

Exploring the Experiences and Challenges of Accountants in Implementing Artificial Intelligence in Financial Reporting Practices in Nigeria

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Abstract

This study examined the relationship between artificial intelligence and financial reporting practices in selected Nigerian banking firms, with particular emphasis on accountants' experiences, challenges, and perceptions regarding AI implementation. Specifically, the study examined the relationship between Accountants' Experiences with Artificial Intelligence (AE), Challenges Accountants Encounter in implementing Artificial Intelligence (CAE), Accountants' Perceptions of the opportunities created by Artificial Intelligence (AP), and Financial Reporting Practices (FRP). The study adopted a mixed-methods approach, combining primary data obtained through a structured questionnaire administered to accountants and accounting professionals with secondary documentary evidence from five selected Nigerian banking firms. The primary data provided the main empirical evidence, while secondary data from annual reports, audited financial statements, and other corporate disclosures were used to support and contextualise the findings. Panel Least Squares regression was employed to examine the relationships among the study variables. The results showed that Accountants' Experiences ($\beta = 0.111267$, $p = 0.3602$) and Challenges Accountants Encounter ($\beta = 0.006385$, $p = 0.8226$) had positive but statistically insignificant relationships with Financial Reporting Practices. In contrast, Accountants' Perceptions ($\beta = 0.653516$, $p = 0.0000$) had a positive and statistically significant relationship with Financial Reporting Practices. The descriptive results showed mean values of 0.5975 for AE, 0.4259 for CAE, 0.6167 for AP, and 0.7205 for FRP. The findings indicate that favourable perceptions of the opportunities created by AI are more strongly associated with improved financial reporting practices than accountants' experiences or implementation challenges. The study concludes that Nigerian banking firms should strengthen AI awareness, professional training, technological support, and organisational integration to enhance accountants' effective utilisation of AI in financial reporting.

Keywords: Artificial Intelligence, Accountants' Experiences, Challenges, Accountants' Perceptions, Financial Reporting Practices, Nigerian Banking Firms.

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Introduction

Artificial intelligence has increasingly become an important technological development within accounting and related financial reporting activities. The growth of intelligent systems has expanded the capacity of organisations to automate routine processes, analyse large volumes of information, identify patterns and support professional judgement. Within accounting, the development of artificial intelligence has generated renewed scholarly interest because its applications extend beyond traditional information processing into activities involving analysis, prediction and decision support. Sutton et al. (2016) observed that research and practical applications of artificial intelligence in accounting have continued to develop, demonstrating that the technology remains relevant to contemporary accounting practice. Similarly, Kokina and Davenport (2017) explained that automation and cognitive technologies are increasingly influencing accounting and auditing activities, with implications for the responsibilities and roles of accounting professionals.

The integration of artificial intelligence into accounting is also associated with broader changes in the nature of accountants' work. Technologies such as artificial intelligence, cloud computing, big data and blockchain have the potential to alter how accounting information is processed, analysed and communicated. As technological systems increasingly undertake repetitive and analytical activities, accountants may be required to assume more advisory, interpretative and judgement-oriented responsibilities. Moll and Yigitbasioglu (2019) noted that internet-related technologies can substantially reshape accountants' work by increasing automation and improving access to financial information, while simultaneously creating concerns regarding professional roles, competencies and legitimacy. Consequently, the implementation of artificial intelligence in financial reporting should not be viewed merely as a technological development, but also as a transformation capable of influencing the experiences and responsibilities of accounting professionals.

The increasing availability of big data and advanced analytical technologies has further expanded the technological environment within which accountants operate. Financial reporting processes generate and depend upon substantial quantities of structured and unstructured information, thereby creating opportunities for intelligent technologies to support data processing and analysis. Richins et al. (2017) argued that big data analytics should not necessarily be regarded as a threat to the accounting profession because accountants possess business knowledge and analytical capabilities that can complement technological systems. This perspective suggests that artificial intelligence may create opportunities for accountants to perform higher-value activities while reducing the time devoted to repetitive procedures. Nevertheless, successful implementation requires accountants to understand emerging technologies and develop competencies that allow them to work effectively alongside intelligent systems.

Despite the potential benefits associated with artificial intelligence, its implementation introduces important ethical and professional considerations for accounting practitioners. Financial reporting involves information that affects investors, regulators, creditors, management and other stakeholders, making the reliability and integrity of technology-supported accounting processes particularly important. Munoko et al. (2020) identified several ethical implications associated with the use of artificial intelligence in auditing, including concerns arising from the nature of automated decision-making and the responsibilities surrounding the governance of intelligent technologies. Such concerns are relevant to financial reporting because accountants may have to balance the efficiency provided by artificial intelligence with professional judgement, accountability, transparency and appropriate oversight. The implementation of AI therefore creates a professional environment in which accountants must understand not only how to use intelligent systems but also how to manage their associated risks.

The changing technological environment also creates new expectations concerning the knowledge and skills required of accounting professionals. As artificial intelligence becomes increasingly capable of performing activities previously undertaken manually, accountants may need stronger technological, analytical and interpretative

competencies to remain effective within modern financial reporting environments. Gambhir and Bhattacharjee (2021) observed that developments in artificial intelligence are changing expectations concerning the skill sets required from accounting and finance professionals, while emphasising the importance of training, learning and development. This suggests that accountants' experiences with artificial intelligence may be influenced by their technological preparedness, opportunities for professional development and ability to integrate intelligent systems into existing accounting processes. The extent to which professionals perceive AI as supportive or disruptive may therefore depend partly on their readiness to adapt to changing work requirements.

The Nigerian accounting environment is similarly being affected by the emergence of artificial intelligence and related digital technologies. As Nigerian organisations increasingly seek technological solutions capable of improving efficiency, data processing and decision-making, accounting professionals are confronted with the need to adapt to emerging systems within their professional activities. Nkwede and Aniuga (2023) specifically examined artificial intelligence in relation to the Nigerian accounting profession and identified challenges associated with its application, including complex algorithms, inadequate investment, software-related problems and other limitations. At the same time, the authors recognised opportunities arising from artificial intelligence for improving professional services and business decision-making. These developments indicate that the Nigerian context presents important questions concerning how accountants actually experience the implementation of artificial intelligence and the difficulties they encounter in adapting to it.

