



USE OF E-COMMERCE IN PROFESSIONAL

BHUPENDER

(Asst. Prof) Govt. P.G College JIND

ABSTRACT

The present study was an attempt to find out the difference among male and female accounting professionals regarding impact of E-commerce on accounting professionals. A sample of 75 accounting professionals (50 males + 25 females) from district Rohtak were taken as a sample on the basis of random sampling method. A self-made questionnaire was used to collect the data. The statistical techniques Mean, standard deviation and 't' test were used to analyse the difference. The findings of the study revealed that (i) It was found that the female accounting professionals were found to have more favourable attitude the statement, the e-commerce system "Affecting electronic commerce on the speed and capacity of the work of the accounting system" as compared to male accounting professionals; (ii) It was found that the female accounting professionals were found to have more favourable attitude regarding the statement, that the "E-commerce affects the capability of an auditor positively" as compared to male accounting professionals; and (Hi) It was found that the female accounting professionals were found to have more favourable attitude regarding the statement, that the "Limitations of E-commerce technology affects the accounting information systems negatively" as compared to male accounting professionals.

KEYWORDS : E-commerce, accountants, accounting information system, AIS

INTRODUCTION

Briefly defined E-accounting is an accounting, where transactions, accounting entries and data is received, transferred and stored electronically. Some of these technological and electronic solutions in financial accounting could be summarized as electronic ordering, invoicing, payment and archives. When data can be transferred electronically between business partners the need for printed documents will decrease. However, in the accounting department of a company the consequences might be more extensive. According to the Accounting Board the use of automation will create a more efficient and reliable accounting as well as reduce the costs of accounting. Greater efficiency can be achieved by altering working methods and attitudes. The internal control may be handled by the computer and this may change the manual routines for those working with book-keeping. The Internet started as a personal phenomenon increasing the ways individuals expressed themselves and published to the world. It was seen that emergence of the Internet as a business phenomenon. While commerce platforms are being developed, market players search for products and offerings which make economic sense. Currently, most of the Fortune 500 companies have expanding presence on the Web. Relatively few, however, seem to know how to make money on the Web. Eventually accountants are bound to evaluate the medium and experiment with providing their current and expanded services over the Internet.

Even with the growth and development of the Internet and e-commerce, not every country has the web presence like the U.S. The infrastructure of e-commerce varies widely across countries and all are behind the United States. U.S. websites dominate the international market in visits and sales. The main reasons for these differences are the environments of the other countries. Different legal, political, and cultural environments cause different purchasing behaviors and attitudes regarding e-commerce. Some countries' traditions and culture do not support the amount of web presence that is found in the U.S. Countries also have a preference bias when it comes to buying items. This is called the "country-of-origin" effect and means the perception that one country has of another country will affect their perception of that country's products and thus, their buying behavior [Ulgado 2002].

With the growth of e-business, the demand for real time accounting information is also rising. An article in The CPA Journal Deshmukh [2000] discusses how a business' accounting software can provide real-time support when creating web-based storefronts and electronic data interchange. Connecting the web storefront with the accounting software can improve forecasting, scheduling, manufacturing, and procurement functions. Changes to inventory can be made immediately. Customer relations management (CRM) is becoming more popular because it manages potential and existing customer data and coordinates marketing channels. This software may contain data mining tools that can analyze and predict customer behavior and identify

marketing strategies. Another feature of CRM is clickstream analysis. This feature captures information about a visitor for future marketing use and evaluation. A way to help customers feel empowered is by allowing customers to establish their own accounts and track their orders. Accounting software must also have billing and collection abilities for efficient sales and collection. "The software should be able to accept common forms of electronic payment and post them into the accounting system" [Deshmukh 2002]. Acceptable forms of payment include debit cards, credit cards, and electronic checks. The accounting software can also contain self-service features for vendors. The software can allow them to access their own information and view purchase orders. Another necessity of the accounting software is the ability to accept online submission of expense reports. Once data has been received by the software, it should be capable of providing web-ready reports on the site. Various vendors are available that can help a company choose the correct software for their business and also keep the information secure [Deshmukh 2002].

The accounting information system is defined as the infrastructure that supports the production and delivery of accounting's delivery product [Hollander et al. 1996]. The objective of the accounting information systems is to collect and store data about business processes that can be used to generate a meaningful output for decision makers. Technologies have evolved over the years from manual resources [such as paper and ink] to the advanced information technologies available today.

Raghunath & Panga [2013] conducted a study, "Problem and Prospects of E-Commerce. They pointed out that E-commerce as anything that involves an online transaction. E-commerce provides multiple benefits to the consumers in form of availability of goods at lower cost, wider choice and saves time. **Accounting Issues**

A computerized accounting system performs the same functions as a manual system but the advantages are the speed and the possibility to cope with a large volume of data. Traditionally there are two reasons for advocating the use of the computer in accounting: the costs, which may be reduced for a given volume of transactions and the improved information, as computers allow more timely, relevant and accurate information [Hollander et al. 1996]. Technology is increasingly making the capacity to transact easier, thus compelling the accountant to provide a higher level of service to stay relevant. Purchase ledger and payroll would be outsourced, with e-commerce replacing transaction processing. Traditional balance-sheet accountants would be asked to partner line managers, transfer into line positions and educate non-financial people within the organisation. Accountants can therefore no longer ignore the changes taking place. Moreover, many organisations are demanding more involvement in areas of business that traditionally had minimal accounting involvement. Today's finance director is expected to take on a broader

role within an organisation. Chief executive officers are looking for accountants to act as business partners in delivering value to shareholders and managing financial risks, while still maintaining financial and management control.

