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INVESTIGATION OF THE RECONFIGURATION OF ENTERPRISE MANAGEMENT ACCOUNTING SYSTEMS AND VALUE GENERATION AMIDST DIGITAL TRANSFORMATION

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ABSTRACT

Businesses are under more and more pressure to improve their internal processes to stay in business since technology is changing so quickly. This research aims to examine the impact of digital technologies on the restructuring of computerised accounting systems for corporate management and their role in augmenting value creation. The investigation will primarily concentrate on the value generated by these technologies. The confluence of technology like big data analytics, cloud computing, artificial intelligence, and the Internet of Things is changing management accounting. The coming together of these technologies is what is causing this transition. Management accounting has grown beyond just reporting to help in making strategic decisions. The study analyses the historical and modern transformations of essential accounting procedures within an internet-connected society, including planning, cost control, performance assessment, and risk management. This research aims to ascertain how technology might enhance the timeliness, accuracy, and relevance of accounting data via theoretical analysis and actual case studies. This aim may be reached by using technology. The good thing about this is that it helps firms react more swiftly as the market changes. The report also outlines how important it is to align an organisation's technical resources with its goals in order to encourage innovation and the production of enduring value. This makes it more likely that businesses will be good for the long term. The results demonstrate that businesses need to do more than simply buy electronic tools. They also need to teach their accounting staff how to utilise them and how to work well with people from other departments. This paper intends to assist businesses in doing well in the digital commerce age by giving them useful tips on how to improve their bookkeeping and get the most out of their jobs.

KEYWORDS: *Enterprise Administration, Financial Systems, Value Generation, Digital Transformation, Enterprise*.

1. NTRODUCTION

Digital technologies, such as the Internet and AI, are growing at an incredible pace. This speeds up the process of digitalisation and changes the way businesses compete throughout the world. Digitisation is primarily responsible for the rapid growth of the digital economy. In 2022, the digital economy was worth 37.2 trillion yuan. In China's industrial sector, 81% of the total comes from digitisation. Businesses are adopting digital transformation to keep pace with the rapid pace of technological change and modernise their sectors. Digital transformation might help companies make more money if it leads to better production, management, and new ideas. On the other hand, you should think about the dangers, high expenses, and bad outcomes. The Accenture Digital Transformation Index Study for 2022 says that just 17% of Chinese businesses have had a lot of success with their digital transformation projects. Therefore, it's quite important to consider how digital transformation may help businesses make more money. Digital transformation is an important instrument in today's fast-paced corporate landscape. The increasing importance of digital transformation may explain its rapid adoption. Because of this, businesses in all fields compete with each other and employ different techniques. Recent progress in AI, BD, CC, and GA means that firms need to rethink how they keep track of their money. The increasing significance of these technologies cannot be overstated. This is very important since new technologies have changed how firms work. For a long time, the major focus of conventional management accounting systems was on producing reports that were static and based on past data. However, this shift is occurring due to decisions made based on real-time data and an ever-evolving market. This phenomenon is because most management accounting systems are designed to generate reports that are static and focused on the past. To make your business's digital transformation work, you'll need to change the way you do management accounting now. This transition has happened because of the growth of digital technologies. The change is really important for accounting to work well. As part of this restructure, new systems, procedures, and resources were implemented. With these enhancements, we made it easier to gather data, use predictive analytics, and make plans that may change (Elmegaard, 2024). Several companies are thinking about improving their management accounting systems to encourage smarter and more proactive management. Such improvements might help the company's operations and its stakeholders in the long run. They do this to make their work easier. The beginning of the digital age has made many businesses reassess how they do management accounting. The main purpose of this research is to look at how these changes affect the generation of value. The main goal of this study is to look closely at the system's redesign, including the reasons for it, the problems that came up during implementation, and how the new accounting methods affected the achievement of strategic goals. Our research should assist businesses in enhancing their management accounting systems if they wish to do well in the digital economy of today. The quick digital transformation of their businesses should be a top priority for every part of the economy (Huang & Yin, 2023).

