

ENGAGING INNOVATIVE KNOWLEDGE THROUGH APPLIED
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A Mapping of the Change Processes Required for Accountants to Adapt to the Realities of the Digital Revolution: A Grounded Theory Study on Small Accounting firms in Malta.



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Introduction

- Background Context

- The Digital Revolution & the future of work – A Reality
- Change – Opportunity or Threat?
- Intrinsic / Strategic Relevance of Accountants

- Research Question

What are the change processes required for local accountants to adapt to the realities of the digital revolution? How can such change elevate the role of the accountancy profession in society?

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Research Objectives

- Analyse the characteristics and impact of the digital revolution on accountants, and the change process that this entails
- Analyse local accountants' preparedness for this change and discover possible barriers that may be impeding or delaying such change
- Develop a set of recommendations regarding how accountants can be supported to manage and lead this change within the business community

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Research Methodology

- Grounded Theory
Using the conditional matrix by Corbin & Strauss
- Why Grounded Theory?
According to Birks & Mills (2015) GT is appropriate when;
1) Little is known about the area of study
2) Generation of theory with explanatory power is desired
3) An inherent process is embedded in the research situation

Furthermore, GT is better suited to give due consideration to the contextual conditions of small firms in a small island state

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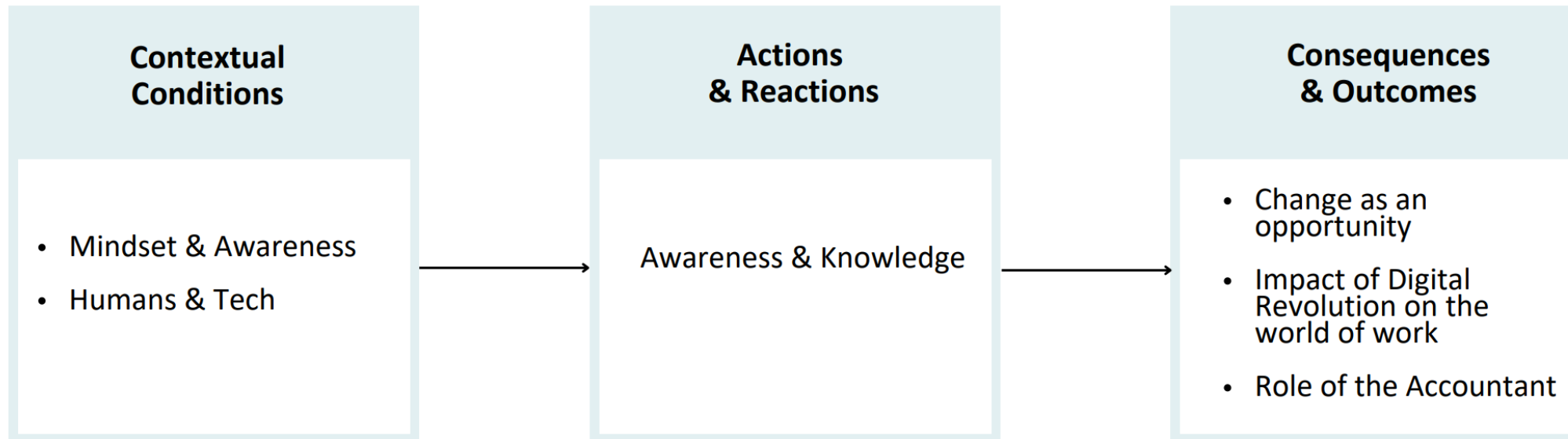


Preliminary Findings

- 3 in-depth interviews; 2 with CPA's within leadership positions in client accounting firms & 1 with a Tax Official
- The Conditional Matrix by Corbin and Strauss was used to group emerging constructs into the following categories;
 - Contextual Conditions
 - Actions & Reactions
 - Consequences & Outcomes