The relationship between artificial intelligence and financial reporting has also attracted increasing attention because intelligent technologies may influence the accuracy, efficiency and quality of accounting information. Empirical evidence from Nigeria indicates that AI-driven technologies such as machine learning, natural language processing and robotic process automation can contribute to improvements in financial reporting accuracy and efficiency by supporting faster data processing and reducing human errors (Wilson-Oshilim and Efedhoma, 2024). Similarly, Awwad et al. (2025) found that artificial intelligence techniques, including expert systems, machine learning and neural networks, have implications for the quality of accounting information, particularly characteristics such as relevance, faithful representation and verifiability. These findings demonstrate the potential of artificial intelligence to improve financial information processes, but they also reinforce the need to understand the human and organisational dimensions accompanying technological implementation.

Furthermore, although existing literature has established that artificial intelligence is transforming accounting activities and has identified both potential benefits and implementation challenges, there remains a need for a more focused understanding of how these developments are experienced by accountants within the Nigerian financial reporting environment. The existence of technological capabilities does not automatically mean that their implementation will be straightforward, effective or equally beneficial to all accounting professionals. Accountants may encounter difficulties arising from changing responsibilities, technological competencies, organisational readiness, ethical concerns, system reliability and adaptation to new methods of performing financial reporting activities. There is therefore a need to explore these dimensions within the Nigerian context in order to provide a clearer understanding of the experiences, challenges and perceived opportunities associated with artificial intelligence in financial reporting practices. This study is consequently justified by the need to contribute contextual evidence on how accountants navigate the emerging relationship between artificial intelligence and financial reporting in Nigeria.

Statement of the Problem

In an ideal financial reporting environment, accountants should be able to utilise appropriate technological innovations, including artificial intelligence, to enhance the efficiency, accuracy, reliability and timeliness of financial reporting practices. The implementation of artificial intelligence should support accountants in processing large

volumes of financial information, reducing repetitive tasks, identifying errors and anomalies, and improving the quality of information available to users of financial reports. Accountants should also possess adequate knowledge, skills and organisational support to effectively integrate artificial intelligence into existing financial reporting processes while maintaining professional judgement, accountability and ethical standards.

However, the implementation of artificial intelligence in financial reporting practices in Nigeria is associated with several concerns. Accountants may experience difficulties adapting to AI-driven systems because of inadequate technological skills, insufficient training, resistance to changes in established accounting procedures and uncertainties regarding changing professional responsibilities. In addition, organisations may encounter challenges relating to the cost of implementing AI systems, system reliability, data security, ethical concerns and the need to maintain appropriate human oversight over automated processes. These challenges may limit the effective integration of artificial intelligence into financial reporting practices and may influence accountants' perceptions of its usefulness and the opportunities it creates.

If these problems are not adequately addressed, accountants may continue to experience difficulties in effectively implementing artificial intelligence in financial reporting practices. This could result in underutilisation of available AI technologies, increased resistance to technological transformation, inefficient financial reporting processes and difficulties in maintaining the expected quality and reliability of accounting information. Furthermore, failure to understand accountants' experiences, the challenges they encounter and their perceptions of the opportunities created by artificial intelligence may prevent organisations and relevant professional bodies from developing appropriate training, policies and support mechanisms. Consequently, the potential benefits of artificial intelligence for financial reporting practices in Nigeria may not be fully realised.

Objectives of the Study

The main objective of this study is to explore the experiences and challenges of accountants in implementing artificial intelligence in financial reporting practices in Nigeria. The specific objectives are to:

- i. To explore accountants' experiences with the use of artificial intelligence in financial reporting practices in Nigeria.
- ii. To explore the challenges accountants encounter when implementing artificial intelligence in financial reporting practices in Nigeria.
- iii. To explore accountants' perceptions of the opportunities created by artificial intelligence for financial reporting practices in Nigeria.

Research Questions

The study provided answers to the following research questions.

- i. What are accountants' experiences with the use of artificial intelligence in financial reporting practices in Nigeria?
- ii. What challenges do accountants encounter when implementing artificial intelligence in financial reporting practices in Nigeria?
- iii. What are accountants' perceptions of the opportunities created by artificial intelligence for financial reporting practices in Nigeria?

Statement of Hypotheses

The following hypotheses in null form (H_0) guided this study

- i. H_{01} : Accountants' experiences with the use of artificial intelligence have no significant effect on financial reporting practices in Nigeria.
- ii. H_{02} : The challenges accountants encounter when implementing artificial intelligence have no significant effect on financial reporting practices in Nigeria.
- iii. H_{03} : Accountants' perceptions of the opportunities created by artificial intelligence have no significant effect on financial reporting practices in Nigeria.

Significance of the Study

This study is significant to various individuals and institutions because its findings will provide meaningful contributions to a wide range of stakeholders by providing useful insights into the experiences of accountants, the challenges associated with the implementation of artificial intelligence, and the opportunities created by AI in financial reporting practices in Nigeria. Specifically, the study will be significant to the following:

- i. **Accountants:** The study will be beneficial to accountants because it will provide a better understanding of their experiences with the implementation and use of artificial intelligence in financial reporting practices. The findings will enable accountants to identify the major challenges associated with adopting AI technologies, including difficulties relating to technological skills, adaptation to new systems, changes in accounting responsibilities and the need for continuous professional development. It will also highlight the opportunities that artificial intelligence may create for accountants by improving efficiency, reducing repetitive activities and supporting more analytical and professional accounting functions.
- ii. **Accounting Firms:** The study will be useful to accounting firms because it will provide information on the practical challenges accountants encounter when implementing artificial intelligence in financial reporting. The findings may assist accounting firms in identifying areas where their employees require additional training, technological resources and organisational support. The study may also help accounting firms understand how AI can be effectively incorporated into accounting processes while maintaining professional standards, accuracy and reliability in financial reporting.
- iii. **Management of Organisations:** The study will be significant to management because it will provide relevant information for making informed decisions regarding the adoption and implementation of artificial intelligence in financial reporting activities. Management will gain insight into the experiences of accountants and the difficulties that may hinder successful AI implementation. This may assist organisations in developing appropriate strategies, providing adequate resources and creating a supportive working environment that will enable accountants to effectively adapt to AI-driven financial reporting systems.
- iv. **Professional Accounting Bodies:** Professional accounting bodies, particularly the Institute of Chartered Accountants of Nigeria and the Association of National Accountants of Nigeria, will benefit from the study because the findings may provide useful evidence for improving professional development programmes and training activities. The findings may assist these bodies in understanding the changing technological requirements of accountants and in developing appropriate guidance, seminars, workshops and continuing professional education programmes that will equip accounting professionals with the skills required to work effectively with artificial intelligence.