2. BACKGROUND OF THE STUDY

With today's businesses operating at a breakneck pace, digital transformation has become a must-have tool. One reason for this is the tremendous significance of digital transformation. In a wide variety of sectors, these changes will have far-reaching effects on company strategy and operations. Management accounting is undergoing a sea change as a result of new digital technologies, including cloud computing, AI, automation, and big data analytics. Such an evolution is essential since these technologies are only going to grow in significance. Because of the dramatic shifts brought about by technological advancements, this issue is of the utmost importance. Traditional management accounting systems are under challenge from the growing trend of real-time data-driven decision-making and the need to enhance value generation in ever-changing markets. These systems primarily concentrate on static, retrospective reporting. Reason number one is that the vast majority of management accounting systems emphasise reporting that is static and based on past data. Reorganising management accounting systems is essential for the digital transformation's goals. This transformation is happening as a result of the effects of the digital revolution. The smooth running of accounting procedures depends on this. This reorganisation includes the introduction of new frameworks, procedures, and tools (Akande et al., 2024). The motivation for these advancements was to facilitate the gathering of data, the execution of predictive analyses, and the creation of flexible plans. A more proactive and intelligent management team is the goal of many firms that are seeking to enhance their management accounting systems. In the end, this will help their stakeholders, as it will allow them to manage their businesses more effectively. The goal is to maximise efficiency in their operations; thus, they do this. The purpose of this research is to examine how the digital revolution has impacted the value creation process and how management accounting systems have been reorganised in response. To accomplish long-term goals, this study will analyse the recently implemented accounting processes, how effectively they work, the main reasons for the system redesign, and the difficulties encountered during implementation. The overarching goal of this research is to provide practical recommendations for improving management accounting systems so that firms may thrive in today's digital economy (Seppänen, 2025).

3. PURPOSE OF THE STUDY

In the context of digital transformation, this research aims to evaluate the many ways that reorganising corporate accounting procedures might lead to value increases. The study's overarching goal is to identify and assess all of the potential advantages of reorganising corporate accounting procedures. To keep up with the competition and remain efficient, organisations must change the way they operate and make choices in response to the lightning-fast evolution of digital technology. To stay efficient and ahead of the competition, firms must implement these improvements. Examining how digital transformation has affected the development of management accounting systems is the main objective of this study. Everything from collecting data to analysing it, writing reports, and planning major strategic initiatives falls under this category. There is a potential utility for this approach in evaluating the results of digital transformation. There will

also be an effort to determine how much these changes improve the value, performance, and longevity of the business. This evaluation will occur in tandem with the development of the investigation as it unfolds. The ultimate goal of this research is to help companies better understand the problems they face and potential solutions to them while trying to bring their accounting systems up to speed with modern digital standards. This motivates the research.

4. LITERATURE REVIEW

Because of how the digital transformation landscape is always changing, accounting solutions for enterprise management have been greatly affected. Research on how accounting procedures and roles inside companies have evolved in response to the rise of digital technology has been more popular recently. Since moving from static data capture to real-time analytics, managerial decision-making has undergone a dramatic shift. When it related to managing operations and making plans, management accounting used to be a very static tool. The tool has evolved into a versatile device capable of both tasks. Some new technologies that have arisen as a consequence of digitalisation include cloud computing, artificial intelligence, and big data. Risk analysis, performance monitoring, and complication prediction are all made easier with this technology. Businesses can respond more quickly to changes in the market thanks to these tools, which allow them to make data-based decisions. Management accountants are increasingly playing an important role in both the organisation's strategy and the creation of value, moving beyond their traditional role as purely numerical analysts (Nyongesa & Atandi, 2024). Digital platforms in accounting systems facilitate communication across departments by removing the traditional organisational barriers that existed between them. Maintaining a competitive edge in today's fast-paced business environment requires a corporation to demonstrate three qualities: openness, responsibility, and flexibility. These traits take on further significance because of how interconnected they are. However, other problems have been highlighted in the existing studies, including insufficient digital skills, worries about data security, and an unwillingness to adapt. If businesses want to take advantage of a reorganisation of their management accounting system, they need to do more than just invest in new technology; they also need to change their culture and retrain their employees. The results of this study suggest that digital transformation may make value generation easier for a whole company. A link between digital transformation and management accounting's strategic evolution allows these changes to happen (Yoshikuni et al., 2025).

