

The Impact of Globalization on Workforce – The Future of the Accounting Profession

Popovici Norina
Mihai Camelia

"Ovidius" University of Constanta, Faculty of Economic Science
norinapopovici@yahoo.com
cami.moraru@yahoo.com

Abstract

If we look at what is happening nowadays, we can see that through digitization information becomes more and more easy to access, perhaps even at a click away. People understand the need for digitization and technology in order to work more efficiently at the workplace and they are even willing to undertake new skills for a higher wage package or for other benefits. In this context, the question of the future of the workforce in the digitization era is increasingly emerging. This paper is a research study based on the accounting profession. Through this paper, it has been debated the adaptability of the accounting profession to future labor market changes.

Key words: human resource, accounting profession, digitization

J.E.L. classification: F66, M41

1. Introduction

What will happen to the workforce in the future is one of those questions that concern us and which we are addressing experts most often in the last period. We live a period in which everything is transforming, it takes another form by the fact that technology takes on the day that passes the tasks that people have to accomplish at the workplace, organizes them better, faster and more efficient, but these important changes pose huge organizational and talent challenges of human resources at a time when business leaders are already struggling with unprecedented risks, political and social overturns. The pace of these changes is accelerated.

This thing should not scare, but rather encourage to understand that it is necessary for to be prepared for what is to follow, in order to resist and compete in the labor market.

It is important to identify the way people decide to use technology, but also how to empower staff so that human resources compete in the labor market.

2. Theoretical background

Considering the inclination towards modernization, it would certainly not be easy to identify the new trends without the thoughts of Karl Marx, which emphasizes in his work on revolution of modernity. He bring to attention two vital values for society: equality and freedom. The author claims that to be able to conceive today's world, these two values need to exist and be respected, because only through them the individual will truly feel that it is integrated (Smith, 2005)

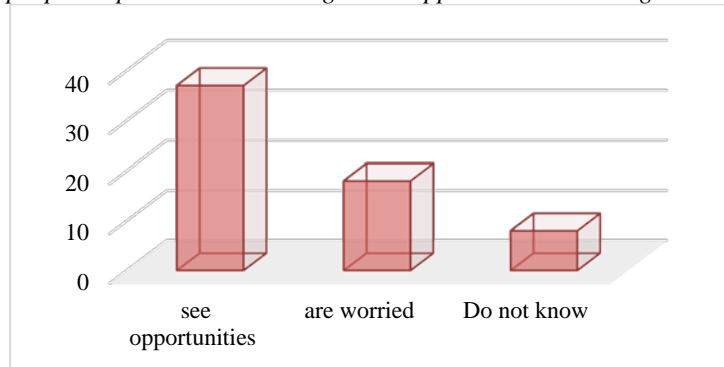
Marx appreciates that humans are the only living persons who can do absolutely everything, that they are not limited to one thing, but this leads to some contradiction between the employees and the employers (Marx, 1957). As far as the workforce is concerned within modern thinking, the entities will have to pay more attention to their employees and be more careful about the efforts they make and the skills they have, so that employees feel they are paid for their innovative, smart and efficient work. So a satisfied and appreciated employee will be a employee with a much higher degree of trust, will be more involved and will look for solutions, will be loyal to the business.

3. The future of the workforce

The form that the future labor force tends to take will be the result of complex, changing and competing forces. This transition to an automated workplace will be influenced by both regulations, laws, governments, but also by broad consumer trends, citizens 'and workers' feelings.

Mega-trends are the extraordinary forces that remodel society and with it, the world of work: economic change that redistributes power, wealth, competition and opportunity across the globe; disruptive innovations, radical thinking, new business models and lack of resources affecting each sector (Nițu, 2012).

Figure no. 1. How people respond to the challenges and opportunities that mega-trends will bring



Source: own processing

Asking if they could be affected by what will happen to the labor market with digitization and technology, most human resources see this change as an opportunity, being confident that they will easily adapt to the new labor market requirements. They must take into account that in order to have a more competitive market, it is necessary that all those in this market have access to the same information, there should no be major difference in qualification opportunities.