- v. **Regulatory Institutions:** Regulatory institutions will find the study useful because it will provide information about the implications of artificial intelligence for financial reporting practices and the experiences of professionals who implement these technologies. The findings may assist regulatory bodies in identifying areas requiring appropriate oversight, guidance and control. This could contribute to the development of policies and regulatory measures that encourage responsible use of artificial intelligence while promoting transparency, reliability, accountability and professional judgement in financial reporting.
- vi. **Policymakers:** The study will be beneficial to policymakers because its findings may provide empirical information that can support the formulation of policies concerning technological transformation within the accounting and financial reporting environment. Understanding the challenges and opportunities associated with AI implementation may enable policymakers to develop measures that encourage technological innovation while addressing issues such as workforce development, technological readiness, professional competence and responsible use of artificial intelligence within Nigerian organisations.
- vii. **Future Researchers:** The study will serve as a useful reference for future researchers interested in artificial intelligence, accounting, financial reporting and technological transformation in Nigeria. The findings may provide a foundation for further research into accountants' experiences, implementation challenges and perceptions of the opportunities created by AI. Future researchers may also use the study as a basis for examining artificial intelligence in other areas of accounting, different categories of organisations or other geographical contexts, thereby contributing to the continuing development of knowledge in this emerging field.

Definition of Terms

The following terms operationalized the study:

- i. **Artificial Intelligence (AI):** Artificial intelligence refers to the development and use of computer systems, software and technological applications that are capable of performing tasks that ordinarily require human intelligence. These tasks may include learning from information, analysing data, recognising patterns, making predictions, solving problems and supporting decision-making. In the context of this study, artificial intelligence refers to technologies applied to accounting and financial reporting activities to improve the efficiency and effectiveness of financial information processing.
- ii. **Accountants:** Accountants are professionally trained individuals who are responsible for recording, classifying, analysing, interpreting and reporting financial transactions and information of an organisation. They play important roles in the preparation and presentation of financial statements and other financial reports. In this study, accountants refer specifically to accounting professionals who are involved in financial reporting activities and have experience or knowledge of the implementation and use of artificial intelligence in their accounting functions.
- iii. **Implementation:** Implementation refers to the process of introducing, adopting, integrating and putting artificial intelligence technologies into practical use within an organisation. It involves incorporating AI systems into existing accounting procedures and financial reporting activities. In this study, implementation refers to the process through which organisations introduce and integrate artificial intelligence into financial reporting practices and through which accountants adapt to and utilise these technologies in performing their professional responsibilities.
- iv. **Financial Reporting:** Financial reporting refers to the systematic process of preparing, presenting and communicating financial information about an organisation to users of accounting information. It provides information concerning an organisation's financial position, financial performance and cash flows, thereby

assisting users in making informed economic decisions. In this study, financial reporting refers to the activities involved in preparing and communicating financial information with the support or use of artificial intelligence technologies.

- v. **Financial Reporting Practices:** Financial reporting practices refer to the procedures, activities and processes involved in recording, processing, analysing, summarising, preparing, presenting and communicating financial information. These practices are generally guided by applicable accounting standards, principles, laws and regulatory requirements. In this study, financial reporting practices represent the accounting activities through which financial information is processed and reported, particularly where artificial intelligence is being introduced or utilised.
- vi. **Accountants' Experiences:** Accountants' experiences refer to the knowledge, observations, perceptions and practical encounters that accountants acquire through their involvement with artificial intelligence in financial reporting activities. Such experiences may include how accountants interact with AI systems, how the technology affects their daily responsibilities and how they adapt to changes arising from its implementation. In this study, accountants' experiences relate specifically to their practical encounters with the use of artificial intelligence in financial reporting practices in Nigeria.
- vii. **Challenges:** Challenges refer to the difficulties, obstacles, limitations or problems that may hinder the effective adoption, implementation and use of artificial intelligence in financial reporting practices. Such challenges may include inadequate technological skills, insufficient training, high implementation costs, resistance to technological change, data security concerns and difficulties associated with adapting existing accounting procedures. In this study, challenges refer to the specific difficulties encountered by accountants when implementing artificial intelligence in financial reporting practices.
- viii. **Opportunities:** Opportunities refer to the potential advantages, benefits and favourable possibilities that may arise from the implementation and use of artificial intelligence in financial reporting practices. These opportunities may include improved efficiency, faster processing of financial information, reduction of repetitive tasks, improved accuracy, enhanced analytical capabilities and better decision-making. In this study, opportunities refer to the benefits that accountants perceive artificial intelligence can create for financial reporting practices in Nigeria.
- ix. **Perception:** Perception refers to the way individuals understand, interpret, evaluate and form opinions about a particular subject, situation or development based on their knowledge and experiences. In this study, perception refers to how accountants understand and evaluate the usefulness, effects, benefits and implications of artificial intelligence for financial reporting practices. It particularly focuses on accountants' views regarding the opportunities created by AI within the Nigerian accounting environment.

Review of Related Literature

Conceptual Review

Accountants' experiences

Accountants' experiences encompass the perceptions, emotions, interactions, and professional encounters through which practitioners interpret their roles and workplace realities. They extend beyond technical duties to include communication, organizational expectations, stakeholder relationships, and adaptive practices, making experience a socially situated dimension of accounting work (Daff & Parker, 2020). Occupational demands and available resources also influence accountants' well-being and professional functioning (Molina-Sánchez et al., 2019).

Accountants' experiences also involve professional identity, as practitioners continuously interpret their competence, status, career development, and belonging within the profession. Identity is therefore constructed through ongoing encounters and changing expectations rather than acquired as a fixed attribute, with professional security and insecurity influencing how accountants understand their careers (Guo, 2018).

Workplace experiences further shape accountants' learning and adjustment, particularly during entry into professional practice. Exposure to demanding assignments, ethical dilemmas, conformity pressures, and organizational expectations can influence knowledge acquisition, professional socialization, and perceptions of career fit. Such experiences demonstrate that accounting competence develops through situated participation alongside formal education (Covaleski et al., 2021).

Contemporary accountants' experiences are increasingly shaped by intelligent automation, which alters professional judgment, task allocation, and interactions with technological systems. Practitioners' trust in automation depends not only on system reliability but also on contextual and social conditions, including communication, participation, and the application of situation-specific expertise (Ala-Luopa et al., 2024).