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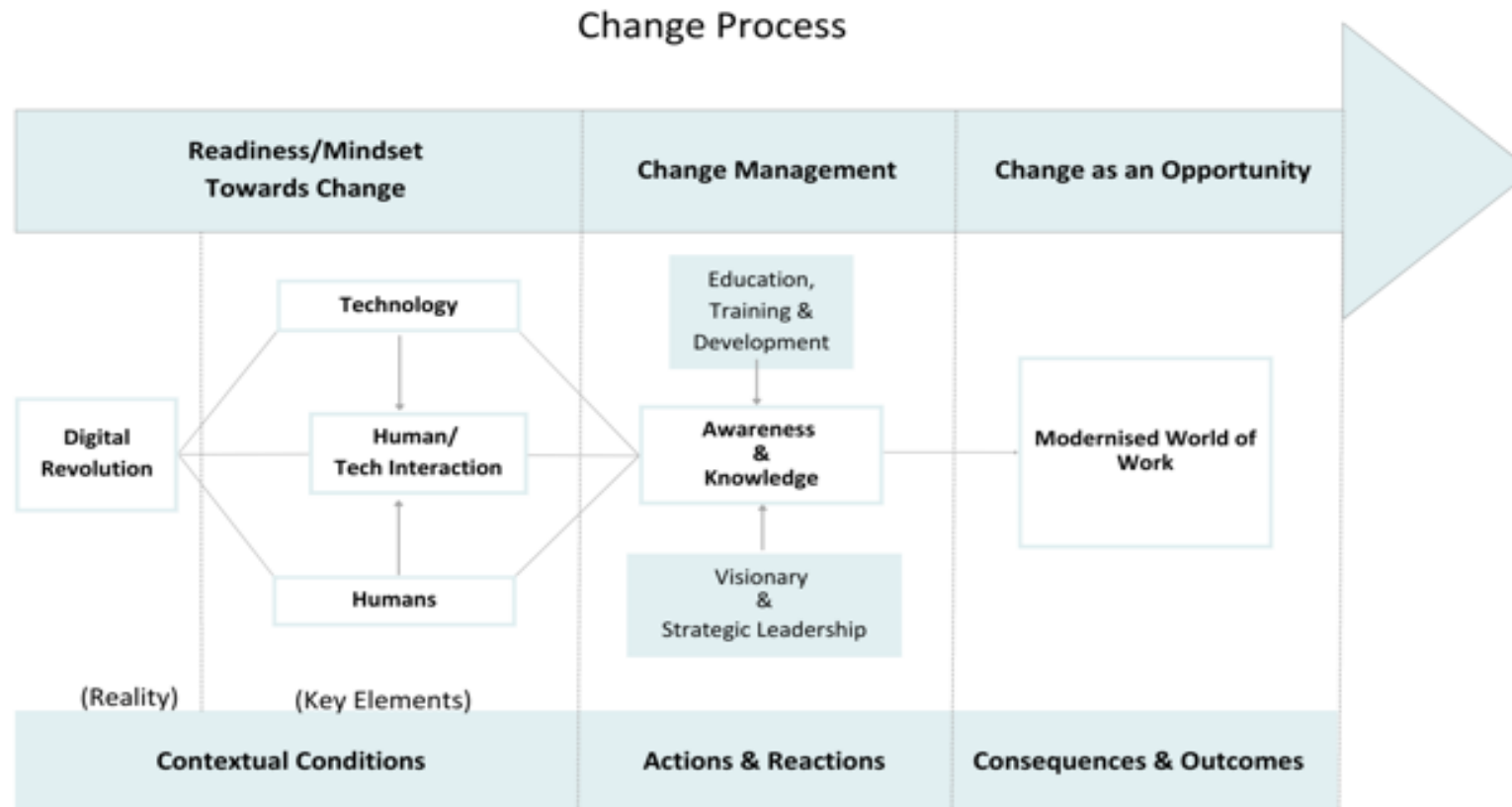


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Initial Conceptual Model



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Concluding Reflections

- Change in culture / mindset
- 2 key elements of this revolution: Technology and Humans
- Need to increase awareness & knowledge – through education and leadership
- Accountants have a strategic role to play within this change process
- End goal is to turn this change into an opportunity and modernize the world of work

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Future Research Recommendations

- Further in-depth interviews, including a broader range of stakeholders
- Education, Training and Development
- Leadership

