactions in many cases, such as understanding inferred meaning in communication and using historical data to adapt to an activity. It can often provide the real-time status of financial matters by processing documents through NLP and computer vision faster, making daily reporting possible and inexpensive. This promotes better and more timely insights required for swift decision-making.Auditors also use machine learning tools in audits that can “read” documents, such as sales and lease contracts, perform trend analysis and identify outliers .

This reduces administrative time spent on reviewing audit documents and allows auditors to spend more time on areas that involve significant estimates and judgment.EY Digital Audit is a connected data-driven audit that takes advantage of companies’ digitization journey by tapping into the sheer volume of data generated by new technologies to effectively deliver high-quality audits, allowing them to put greater emphasis on risk identification and deliver better business insights.

As part of digitalizing the audit process, EY launched an AI proof of concept using computer vision to enable airborne drones to monitor inventory during the auditing process. For example, the drone can count the number of vehicles in a production plant under audit and communicate the data directly into the EY global audit digital platform.

While AI-enabled systems can support compliance and their related audits by monitoring documents against rules and flagging issues, there are hidden dangers. There is currently little visibility into how AI and machine learning technologies come to their conclusions in problem-solving, leaving practitioners exposed to various significant business risks.



## **SUGGESTIONS ON IMPROVING THE EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE APPLICATION IN ACCOUNTING FIELD**

➤ **The Government Vigorously Supports the Application of Artificial Intelligence in the Accounting Field**

With the general trend of economic globalization, the links and cooperation between countries are getting closer and closer, meanwhile, the competition is becoming more intense. To be competitive in the international stage, China's accounting industry must constantly improve the level of the accounting industry. At present, China has raised the development of artificial intelligence to the national strategic level. The government should also implement relevant plans and measures in various industries and actively create favorable environmental conditions for the development of artificial intelligence in the accounting field. Relevant policies and regulations are needed to encourage and guide the application of artificial intelligence in the accounting industry. For example, enterprises that actively apply artificial intelligence technology should be given appropriate subsidies or tax reduction.

➤ **Enterprise Management Attaches Great Importance to the Application of Artificial Intelligence Technology**

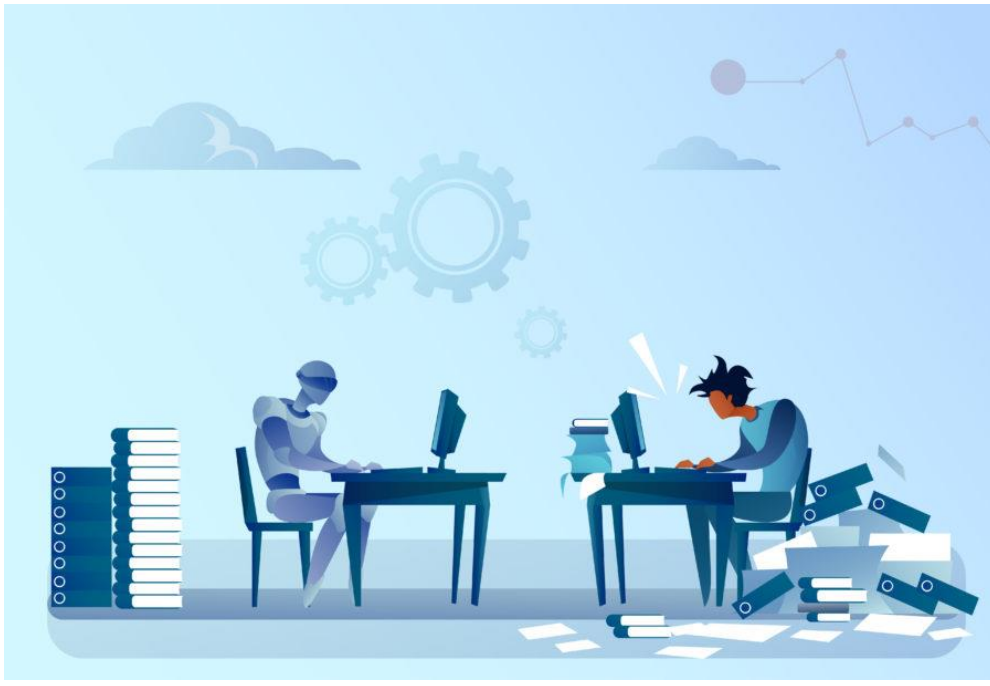
At present, technology giants such as Apple, Google, and Microsoft are investing more and more resources to seize the artificial intelligence market. The domestic Internet leader "BAT" is also actively deploying artificial intelligence and applying this technology to more life scenarios. For example, Alibaba's face recognition technology in payment and financial services, and intelligent robot customer service on the shopping platform, these specific applications of artificial intelligence technology have driven the transformation and upgrading of business and services. Artificial intelligence has become a new focus for enterprises to improve their core competitiveness. Therefore, enterprises should look upon artificial intelligence from the perspective of the overall situation, and cooperate with cloud computing and big data analysis technology to make good use of resources. Applying artificial intelligence at the accounting level will increase the cost of the enterprise in the short term, but looking forward to the future, it will enable the company to have more sustainable development capabilities and will occupy a place in the future of artificial intelligence.

➤ **Improve the Quality of Accounting Education in Colleges**

Colleges and universities should arrange major courses reasonably and scientifically according to their teaching objectives, and design systematic professional training programs. On the one hand, colleges need to attach great importance to the combination of students' theoretical knowledge and accounting practice, strengthen cooperation between universities and enterprises, and strive to create practical opportunities to improve students' practical ability and cultivate applied accountants. On the other hand, colleges should constantly improve the quality of teachers. Teachers should always keep abreast of the changes and trends in the development of international financial standards and accounting in order to make accounting classroom teaching and practical teaching keep pace with the development of the times

➤ **Accounting Talents Establish the Idea of Life-Long Learning**

Accountants should pay attention to the improvement of personal professional skills and the cultivation of professional ethics, and establish the idea of life-long learning to adapt to the rapid changes and development requirements of the accounting industry in the future. The “13th Five-Year Plan for Accounting Reform and Development” proposes to promote the widespread application of management accounting and implement the accounting talent strategy, which has pointed out the direction for the development of accounting talents in China. At present, China’s accounting industry is in the transitional stage from basic financial accounting to management accounting. Accounting personnel should change their concepts, actively study and creatively apply artificial intelligence and other related knowledge, and strive to become a high-level comprehensive accounting talent, in order to avoid being eliminated by the market.



## **CONCLUSION**

In conclusion, Artificial Intelligence in accounting is not something to be afraid of – in fact, the potential benefits far outweigh the negatives. AI represents an opportunity for accountants to take on more valuable, high level work becoming strategic business advisors able to provide key insight to clients. AI can make accounting more efficient while reducing mistakes and taking the time-consuming, boring work out of our hands. We should embrace it.



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