Furthermore, accountants' experiences can be viewed as an evolving construct shaped by professional identity, workplace relationships, learning, organizational pressures, and technological transformation. This integrated perspective emphasizes that accounting practice involves continuous interpretation and adaptation, providing a conceptual basis for understanding how practitioners respond to changing expectations while maintaining professional competence and judgment.

Challenges accountants encounter

Challenges accountants encounter refer to the professional, organizational, technological, and ethical difficulties that complicate the effective performance of accounting responsibilities. These challenges include adapting to digitalization, managing expanding information requirements, and maintaining established professional principles amid rapid change (Gulin et al., 2019). Technology adoption can further be constrained by security, privacy, and organizational factors (Jackson & Allen, 2024).

Workload represents another important challenge because accounting and auditing activities often require intensive effort within compressed reporting and assurance periods. Excessive team workloads can generate burnout, distraction, and reduced audit quality, demonstrating that resource constraints affect both accountants' well-being and the reliability of professional outputs (Christensen et al., 2021).

Ethical conflict constitutes a further challenge when accountants or auditors encounter incompatible expectations between professional obligations, organizational demands, and personal values. Such tensions can become particularly consequential when workload pressures and perceived ethical failures intensify conflict, potentially increasing intentions to leave the profession or organization (Tormo-Carbó et al., 2024).

Technological transformation also creates challenges by changing established accounting tasks and requiring professionals to develop competencies in cloud systems, big data, blockchain, artificial intelligence, and related digital tools. These developments may create uncertainty concerning occupational relevance while simultaneously demanding continuous learning and adaptation to preserve accountants' contribution to organizational decision-making (Moll & Yigitbasioglu, 2019).

Furthermore, challenges accountants encounter can be understood as interconnected rather than isolated difficulties, because technological change, workload, ethical pressures, and competency demands can reinforce one another. This perspective emphasizes the need to examine accounting work as a dynamic professional environment

in which changing institutional expectations continually reshape responsibilities, judgment, competence, and occupational sustainability.

Accountants' perceptions

Accountants' perceptions can be understood as practitioners' subjective interpretations and evaluations of accounting work, professional responsibilities, organizational conditions, and changes affecting the profession. They shape how accountants assess workplace realities, stakeholder relationships, ethical expectations, and professional identity, making perception an important link between external conditions and individual professional responses (Adekoya et al., 2020).

Accountants' perceptions are also influenced by institutional and regulatory developments, particularly when accounting standards change. Perceptions may vary according to practitioners' understanding of new requirements and their experiences applying revised regulations, demonstrating that regulatory complexity is interpreted rather than experienced uniformly across professional contexts (Ortiz-Martínez et al., 2022).

Technological development represents another significant influence on accountants' perceptions because digitalization changes expectations concerning skills, work processes, and professional relevance. Accountants' readiness for further training is associated with perceived usefulness and ease of digital tools, organizational culture, regulatory conditions, and concerns about automation and potential employment displacement (Mihăilă et al., 2023).

Ethical perceptions constitute a further dimension, encompassing accountants' evaluations of appropriate conduct, professional values, and the factors influencing ethical decision-making. Evidence from Ghana indicates that ethics education can strengthen professional accountants' ethical attitudes, while contextual and personal characteristics may shape how ethical principles are interpreted and applied in practice (Onumah et al., 2021).

Furthermore, accountants' perceptions should be viewed as dynamic constructions shaped by professional experience, regulation, technology, organizational context, and ethical expectations. This perspective recognizes that perceptions influence how accountants interpret change, evaluate professional opportunities, and respond to emerging demands, making the concept relevant for understanding adaptation, professional commitment, judgment, and evolving accounting practice.

Financial Reporting Practices

Financial reporting practices encompass processes through which organizations identify, measure, record, summarize, and disclose financial information for decision-making. They are shaped by accounting standards, measurement choices, governance structures, and organizational circumstances, influencing the reliability, relevance, comparability, and transparency of reported information (Hadiyanto et al., 2018). Governance mechanisms can also influence disclosure and earnings-management practices (Rajpurohit & Rijwani, 2020).

Financial reporting practices also involve the application of reporting requirements within particular institutional and national environments. Although international standards seek greater consistency, local institutions, stakeholder interests, and regulatory conditions can affect how organizations implement and comply with financial reporting requirements, producing differences between formal standards and practices observed in developing economies (Jayasinghe et al., 2021).

Another dimension of financial reporting practices concerns the quality and usefulness of information generated for external and internal decision-making. High-quality reporting can reduce information uncertainty and strengthen

the information environment surrounding organizations. Consequently, reporting practices are not merely compliance mechanisms but also organizational information systems that can influence investment decisions, monitoring, and broader economic outcomes (Park, 2018).

Financial reporting practices further encompass the expectations surrounding the adequacy, completeness, and usefulness of corporate disclosures. Differences between what users expect and what organizations provide can create an expectation gap, particularly where reporting reforms introduce new requirements or increase demands for transparency. This highlights the importance of aligning reporting practices with users' informational needs (Deb et al., 2021).

Furthermore, financial reporting practices can be understood as evolving organizational processes through which accounting information is transformed into formal representations of economic activities. Their contemporary significance lies in balancing standardized requirements with organizational judgment, stakeholder information needs, accountability, and changing reporting environments, making them central to transparency, corporate governance, and informed economic decision-making.

Theoretical Review

This study was theoretically underpinned on Technology Acceptance Model (TAM)

Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), developed by Davis (1989), explains how individuals come to accept and use new technologies. Its central idea is that perceived usefulness and perceived ease of use influence an individual's attitude and intention to use a technology, ultimately affecting actual usage. In the context of this study, TAM provides a useful framework for understanding how Nigerian accountants perceive and respond to artificial intelligence (AI) in financial reporting. Their willingness to implement AI may depend on whether they consider it beneficial, easy to operate, and capable of improving reporting efficiency, accuracy, and decision-making (Davis, 1989).

Relevance of the study

- i. Perceived usefulness: Examines whether accountants believe AI improves financial reporting accuracy, efficiency, and quality.
- ii. Perceived ease of use: Explains accountants' experiences with the simplicity or difficulty of implementing AI systems.
- iii. Behavioural intention: Relates to accountants' willingness to adopt and continuously use AI in reporting practices.
- iv. User acceptance: Helps explain accountants' positive or negative responses to AI implementation in Nigerian organisations.
- v. Implementation challenges: Provides a basis for understanding barriers such as inadequate skills, training, infrastructure, and technological complexity.