The Influence of digital and artificial intelligence on the workforce. Digital and artificial platforms are an unlimited resource to support and increase an effective work world. These platforms bring a value chain regarding automation and digitization, but if we look a little closer it can be seen that there are also risks such as vulnerability to cyber-attacks or large-scale manipulation, important things that need to keep in mind. Even if digitization can increase the whole economy, it's important to look from different angles to be able to properly identify what will happen to the workforce and how it will adapt to new digital platforms, to the new skills that must be learned so they can survive in the market.

4. The four worlds of work in 2030

The year 2030 will have another vision on current work in the sense that there will be four worlds that will monopolize the labor market one at a time and will divide it into categories. The four worlds of work in 2030 are totally different, but they resemble the fact that the basis for their operation lies with the automation and different implications of artificial intelligence.

Red World is based on the innovation, that offers what the consumer wants. Both digital platforms and technology enable those who have innovative ideas to flourish them and customize new ways to meet the needs and wishes of their customers. Blue World, a world in which individual preferences preceded social responsibility, is the world where multinational companies are in the center of attention, but at the same time the consumer has the final say in choosing the products he wants to buy in order to satisfy needs, desires.

Green World focuses on sustainability, calling it the key to business. In this world, workers and consumers show loyalty to organizations and the world. It is a world in which trust is the basis of business and employment, characterized by a strong social consciousness, where companies have to put first the goals of society, through the sense of ecological responsibility, emphasis on diversity, but also on human rights. Yellow World, which has in its center of attention the humans,

represents social good and fairness. Businesses are adapting to a creative market that emphasizes ethics, a world where workers and companies are looking for greater sense and relevance in what they do, placing humanity first.

5. What does a dedicated accountant mean?

Continuing globalization will welcome professional accountants with opportunities but also with challenges in terms of the need to develop and maintain technical and ethics knowledge, skills and competences as well as interpersonal behavior. This will have to be balanced with the ability to anticipate and adapt to changes in commercial practices, but also in regulations that will appear before 2025.

For a better harmonization of accounting and a growth of business standards, it is necessary for those who practice the accountant profession to be professional, qualified and ethics. The last one must be taken into account and has to be as important as the technical skills are in decision-making on strategy and business development.

All professional accountants will have to develop their ability to look beyond numbers, meaning to understand the economic phenomena that take place and how they can be capitalized as opportunities in business, to look beyond finance and sometimes even beyond the business. They need to be more proactive, become more involved, master a more strategic approach, have to collaborate and form partnerships with people within business area, but also with people outside the business, so they do not just provide information, but also to learn and to understand, in order to achieve long-term goals (Radu and Barbu, 2017).

The professional coefficient of each accountant will reflect their competence and abilities in seven constituent areas: technical and ethical skills, experience, intelligence, digitization, creativity, emotional intelligence, vision.

People trust the accountancy profession just as they trust in doctors, even more the accountant profession is viewed with greater confidence in comparison with professions such as journalist, lawyer or politician, which shows that the accounting profession benefits from trust from population. In the exercise of this profession, the accountant has to conduct the business by recruiting and respecting the three headmasters of the accounting profession, which are defined as values of the profession: education, ethics and the quality of services rendered.

The skills of professional accountants will be remunerated through wage packages with a very broad range of coverage, and innovative ideas will be rewarded so that they will be loyal to the companies they work for and help them grow their business (Bodea, 2018).

Areas where accounting practices could be changed over the next decade include audit and insurance, ethics, fees, strategic planning or financial management. Regarding auditing, auditors will use the social networks more closely to find clues about the phenomena of audited firms. Strategic planning will be a key element that will underpin the development of opportunities for the companies within market. Ethics will be the pyramid element of customer trust towards professionals.

6. Research on the future of the accounting profession among graduates Accounting and Management Information Systems

The paper is based on descriptive quantitative research, using the questionnaire survey as method. The data obtained were subjected to univariate, bivariate and multivariate analyzes through the SPSS software (Statistical Package for Social Sciences), version 17.0.