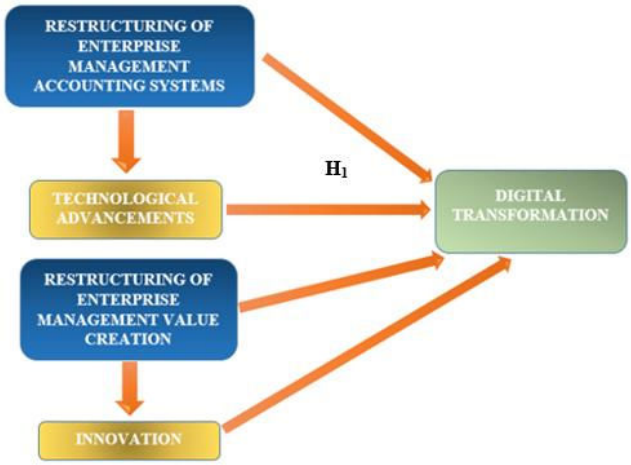
5. RESEARCH QUESTION

- What is the impact of technological advancements in digital transformation?

6. RESEARCH METHODOLOGY

- **Research Design:** The quantitative analysis used the latest version of SPSS, 25. The odds ratio and 95% confidence interval were used to assess the magnitude and direction of the statistical link. The researchers determined a statistically significant criterion of $p < 0.05$. An analytical evaluation was performed to identify the key components of the data. Quantitative methodologies are often used to analyse data derived from surveys, polls, and questionnaires, in addition to data evaluated by computational statistical instruments.
- **Sampling:** Research participants filled out surveys to supply data for the research. Utilising the Rao-soft approach, researchers identified a cohort of 587 individuals, resulting in a total of 780 enquiries. The researchers received 673 responses, excluding 24 for incompleteness, resulting in an overall sample size of 649.
- **Data and Measurement:** This study used a questionnaire as the main tool for data collecting. Section A of the survey requested essential demographic information, while Section B used a 5-point Likert scale to collect answers about characteristics related to online and offline channels. The secondary data was obtained from many sources, mostly online databases.
- **Statistical Software:** The statistical analysis was performed using SPSS version 25 and Microsoft Excel.
- **Statistical Tools:** The statistical analysis approach was used to understand the essential components of the data being analysed. The investigator must do a data analysis using ANOVA.

7. CONCEPTUAL FRAMEWORK



8. RESULT

○ FACTOR ANALYSIS:

Factor Analysis (FA) is often used to identify latent variables within observable data. Utilising regression coefficients for evaluation is a conventional practice in the absence of definitive visual or diagnostic cues. Models are crucial for success in financial analysis. Modelling inherently encompasses mistakes, interferences, and discernible linkages. The Kaiser-Meyer-Olkin (KMO) Test may evaluate datasets generated by multiple regression analyses. Researchers assert that the model and the variables in the sample are representative. The data exhibits redundancy. Information is more intelligible when conveyed in smaller portions. Any value between 0 and 1 may function as the KMO output. A KMO value ranging from 0.8 to 1 is considered sufficient for sample size. Kaiser contends that these are the acceptable ranges: Kaiser has delineated additional admission criteria.

An inadequate range of 0.050 to 0.059 and a subpar range of 0.60 to 0.69; the acceptable range for middle grades is 0.70 to 0.79.

The quality point score ranges from 0.80 to 0.89.

The range from 0.90 to 1.00 astounds them.

Table I: The assessment of sample adequacy by KMO and Bartlett's Test indicates a Kaiser-Meyer-Olkin measure of 0.982.

The outcomes of Bartlett's sphericity test are as follows: The chi-square value is around 190, with a significance level of 0.000.

This confirms that claims made for sampling purposes are genuine. The researchers used Bartlett's Test of Sphericity to evaluate the significance of the correlation matrices. A Kaiser-Meyer-Olkin measure score of 0.982 indicates a sufficient sample size. The p-value derived from Bartlett's sphericity test is 0.00. The association matrix does not possess a unique value, hence satisfying Bartlett's circularity test.