Empirical Review

Odoh et al. (2018) conducted a study titled Effect of Artificial Intelligence on the Performance of Accounting Operations among Accounting Firms in South East Nigeria to examine whether AI-based expert systems and intelligent agents improve accounting operations. Using a descriptive survey design, the researchers collected questionnaire data from 185 accountants and managers in accounting firms across Anambra and Enugu States and tested the hypotheses with linear regression at the 5% significance level. The results showed that expert systems

had a significant effect on accounting-function performance ($r = .904$; $F = 608.447$; $p < .001$), while intelligent agents also had a significant effect ($r = .754$; $F = 178.810$; $p < .001$). The study concluded that AI application positively influences accounting operations and recommended continuous AI-related knowledge development among accountants to improve efficiency and reduce accounting costs.

Ologe (2020) investigated Perceptions on the Use of Artificial Intelligence in Accounting: An Empirical Study among Accounting Professionals in Nigeria, focusing on accountants' awareness, perceptions, and concerns regarding AI adoption. The empirical study used a random sample of 399 accounting professionals in Nigeria and employed a between-group research design, with independent-samples t-tests and one-way ANOVA used to examine whether accountants' demographic and professional characteristics influenced their perceptions. Findings indicated high awareness of AI, although much of the reported knowledge was theoretical and derived from personal reading and media exposure. Overall, respondents expressed positive attitudes toward AI and relatively limited concern about job displacement; however, male accountants displayed more favourable perceptions than female accountants, while age, education, experience, specialization, qualification status, and professional membership did not significantly differentiate perceptions. The study recommended reforms in accounting education and continuous professional development to prepare accountants for technological change.

Kwarbai & Omojoye (2021) examined Artificial Intelligence and Accounting Profession in Nigeria, with particular attention to how AI affects reporting accuracy, transparent reporting, and data analytics within the accounting profession. The researchers adopted a descriptive field-survey design and focused on accountants working in the Big Four accounting firms in Nigeria. Of 500 questionnaires distributed across the firms, 277 were correctly completed and returned, while multiple regression analysis using SPSS was employed to estimate the relationships between AI-related variables and accounting outcomes. The findings demonstrated significant relationships between AI applications and accounting-profession outcomes: test automation and predictive forecasting were positively associated with reporting accuracy, while AI-related applications also significantly influenced transparent reporting and data analytics. The study therefore concluded that AI can strengthen accounting processes and recommended integrating intelligent sampling, anomaly detection, and learning capabilities into assurance software while improving accountants' technological competencies.

Akinadewo (2021) investigated Artificial Intelligence and Accountants' Approach to Accounting Functions to determine whether AI adoption changes the way accountants perform accounting activities. The study employed a structured questionnaire administered to 205 accountants with experience in systems application for accounting and financial transactions, using purposive sampling. AI was operationalized through technologies including expert systems, neural networks, robotics, fuzzy logic, genetic algorithms, natural-language processing, and intelligent agents, while the accountants' approach to accounting functions served as the dependent variable. Regression analysis indicated a statistically significant positive relationship between AI and accountants' approach to accounting functions, demonstrating that adoption of intelligent technologies changes accountants' functional activities. The study consequently emphasized training and retraining so accountants can acquire competence in diverse AI technologies and accounting software, thereby improving their effectiveness and efficiency.

Ugo (2023) conducted An Empirical Investigation of the Impact of Artificial Intelligence on Accounting Practice in Nigeria to establish how specific AI technologies influence accounting practice. The researcher adopted a survey design and obtained primary questionnaire responses from 148 respondents working in selected organizations in Abuja. Descriptive statistics, including frequency distributions and percentages, were used to summarize the data, while the hypotheses were evaluated using probability values generated from regression analysis. The findings established that expert systems and neural networks exerted positive and statistically significant effects on accounting practice in Nigeria, indicating that AI-enabled technologies can improve the execution of accounting functions. The study concluded that accountants who fail to develop competence in AI-based accounting software

risk becoming less relevant as technological adoption expands, and therefore recommended seminars, workshops, and the incorporation of AI courses into accounting education at undergraduate and postgraduate levels.

Akaegbobi et al. (2025) examined Artificial Intelligence and Accounting Practices of Professional Accountants: Advancements, Challenges and Opportunities with the explicit objective of assessing AI advancement, implementation challenges, and benefits among professional accountants in Nigeria. Using a survey design, the researchers collected questionnaire responses from 297 professional accountants registered with ICAN and ANAN in Anambra State and applied descriptive statistics, correlation analysis, and t-tests. The findings showed significant advances in AI adoption, particularly in automated bookkeeping and audit analytics, but also identified substantial implementation barriers, including AI-literacy and skills gaps reported by 84.5% of respondents, data-quality problems reported by 81%, ethical concerns such as algorithmic bias reported by 75%, and higher cost barriers among smaller firms. Nevertheless, respondents reported improved process efficiency, shorter monthly closing periods, fewer reporting errors, stronger risk management, and opportunities for accountants to move toward strategic advisory roles, leading the researchers to recommend continuous professional education and upskilling.

Methodology

The study adopted a mixed-methods research design, combining primary survey data with secondary documentary data to examine accountants' experiences and challenges in implementing artificial intelligence (AI) in financial reporting practices in Nigeria. The primary data provided direct evidence of accountants' experiences, challenges, and perceptions concerning AI, while secondary data from selected banking firms provided firm-level evidence for the empirical assessment of the relationship between AI-related factors and financial reporting practices. The integration of both sources provided a broader understanding of AI implementation within the Nigerian banking sector.

The study focused on five selected commercial banking firms in Nigeria: Zenith Bank Plc, Guaranty Trust Holding Company Plc (GTCO), United Bank for Africa Plc (UBA), Access Holdings Plc, and Fidelity Bank Plc. These firms were purposively selected based on their relevance to the Nigerian banking sector and the availability and accessibility of relevant financial and corporate disclosures. The primary-data population comprised accountants and accounting professionals working in the selected banks who had relevant exposure to financial reporting, accounting technologies, automation, and AI-enabled accounting processes. Purposive sampling was used to select knowledgeable respondents for the questionnaire survey. For the secondary-data component, audited financial statements, annual reports, sustainability reports, corporate governance reports, and other relevant corporate disclosures of the five banks were examined for the period 2014–2025 as supporting/documentary evidence only, resulting in 60 firm-year observations.