The main objectives of the research study are: (1) identifying the perception of the graduates of Accounting and Management Information Systems specialization about accounting profession, (2) identifying the graduate's views on the remuneration system within economic positions, (3) identifying the degree of occupation of the economic positions after graduation, (4) identifying graduates already hired in the labor market, (5) identifying prospective accountants' views on quality of life and professional satisfaction.

6.1. The relationship between training for employment and expectations of future accountants

The questionnaire was applied to a representative sample of 60 respondents. They could not be equally distributed because of the greater preponderance of women. The sample comprised 52 female respondents and 8 male respondents. The questionnaire contained a total of 10 closed-ended questions with fixed answers.

Figure no. 2. The percentage of those who have completed a practice internship

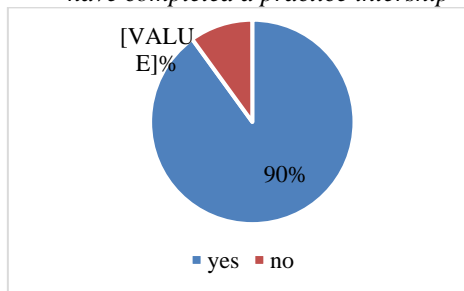
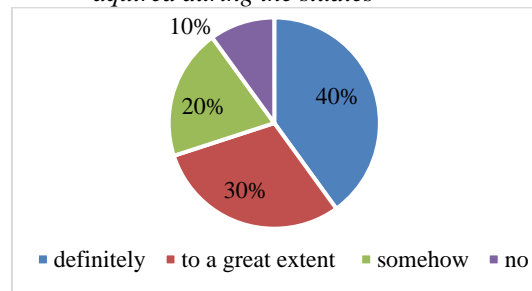


Figure no. 3. The usefulness of the information acquired during the studies



Source: own processing

Of the 60 interviewees, 90% participated in internships organized either within the University or from external sources. Regarding the cumulative information received within the faculty, it seems that they have benefited the graduates both in their participation in the internships and in the insertion in the labor market. Thus, 40% responded with "definitely", 30% appreciated the usefulness of the information with "to a great extent". The margin of those who considered the information unnecessary was 10%.

Figure no. 4. Remuneration of accountants

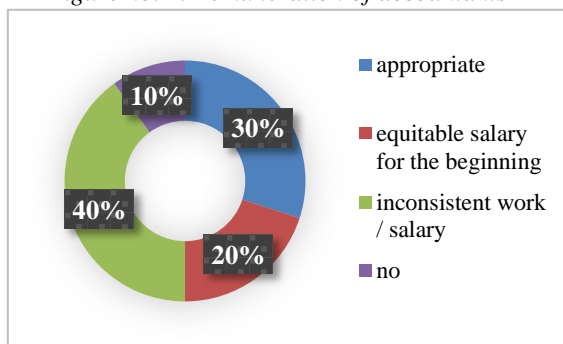
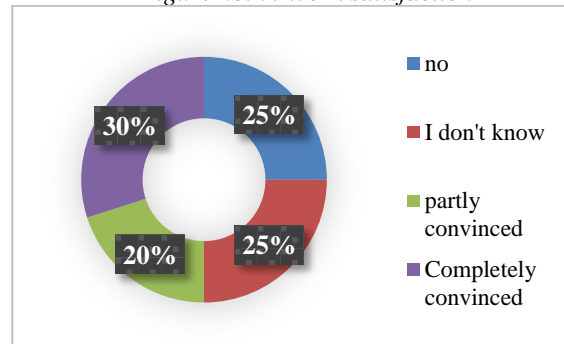


Figure no. 5. Work satisfaction



Source: own processing

When asked about the salary, 10% of future accountants responded that this was not in line with expectations, and 30% considered wages in the accounting sector to be encouraging. A percentage of 40% of respondents considered that the ratio between the work done by an accountant and the salary received was inconclusive.

In terms of work satisfaction, 30% of prospective accountants (majority) that the efforts made in this activity are in balance with the expected effects. Only 25% answered negatively, concluding that the activities submitted exceeded the expected effects and a similar percentage of 25% chose to abstain, answering with "do not know". 20% of those surveyed are in the middle of the balance, believing that work satisfaction only partially requires motivational satisfaction.

