

REVIVAL OF MANAGEMENT ACCOUNTANT PROFESSION

INTRODUCTION

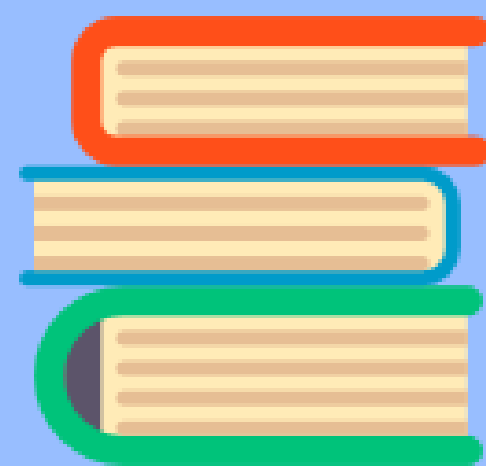


Instead of **Management Accountants (MA)** being potentially replaced by new technologies, they can still create value in a world of fast-paced evolution. There has been a rebirth of the profession, broadening their scope from bookkeeping to **Business Process Management (BPM)** and business strategies.

RESEARCH QUESTION

**NEW TECHNOLOGIES:
OPPORUNITY OR
THREAT FOR MA?**

RESEARCH OBJECTIVES



- Conceptual clarity of the role of the **MA**
- Insight into **BPM**
- Enlighten how the **MA** (helped by **Big Data**) supports **BPM**

LITERATURE REVIEW

1 KEY WORD SEARCH
Accounting/BPM/
Big Data

**2 SCREENING &
COLLECTING**
+62 articles

**3 READING &
ANALYSIS**
Relevant opinions

COMPLETE FRAMEWORK



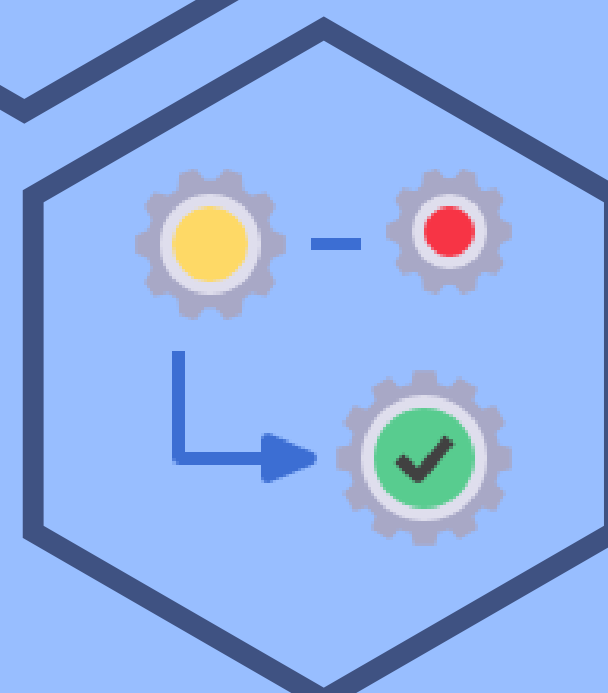
BIG DATA

- Volume: ocean of data
- Velocity: speed of processing
- Variety: unlimited storage



MANAGEMENT ACCOUNTANT

- Set free from operative tasks
- Focus on value generation
- Improve organisational performance



BUSINESS PROCESS MANAGEMENT

- Ensure consistent outputs & improvement opportunities
- Analysis leads to actionable insight