Primary data were collected through a structured questionnaire developed in line with the study objectives. The instrument captured accountants' experiences with AI, challenges encountered during AI implementation, perceptions of the opportunities created by AI, and views concerning financial reporting practices. The questionnaire responses were analysed to provide direct evidence of accountants' experiences, challenges, and perceptions. The validity of the instrument was established through alignment with the study objectives and relevant dimensions of the study variables, while reliability was assessed using Cronbach's alpha.

Secondary data were used to develop firm-year measures of the study variables and to provide documentary evidence concerning AI-related developments and financial reporting practices in the sampled banks. Information relating to AI adoption, accounting automation, digital transformation, technology investment, employee training, digital skills, technology-related challenges, and technology-enabled financial reporting was extracted from the corporate disclosures of the selected firms. The extracted information was systematically coded and transformed into indices representing accountants' experiences with AI (AE), challenges accountants encounter (CAE),

accountants' perceptions of AI opportunities (AP), and financial reporting practices (FRP). The secondary measures were used for the panel regression analysis, while the primary survey findings were used to complement and contextualise the econometric results.

The empirical relationship between the variables was specified as:

$$FRP_{it} = f(AE_{it}, CAE_{it}, AP_{it})$$

and expressed econometrically as:

$$FRP_{it} = \beta_0 + \beta_1 AE_{it} + \beta_2 CAE_{it} + \beta_3 AP_{it} + c_i + \varepsilon_{it}$$

where FRP_{it} represents financial reporting practices of firm i in year t ; AE_{it} represents accountants' experiences with AI; CAE_{it} represents challenges associated with AI implementation; AP_{it} represents perceptions of the opportunities created by AI; β_0 is the intercept; $\beta_1 - \beta_3$ are the regression coefficients; c_i represents unobserved firm-specific effects; and ε_{it} represents the error term.

The data were analysed using descriptive statistics and panel least squares regression. Descriptive statistics included the mean, median, minimum, maximum, standard deviation, skewness, kurtosis, and Jarque-Bera statistics. Panel regression was employed to examine the relationship between AE, CAE, AP, and FRP across the five banks over the 2014–2025 period. The regression results were evaluated using the estimated coefficients, t-statistics, probability values, R-squared, adjusted R-squared, and F-statistic. Diagnostic tests were conducted to assess the suitability of the model, including tests for multicollinearity, heteroskedasticity, and serial correlation. Documentary evidence from the annual reports and related corporate disclosures was further analysed thematically and integrated with the primary survey findings to provide contextual support for the econometric results.

Results and Interpretation

Descriptive Statistics

Table 1: Descriptive Statistics of the variables

	AE	CAE	AP	FRP
Mean	0.597517	0.425933	0.616683	0.720533
Median	0.594500	0.425500	0.611000	0.719500
Maximum	0.763000	0.528000	0.769000	0.831000
Minimum	0.451000	0.318000	0.487000	0.616000
Std. Dev.	0.075516	0.052272	0.068259	0.052833
Skewness	0.194004	-0.065560	0.245566	0.105656
Kurtosis	2.383046	2.278413	2.406955	2.300232
Jarque-Bera	1.327955	1.344702	1.482283	1.335821
Probability	0.514800	0.510507	0.476570	0.512779
Sum	35.85100	25.55600	37.00100	43.23200
Sum Sq.	21.75803	11.04636	23.09280	31.31479
Sum Sq. Dev.	0.336461	0.161210	0.274899	0.164691
Observations	60	60	60	60

Source: E-view 14.0 Statistical Output, 2026

Table 1 shows the descriptive statistics for accountants' experiences (AE), challenges accountants encounter (CAE), accountants' perceptions (AP), and financial reporting practices (FRP) of the sampled Nigerian banking firms.

The mean value of accountants' experiences (AE) is 0.5975, indicating that the average level of accountants' experiences with the use of artificial intelligence in financial reporting practices is approximately 59.75%. The challenges accountants encounter (CAE) have a mean of 0.4259, suggesting that the average level of challenges associated with implementing artificial intelligence is about 42.59%. Accountants' perceptions (AP) record a mean of 0.6167, indicating that accountants' perceptions of the opportunities created by artificial intelligence for financial reporting practices average approximately 61.67%. The financial reporting practices (FRP) have a mean of 0.7205, suggesting that the sampled firms recorded an average financial reporting practices index of approximately 72.05% during the study period.

The median values are relatively close to their respective means across the variables. AE has a median of 0.5945 compared with a mean of 0.5975, while CAE has a median of 0.4255 compared with a mean of 0.4259. AP has a median of 0.6110 compared with a mean of 0.6167, and FRP has a median of 0.7195 compared with a mean of 0.7205. The closeness between the mean and median values suggests that the distributions do not exhibit substantial distortion from extreme observations. The minimum and maximum values also reveal reasonable variation, with AE ranging from 0.4510 to 0.7630, CAE from 0.3180 to 0.5280, AP from 0.4870 to 0.7690, and FRP from 0.6160 to 0.8310.

The standard deviations reveal the degree of variability of each variable around its mean. AE has a standard deviation of 0.0755, indicating moderate variation in accountants' experiences across the sampled firms and years. CAE records a lower standard deviation of 0.0523, suggesting relatively less variation in the challenges encountered. AP has a standard deviation of 0.0685, showing moderate variation in accountants' perceptions of the opportunities associated with artificial intelligence. FRP has a standard deviation of 0.0528, indicating relatively moderate and stable variation in financial reporting practices across the observations. Overall, the standard deviation values suggest that the observations are reasonably concentrated around their respective means.

The skewness values are generally close to zero, indicating that the distributions are approximately symmetrical. AE has a positive skewness of 0.1940, while AP has a positive skewness of 0.2456 and FRP has a positive skewness of 0.1057, indicating slight positive skewness in these variables. This suggests that the distributions have relatively small tendencies toward higher values. CAE records a slightly negative skewness of -0.0656, indicating an almost symmetrical distribution with a very mild tendency toward lower values. Since all the skewness values are relatively close to zero, there is no evidence of serious asymmetry in the distributions.

The kurtosis values are 2.3830 for AE, 2.2784 for CAE, 2.4060 for AP, and 2.3002 for FRP. These values are below the normal-distribution benchmark of 3, indicating that the distributions are slightly platykurtic, with somewhat lighter tails and flatter peaks than a normal distribution. However, the values are not excessively distant from 3, suggesting that the distributions do not exhibit severe kurtosis problems.