RATIONAL OF THE STUDY

Now in these days, accountants will operate in an increasingly networked world, with most organizations being on the net. Most of the professional accountants will access the Internet at work as well as at home. As professionals charged with the primary duty of collecting and organizing financial information to support business decisions, accountants will have to cope with immediate access to an ever-growing array of traditional and non-traditional data including traditional accounting data. Accounting systems will have interact and incorporate increasing and faster flows of business intelligence about customers, competitors, new products and technologies. This information and technology can help accountants by providing consequential details that allocate the true cost of products to be found. Advertising expenses can be matched directly with the product sold. Intellectual capital is now the most commonly discussed issue as companies establish how knowledge and expertise can be valued on the financial statements and determine future benefits to be derived. This concern is very important to management accountants because it allows them to understand the impact of intellectual capital, contributes to proactive management, and increases the value of external reports [Kupiec 2000]. Keeping in view the importance of E-commerce in accounting profession, a humble attempt was made to study the attitude male and female accounting professional regarding impact of electronic commerce on the development of Accounting Information System within the client company.

OBJECTIVE OF THE STUDY

1. To compare the attitude of male and female accounting professionals regarding the impact of electronic commerce on the development of Accounting Information System within the client

company

HYPOTHESIS

1. There is no significant difference in the attitude of male and female accounting professionals regarding the impact of electronic commerce on the development of Accounting Information System within the client company

METHOD

Descriptive survey method was used in this study.

Sample

A sample of seventy five accounting professionals [50 males + 25 females) was selected on the basis of Random Sampling from district Rohatak.

Tool Used

A self-made 5-Point Likert Type Questionnaire was used to collect the data. It has 15 statements regarding the impact of E-commerce on accounting system. Statistical Techniques Used

Mean, Standard Deviation and 't' test were used to analyse the data.

RESULTS

The attitude of male and female accounting professionals regarding their attitude towards "Impact of electronic commerce on the development of AIS's within the client company" are given in codified form in table 1.

Table 1

Mean, Standard Deviation and 't' value between male and female accounting professionals regarding their attitude towards "Impact of electronic commerce on the development of AIS's within the client company"

s. No.	Statements	Gender	N	Mean	Std. Deviation	Std. Error Mean	'f test
1.=	Impact of the presence of electronic commerce on AIS	Male	50	3.74	.77	.10	1.833NS
		Female	25	4.04	.35	.07	
2.=	Affected the status of electronic commerce security, which is characterized by information systems.	Male	50	3.70	.64	.09	.402NS
		Female	25	3.76	.52	.10	
3 =	Electronic commerce has affected the flexibility of the AIS	Male	50	3.38	.83	.11	1.947NS
		Female	25	3.76	.72	.14	
4.=	Affecting electronic commerce on the speed and capacity of the work of the accounting system.	Male	50	3.32	.79	.11	2.266*
		Female	25	3.72	.54	.10	
5 =	Show output AIS is evident when the use of electronic commerce.	Male	50	3.26	.56	.07	1.940NS
		Female	25	3.52	.50	.10	

6 =	Electronic commerce has changed the way financial reporting of companies.	Male	50	3.66	.65	.09	1.812NS
		Female	25	3.92	.40	.08	
7 =	Affecting electronic commerce on the process of communication within the company	Male	50	3.56	.81	.11	.441NS
		Female	25	3.64	.56	.11	
8 =	E-Commerce affects the others parties related to business	Male	50	3.42	.64	.09	1.507NS
		Female	25	3.64	.48	.09	
9.=	Legal aspects of E-commerce affects the business	Male	50	3.70	.58	.08	-.735NS
		Female	25	3.80	.50	.10	
10 =	E-commerce affects the capability of an auditor positively	Male	50	3.62	.75	.10	2.767**
		Female	25	4.08	.49	.09	
11.=	Limitations of E-commerce technology affects the accounting information systems negatively.	Male	50	3.12	.77	.10	2.466*
		Female	25	2.68	.62	.12	
12 =	Use of e-commerce give the changing and innovative shape to business	Male	50	3.66	.77	.10	1.281NS
		Female	25	3.88	.52	.10	
13.=	There are some novel issues in which e-commerce practitioner should be aware.	Male	50	3.72	.78	.11	.219NS
		Female	25	3.76	.66	.13	
14.=	E-environment has changed the manner of audit and nature of services required from an auditor	Male	50	3.52	.61	.08	.270NS
		Female	25	3.48	.58	.11	
15 =	The background of an auditor affects the e-commerce accounting	Male	50	3.68	.79	.11	1.588NS
		Female	25	3.96	.53	.10	

limit the usefulness of the results. It has also been taken for granted, that informal institutions exist and to the same extent in all organizations which are included in this study.

REFERENCES

- Afolabi, S.O. (2012). The Impact of E-commerce, Accounting Information Technology and Globalization on Selected Firms in Nigeria, *International Journal of Economic Development Research and Investment* Vol. 3, No 1, 33-39. | Hollander A., Denna E., & Cherrington J.O. (1996), Accounting, information technology and business solutions, USA | Deshmukh, A. (2002). Accounting software and e-business. *CPA Journal*. 72(11). November, 52-54. | Gundavelli, V. (2001). Security in web-based finance. *Business credit*, 103(10), Nov/Dec, 51-54. Kupiec, E. (2000). Shifting strategies: Challenging the traditional business knowledge. | *CMAManagement*. 74(4). May, 15-17. Meall, L. (2002). Business: SME's and e-commerce-bubbles, bullets, and business. *Accountancy*. 130(1311). November, 1. | Raghunath, Alka & Panga, Murli Dhar Panga (2013). Problem and Prospects of E-Commerce,