The question about the techniques and working methods used by accounting highlights the fact that future accountants are highly adaptable to the new regulations. 50% of them state that working tools help them to a great extent in their activities. Only 10% of those questioned consider that the new forms of organizing accounting activities are rigid and do not help them to a great extent.

Figure no. 6. The influence of working techniques

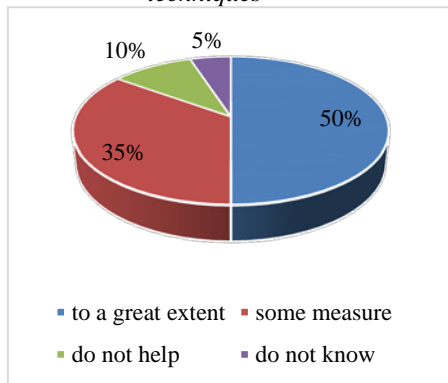
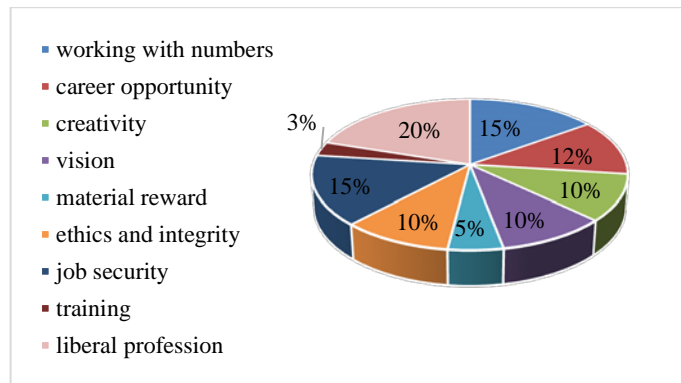


Figure no.7. Qualities of accounting profession



Source: own processing

Regarding the skills of the accountant profession, the respondents appreciate that the most important qualities are the pleasure of working with numbers, job security and the possibility of developing a career. Thus, 20% consider that the most important advantage of the accountancy profession is the quality of the profession as a liberal profession. 15% of those questioned said that in parallel working with numbers and job security lead them to a career in accounting.

Figure no.8. The role of technology in accounting

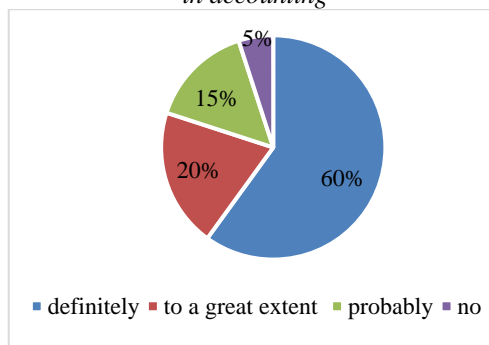
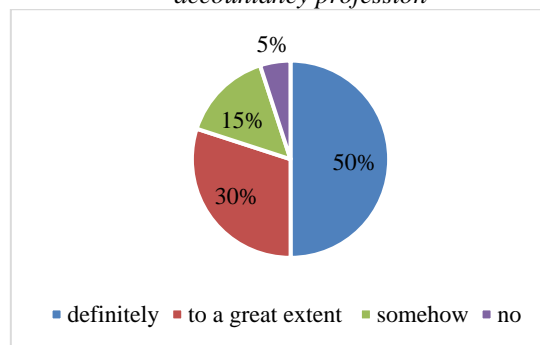


Figure no.9. The level of solicitation of the accountancy profession



Source: own processing

Technology is a priority in absolutely any area, but forecasts show that the future of accounting will change and digitization will largely expand in these activities. Indeed, also 60% of respondents believe that technology is primordial in accounting. A percentage of 20% estimates the value of technology to be largely important in carrying out accounting activities. But there is also a margin of 5% of those questioned who do not see the importance of technology in the art of accounting.

Regarding the level of implication in work, it is known that accountants are generally psychologically and physically requested people because of the high data foresight. A percentage of 50% of respondents appreciate that the accountants' request is obvious and 5% consider that the accountant's job does not require any kind of solicitation. 30% of those who participated in the questionnaire responded „to the extend” to the psychological efforts that accounting implies.