The Jarque-Bera statistics further provide evidence regarding the normality of the variables. AE has a Jarque-Bera probability of 0.5148, CAE has 0.5105, AP has 0.4766, and FRP has 0.5128. Since all the probability values are greater than the 5% significance level, the null hypothesis of normality cannot be rejected for any of the variables. This indicates that AE, CAE, AP, and FRP are approximately normally distributed. Therefore, the descriptive statistics provide reasonable evidence that the variables do not suffer from serious departures from normality, supporting the use of parametric statistical techniques and subsequent panel-data regression analysis.

Table 2: Panel Least Squares Regression Results of the Time Series Data

Dependent Variable: FRP				
Method: Panel Least Squares				
Date: 09/04/26 Time: 22:22				
Sample: 2014 2025				
Periods included: 12				
Cross-sections included: 5				
Total panel (balanced) observations: 60				
Variable	Coefficient	Std. Error	t-Statistic	Prob.
AE	0.111267	0.120599	0.922619	0.3602
CAE	0.006385	0.028348	0.225222	0.8226
AP	0.653516	0.133021	4.912891	0.0000
C	0.248318	0.026102	9.513183	0.0000
R-squared	0.994470	Mean dependent var		0.720533
Adjusted R-squared	0.994174	S.D. dependent var		0.052833
S.E. of regression	0.004033	Akaike info criterion		-8.124456
Sum squared resid	0.000911	Schwarz criterion		-7.984833
Log likelihood	247.7337	Hannan-Quinn criter.		-8.069841
F-statistic	3357.095	Durbin-Watson stat		0.569228
Prob(F-statistic)	0.000000			

Source: E-view 14.0 Statistical Output, 2026

Table 2 presents the results of the Panel Least Squares regression analyzing the effects of accountants' experiences (AE), challenges accountants encounter (CAE), and accountants' perceptions (AP) on financial reporting practices (FRP) of five Nigerian banking firms over the period 2014 to 2025.

The results reveal that accountants' experiences (AE) have a positive but statistically insignificant effect on financial reporting practices, with a coefficient of 0.111267 and a probability value of 0.3602. This indicates that an increase in accountants' experiences with the use of artificial intelligence is associated with an increase in financial reporting practices, holding other variables constant. However, since the p-value of 0.3602 is greater than the 5% significance level, the relationship is not statistically significant. Therefore, accountants' experiences with artificial intelligence do not have a significant effect on financial reporting practices within the sampled firms.

Similarly, challenges accountants encounter (CAE) have a positive but statistically insignificant effect on financial reporting practices, with a coefficient of 0.006385 and a probability value of 0.8226. The positive coefficient suggests that a unit increase in the challenges encountered by accountants is associated with a very small increase in financial reporting practices, all other factors remaining constant. However, the high p-value of 0.8226, which is greater than the 5% significance level, indicates that this effect is not statistically significant. Thus, the challenges accountants encounter when implementing artificial intelligence do not have a significant effect on financial reporting practices in the sampled banking firms.

In contrast, accountants' perceptions (AP) have a positive and statistically significant effect on financial reporting practices, with a coefficient of 0.653516 and a probability value of 0.0000. This indicates that a unit increase in accountants' perceptions of the opportunities created by artificial intelligence is associated with an estimated 0.6535 increase in financial reporting practices, holding other variables constant. Since the p-value of 0.0000 is less than the 1% significance level, the relationship is statistically significant. This suggests that favourable perceptions of the opportunities created by artificial intelligence are strongly associated with improved financial reporting practices among the sampled banking firms.

The constant term (C) is positive and statistically significant at the 1% level, with a coefficient of 0.248318 and a probability value of 0.0000. This indicates that when AE, CAE, and AP are held at zero, the estimated baseline level of financial reporting practices is approximately 0.2483. Although statistically significant, the practical interpretation of the intercept should be treated with caution because a situation in which all the explanatory variables have a value of zero may not represent the normal operating conditions of the sampled banking firms.

The R-squared value of 0.994470 indicates that approximately 99.45% of the variation in financial reporting practices is explained by accountants' experiences, challenges accountants encounter, and accountants' perceptions in the model. The adjusted R-squared value of 0.994174 shows that approximately 99.42% of the variation remains explained after adjusting for the number of explanatory variables included in the model. This indicates a very high explanatory power of the regression model. The F-statistic of 3357.095, with a probability value of 0.000000, indicates that the regression model is statistically significant overall. Thus, the independent variables jointly have a statistically significant effect on financial reporting practices.

The Durbin-Watson statistic of 0.569228 is considerably below the benchmark value of approximately 2, suggesting the presence of positive serial correlation in the residuals. This indicates that the regression residuals may not be completely independent across the firm-year observations. Consequently, appropriate diagnostic and robustness tests should be considered when assessing the reliability of the estimated coefficients and conducting subsequent hypothesis testing.

Therefore, the regression results indicate that while accountants' experiences and the challenges accountants encounter have positive but statistically insignificant relationships with financial reporting practices, accountants' perceptions of the opportunities created by artificial intelligence have a positive and statistically significant relationship with financial reporting practices. The findings therefore suggest that perceptions of the opportunities associated with artificial intelligence are the strongest statistically significant predictor of financial reporting practices among the three explanatory variables in the model.

Test of Hypotheses

Test of Hypothesis One

Restatement of the Hypothesis in Null and Alternate forms:

H_{01} : Accountants' experiences with the use of artificial intelligence have no significant effect on financial reporting practices in Nigeria.

H_{a1} : Accountants' experiences with the use of artificial intelligence have a significant effect on financial reporting practices in Nigeria.

Statement of Decision Rule:

Reject the null hypothesis (H_0) if the p-value of the t-statistic is less than 0.05. Otherwise, accept the null hypothesis and reject the alternate hypothesis.

Decision:

From the regression result, the coefficient of AE is 0.111267, with a t-statistic of 0.926619 and a p-value of 0.3602, which is greater than 0.05. Therefore, H_{01} is accepted, and the alternate hypothesis is rejected.

This indicates that accountants' experiences with the use of artificial intelligence do not have a statistically significant effect on financial reporting practices in Nigeria during the study period. Although the coefficient is positive, suggesting that greater accountants' experiences are associated with an improvement in financial reporting practices, the relationship is not statistically significant.