Table 1: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.982
Bartlett's Test of Sphericity	**Approx. Chi-Square**	3252.968
	df	190
	Sig.	.000

Bartlett's Test of Sphericity further substantiated the significance of the correlation criteria. The Kaiser-Meyer-Olkin metric of sampling adequacy is 0.982. Researchers obtained a p-value of 0.00 via Bartlett's sphericity test. The results of Bartlett's sphericity test indicated that the correlation matrix is flawed.

❖ INDEPENDENT VARIABLE

RESTRUCTURING OF ENTERPRISE MANAGEMENT ACCOUNTING SYSTEMS

An innovative strategy for business preparation To help a company achieve its strategic goals in today's complex, technology-driven market, management accounting systems (MAS) design enhancements to the internal accounting system, procedures, and technology. Budgeting, data comparison, and cost monitoring were MAS's most popular applications. They spent much of their time reporting and running operations. Because of digital technology, new regulations, and globalisation, the flaws in the old MAS have become apparent. As part of the restructuring, reporting systems will be updated from static to data-driven and future-orientated. Digital technologies like ERP, RPA, AI, and ML are important. Redesigning the company model, the many definitions of MAS in academic and professional publications show that it is a difficult subject with growing relevance in the digital sphere. Internal accounting methods, procedures, and technology will be more integrated with company performance management as MAS reorganises. Digital technologies like cloud computing, CRM, RPA, and AI enable MAS to undergo a strategic change. Maximising value creation is possible via decision-making supported by real-time data. There may be a need to restructure MAS to improve the organisation's decision-making frameworks, performance outcomes, and overall processes. The company's capacity to adapt and work together across departments is improved by this. Through its systematic alignment, the MAS bolsters the company's digital operational strategy, as shown by the notion. Thirdly, accountants' needed skills and duties have evolved as a result of the MAS reform, according to a capability-based viewpoint. Management accountants, in this view, would do more than only keep the books balanced; they would also provide advice (Lee, 2025).

❖ DEPENDENT VARIABLE

DIGITAL TRANSFORMATION

The term "digital transformation" describes a company's radical shift in operations and customer value creation brought about by the pervasive use of digital technologies across the board. As a culture shift, it necessitates that businesses constantly question established practices, try new things, and learn to accept and even embrace setbacks. A company's digital transformation is its plan to use digital technologies in every facet of the company. It assesses and updates a company's procedures, goods, operations, and technology stack to facilitate quick, continuous innovation driven by customers. To create value via the continual deployment of technology at scale, digital transformation entails rewiring an organisation. Organisations must have a well-defined digital transformation plan that targets specific domains and is supported by a set of specialised competencies if they want to be competitive and survive. Most CEOs will spend their whole careers navigating digital revolutions; it's not a one-and-done deal. As a company undergoes digital transformation, it is constantly adapting to new technology, revaluating its processes, and incorporating flexibility into its core values. The MIT Sloan Management Review views digital transformation as a continuous process of adapting to a constantly changing environment. Businesses now, more than ever, need to demonstrate resilience by adapting to new technology and embracing change. Enterprises are able to improve the end-user experience thanks to this continuous innovation, which includes features like on-demand training, cloud-based task shifting, and the integration of AI-powered processes that make work smarter, quicker, and more user-friendly (Omerovic Smajlovic, 2024).

❖ FACTOR

TECHNOLOGICAL ADVANCEMENTS

The term "technological advancement" refers to the development of new and improved technologies, as well as their use to supplant older ones. This process considerably enhances the performance of businesses. Technology has made advancements at a rapid pace, and every aspect of modern society is influenced by this development, which has moved humanity ahead. This article explores the development, applications, and repercussions of technology across a diverse array of industries. These industries encompass information technology, healthcare, energy, transportation, and emerging sectors such as biotechnology and quantum computing. Beginning with the Industrial Revolution and continuing up to the present day, it presents major discoveries such as artificial intelligence, solutions for renewable energy, and technology for space exploration. Advancements in technology have substantially improved our way of life. It is an indisputable fact that technology has had an impact on almost every aspect of human life. People are always in search of ways to improve their lives and make them more lasting, and this trend is driving the fast advancement of technology. Millions upon millions of people depend on the internet on a daily basis as an enormous store of information. Evidence suggests that technological backwardness significantly influences poverty in emerging countries. Rapid growth requires a certain level of technological advancement (Bhuiyan et al., 2024).