Future accountants consider that there are certain qualities that a good accountant needs to understand or improve. A percentage of 40% of respondents believe that accounting activity implies the mastery of the ability to combine as easily as possible all working techniques in order to facilitate work. 20% said that eliminating the accountants' sedentarism would help to improve the efficiency of time and work results. Strategic approach and perspective vision are valued to 15% as a priority in accounting activity.

Figure no. 10. Qualities of future accountant

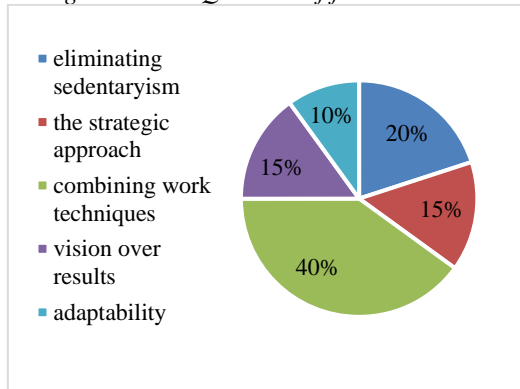
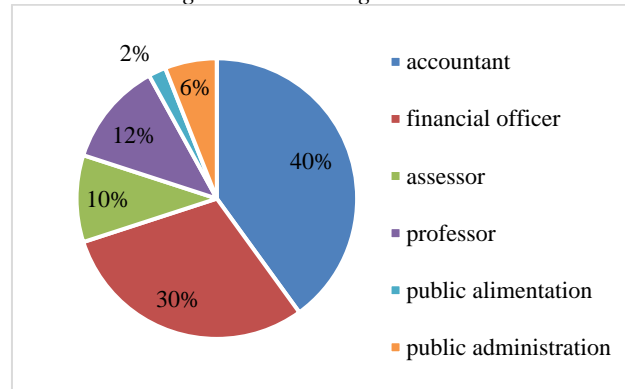


Figura no. 11. Target work



Source: own processing

Out of the total of 60 surveyed people, 40% of future graduates of the economic studies, said they will continue on this road choosing the profession of accountants. 30% chose financial auditors, 12% want to pass on to future generations the information they have learned over the years of study and 8% will reorient themselves to other branches of activities such as public services or administration.

7. Conclusions

Accounting must respond to changes. We must anticipate change by highlighting the accounting profession challenges and helping the business to adapt to the future. So it is important to understand the economic phenomena that are behind the figures recorded in the accounting, in order to help business environment, entrepreneurs to grow their businesses by anticipating certain influences in the economy.

The profession of accountant will become a desirable profession for many people, precisely because of the changes that will take place over the next ten years. Over the next three years, emphasis will be placed on flexibility and sustainability, but also on training costs. In the next five years, people will start to put more value on accountant jobs and many of them will want to specialize in this area. In the next 6 years, accountants and entrepreneurs will come closer and bond due to the fact that they are doing a good work in developing entrepreneurial and economic activities and over the next 10 years accountants will be seen as those who can influence the economy, which can change and influence any activity they want.

Given the rules and regulations, they will have the greatest impact on the accountancy profession, of course, in the years to come. Therefore new trend leaders in business and politics, economics, science and technology reinvent the notions of business and professional accountants. Some of these leaders and trends will affect the entire accounting profession, while others only will affect specific areas and roles. The impact is most likely to reshape the accounting practice and the role of the accounting profession over the next ten years.

8. References

- Bodea, D., 2018. *The inconvenient truth at the top of the organizations: why two out of three executives fail and only one succeeds?*, Bucharest: Result Publishing House;
- Marx, K, 1957. *Capital (Vol.1)*, Bucharest: State Publishing House for Political Literature;
- Nițu, I., 2012. *Intelligence Analysis. An approach from the perspective of the theories of change*, Bucharest: Rao Publishing House;
- Radu, F., Barbu, N, 2017. *Evolution of accounting. National and European context*, Bucharest: Pro Universitaria Publishing House;
- Smith, C., 2005. *Karl Marx and the Future of the Human*, London: Lexington Books Publishing House.