Test of Hypothesis Two

Restatement of the Hypothesis in Null and Alternate forms:

H_{02} : The challenges accountants encounter when implementing artificial intelligence have no significant effect on financial reporting practices in Nigeria.

H_{a2} : The challenges accountants encounter when implementing artificial intelligence have a significant effect on financial reporting practices in Nigeria.

Statement of Decision Rule:

Reject the null hypothesis (H_0) if the p-value of the t-statistic is less than 0.05. Otherwise, accept the null hypothesis and reject the alternate hypothesis.

Decision:

The coefficient of CAE is 0.006385, with a t-statistic of 0.252222 and a p-value of 0.8226, which is greater than 0.05. Therefore, H_{02} is accepted, and the alternate hypothesis is rejected.

This implies that the challenges accountants encounter when implementing artificial intelligence do not have a statistically significant effect on financial reporting practices in Nigeria over the study period. Although the coefficient is positive, the very high p-value indicates that the observed relationship is not statistically significant.

Test of Hypothesis Three

Restatement of the Hypothesis in Null and Alternate forms:

H_{03} : Accountants' perceptions of the opportunities created by artificial intelligence have no significant effect on financial reporting practices in Nigeria.

H_{a3} : Accountants' perceptions of the opportunities created by artificial intelligence have a significant effect on financial reporting practices in Nigeria.

Statement of Decision Rule:

Reject the null hypothesis (H_0) if the p-value of the t-statistic is less than 0.05. Otherwise, accept the null hypothesis and reject the alternate hypothesis.

Decision:

The coefficient of AP is 0.653516, with a t-statistic of 4.912891 and a p-value of 0.0000, which is less than 0.05. Therefore, H_{03} is rejected, and the alternate hypothesis is accepted.

This indicates that accountants' perceptions of the opportunities created by artificial intelligence have a positive and statistically significant effect on financial reporting practices in Nigeria during the study period. The positive coefficient suggests that more favourable perceptions of the opportunities associated with artificial intelligence are associated with improved financial reporting practices among the sampled Nigerian banking firms.

Summary of Findings, Conclusion and Recommendations

Summary of Findings

The key findings of the study are elucidated below:

- i. Accountants' Experiences (AE) were found to have a positive but statistically insignificant effect on financial reporting practices, with a coefficient of 0.111267 ($t = 0.926619$, $p = 0.3602$). This finding indicates that although greater accountants' experiences with the use of artificial intelligence are associated with

improved financial reporting practices, the effect is not statistically significant. This suggests that accountants' experiences with artificial intelligence alone may not be sufficient to produce a significant improvement in financial reporting practices within the sampled Nigerian banking firms.

- ii. Challenges Accountants Encounter (CAE) had a positive but statistically insignificant effect on financial reporting practices, with a coefficient of 0.006385 ($t = 0.252222$, $p = 0.8226$). This result indicates that the challenges encountered by accountants when implementing artificial intelligence do not have a statistically significant influence on financial reporting practices. Although the positive coefficient suggests a slight positive relationship, the high p -value shows that the effect is not sufficiently strong or consistent to establish a significant relationship within the sampled firms during the study period.
- iii. Accountants' Perceptions (AP) demonstrated a positive and statistically significant effect on financial reporting practices, with a coefficient of 0.653516 ($t = 4.912891$, $p = 0.0000$). This finding indicates that more favourable accountants' perceptions of the opportunities created by artificial intelligence are associated with improved financial reporting practices. The statistically significant result suggests that accountants' recognition and acceptance of the opportunities provided by artificial intelligence may play an important role in enhancing the effectiveness and quality of financial reporting practices among the sampled Nigerian banking firms.

Conclusion

The study conclusively found that among the selected variables, namely Accountants' Experiences (AE), Challenges Accountants Encounter (CAE), and Accountants' Perceptions (AP), only accountants' perceptions of the opportunities created by artificial intelligence exhibited a statistically significant effect on Financial Reporting Practices (FRP) of the sampled Nigerian banking firms. Notably, this significant relationship was positive, suggesting that more favourable perceptions of the opportunities created by artificial intelligence are associated with improved financial reporting practices.

On the other hand, accountants' experiences with the use of artificial intelligence and the challenges accountants encounter when implementing artificial intelligence showed positive but statistically insignificant effects on financial reporting practices. This indicates that, although accountants' experiences and implementation challenges may be relevant to financial reporting, their individual effects were not sufficiently strong to establish a statistically significant relationship within the sampled firms during the study period.

These findings imply that financial reporting practices in Nigerian banking firms may be influenced by a broader range of organisational, technological, professional, and institutional factors, rather than accountants' experiences and implementation challenges alone. The results underscore the importance of accountants' perceptions and recognition of the opportunities provided by artificial intelligence in achieving improved financial reporting practices in an increasingly technology-driven accounting environment.

Therefore, while accountants' experiences and the challenges associated with implementing artificial intelligence remain important considerations, banking firms may need to place greater emphasis on developing positive perceptions and awareness of the opportunities provided by artificial intelligence. This may be achieved through appropriate training, technological support, organisational policies, and effective integration of artificial intelligence into accounting and financial reporting processes to improve and sustain financial reporting practices in Nigeria.

Recommendations

Based on the findings of this study, the following recommendations are proposed:

- i. Although accountants' experiences with the use of artificial intelligence had a positive but statistically insignificant effect on financial reporting practices, Nigerian banking firms should continue to provide practical training, professional development, and hands-on exposure to AI-based accounting technologies. Regular capacity-building programmes can improve accountants' technical competence and enable them to use artificial intelligence more effectively in financial reporting processes.
- ii. Given that the challenges accountants encounter when implementing artificial intelligence had a positive but statistically insignificant effect on financial reporting practices, banking firms should identify and address the major barriers associated with AI implementation. Management should provide adequate technological infrastructure, technical support, cybersecurity measures, and clear organisational guidelines to reduce implementation difficulties and facilitate the effective integration of artificial intelligence into accounting and financial reporting activities.
- iii. Since accountants' perceptions of the opportunities created by artificial intelligence had a positive and statistically significant effect on financial reporting practices, Nigerian banking firms should place greater emphasis on creating positive awareness and acceptance of AI among accounting professionals. Management should demonstrate the benefits of AI in areas such as reporting accuracy, processing speed, data analysis, error reduction, and decision support, while involving accountants in AI implementation initiatives to strengthen their confidence and positive perceptions of the technology.

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