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Impact of big data and data analysis on accounting function: Evidence from Palestine

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The aim of this research is to examine how massive data as well as data analysis have affected the accounting process in Palestine. For the study's objectives, 147 questionnaires were issued to Palestinians working in auditing, internal control, and academics who specialize in big data analysis. More than one hundred individuals took the survey. Moreover, half of the people participated in the survey. Additionally, the research tried to validate the theory. The researcher used a variety of statistical tools, including the mean, the standard deviation, and the T-test, to examine the data. Research shows that big data analysis has a considerable influence on

accounting professions and contributes significantly to the development of accounting skills in Palestine, according to the results (4.52). Following the results of the hypotheses, it was concluded that both of the two null sub-hypotheses should be rejected. The researcher's findings prompted the following suggestions: Accounting majors at the undergraduate level should focus on big data and business analysis to better prepare students for the corporate world of the present day. Accounting and finance are growing more dependent on the interpretation of massive data sets. As a result, seminars and training courses for academics and researchers will be essential.

Biography

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