BIG DATA-BASED ACCOUNTING INFORMATION: BENEFITS, CHALLENGES, AND FUTURE PROSPECTS

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ABSTRACT

This paper explores the impact of Big Data on accounting information. With data growing at unprecedented rates, accounting will confront enormous difficulties adapting and capturing pertinent accounting information. The study discusses how big data can overcome the gap between the value of information and its related costs related to risk management, corporate budgeting, and activity-based accounting. We propose a framework to help management understand their information needs and improve the quality and relevance of accounting information. This paper provides insights into harnessing big data to enhance the quality of information and adapt to meet new challenges and opportunities in the evolving landscape of the accounting industry.