RELATIONSHIP BETWEEN TECHNOLOGICAL ADVANCEMENTS AND DIGITAL TRANSFORMATION

There is a significant link between digital transformation and technological growth. In fact, achievement in one area typically leads to progress in the other. Artificial intelligence, cloud computing, and the Internet of Things are just a few examples of new technologies that have given businesses the tools they need to rethink and change the way they do business. The total plan that is in reaction to these changes is called "digital transformation." Digital transformation is using digital technology in all parts of a business to make big changes to how it works and the value it gives to consumers. Companies need to embrace digital transformation in order to be relevant, flexible, and competitive in a world where technology is always evolving. For instance, automation technology makes processes less complicated and cuts costs,

while improvements in data analytics help businesses learn more about their customers. If digital transformation operations were to cease due to insufficient ongoing technical advancement, an organization's capacity to innovate and enhance efficiency would be profoundly compromised. At the same time, the push for digital transformation makes new technologies necessary, which starts a never-ending cycle of improvement and implementation. For businesses to do well in today's digital world, which is getting increasingly digitalised, they need to make both digital transformations and technical improvements. Transformation makes ensuring that technology is employed in a meaningful and useful way, even if technology is the basis for the process (Ma & Fan, 2024).

In considering the previous discussion, the researcher formulated the following hypothesis to assess the relationship between Technological Advancements and Digital Transformation.

"H_{01}: There is no significant relationship between Technological Advancements and Digital Transformation."

"H_1: There is a significant relationship between Technological Advancements and Digital Transformation."

Table 2: H_1 ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	268	5643.521	1056.641	.000
Within Groups	492.770	380	5.341		
Total	40081.390	648			

This research yields substantial results. The F statistic is 1056.641, attaining significance with a p-value of .000, which is below the .05 alpha threshold. The hypothesis ***"H_1: There is a significant relationship between Technological Advancements and Digital Transformation."*** is accepted, whereas the null hypothesis is rejected.

9. DISCUSSION

The results of the research demonstrate the significant influence that digital technology has on management accounting systems and the importance of these systems in the creation of value. Cloud computing, big data analytics, and artificial intelligence (AI) are all on the rise in the corporate world, and this phenomenon is having a significant impact on the accounting industry. The emphasis of management accounting has undergone significant changes throughout time. In the past, the primary purpose of record keeping was to store records of transactions that had already taken place. It uses the information it has gathered to make judgements and to prepare for future interactions. These alterations provide immediate long-term benefits by improving operations and providing researchers a deeper understanding of what is going to happen in the future. On the other side, digitisation might result in a variety of issues. The accounting staff's lack of computer skills, the company's resistance to change, data security concerns, and system integration issues are causing this. A change in leadership, financial resources to educate employees on new technologies, and a modification in the organization's structure are all necessary components of a successful transition. There is no question in anyone's mind that this transition entails more than simply an improvement in technology. This discussion has made it abundantly evident that colleges are in need of a comprehensive strategy for digital transformation, which would include the enhancement of human resources, the alignment of goals, and the development of novel concepts. A firm has the potential to streamline its processes, increase its profitability, and encourage innovation if it incorporates management accounting into its digital strategy.

10. CONCLUSION

The results show without a doubt that the rise of digital technology is changing how firms undertake management accounting in a big way. The purpose of financial reporting has changed throughout time to encompass not just the distribution of information but also the creation of strategic value. Cloud computing, artificial intelligence, and big data are some of the technologies that may help make accounting data more accurate, valuable, and easy to work with. This also makes it easier to make judgements that are smart and adaptable. Management accounting is very important to modern businesses if they want to stay ahead of their competition and beat them. To be effective at rearranging, you need more than just technical skills. Researchers need to look into problems that happen on a company's property. Concerns regarding data privacy, a lack of trained workers, and employees who disagree with management's choices are all examples of problems that might fall into this group. The effectiveness of the transformation program depends on the organization's values, the dedication of its executives, and the requirements for ongoing training. The move to digital accounting is creating both possibilities and problems in the area of management accounting. To fully take advantage of the benefits of digital technologies, businesses need to make a holistic plan that includes a variety of electronic tools, such as digital technology, strategic planning, staff development, cross-functional communication, and other things.

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