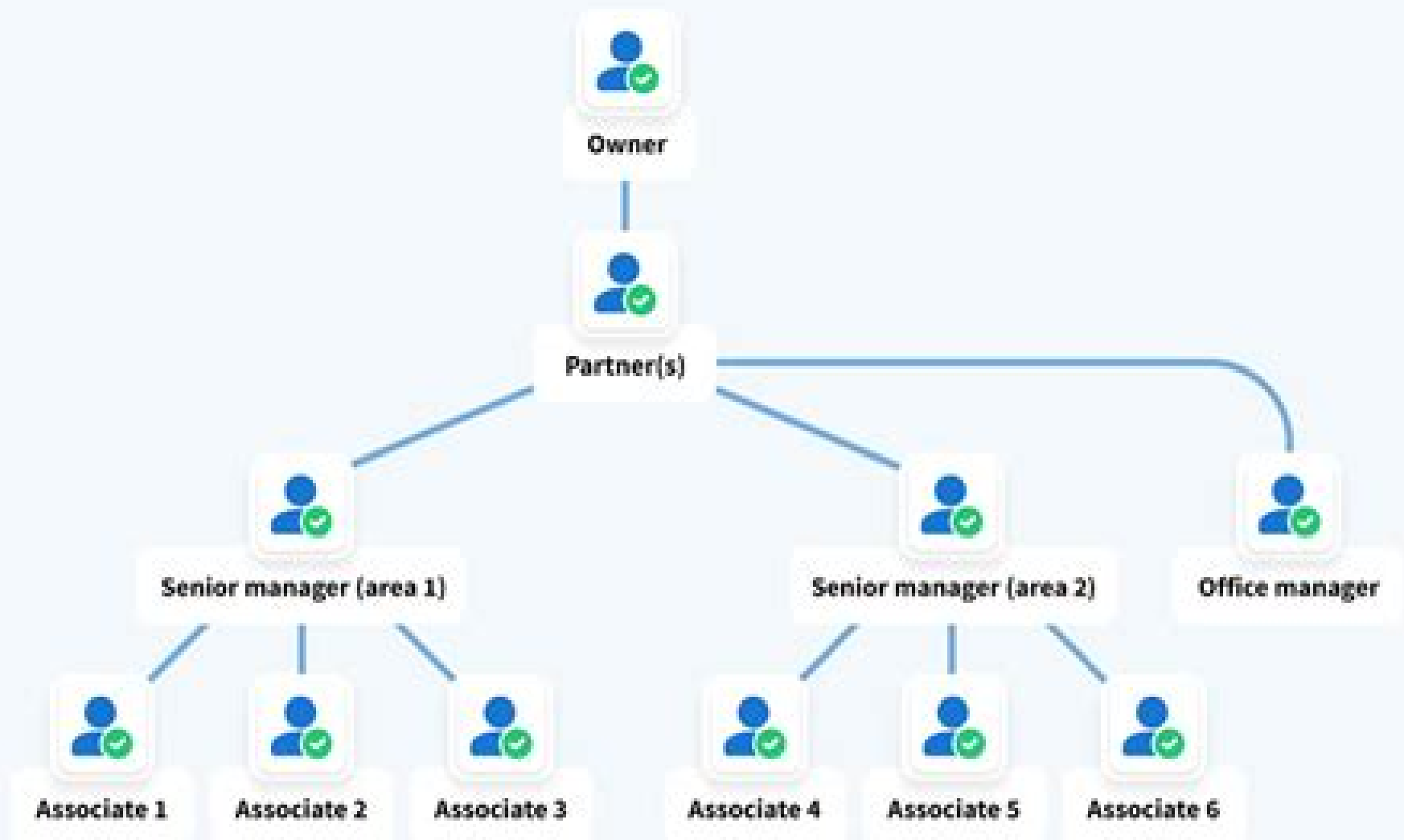


Organizational hierarchy: medium-sized accounting firm



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and medium sized practices AASMPs in the public and private sectors The book has three main objectives firstly to provide an analysis of how different societal trends including digitalization impact AASMPs and what role education and training play in proactive adaptation to those trends secondly to outline major scenarios for global AASMP development by 2035 and thirdly to offer a conceptual framework for better understanding of AASMPs dynamic and transformative capabilities that are necessary to create sustained competitive advantage in a rapidly changing society Beyond presenting a conceptual framework this book also offers a discussion of future scenarios for AASMPs development and their role in the global economic development This book is unique as it disseminates the findings of a large research project carried out by both academics and practitioners from the accounting and auditing industry Readers of this book will be better equipped to understand the development trends in the accounting and auditing industry the impact those trends create for AASMPs and the way different actors can work proactively to maximize AASMPs chances for success amidst rapid technological and regulatory change This book is aimed primarily at accounting and auditing academics however it will also be of benefit to managers of accounting and auditing firms leaders of professional associations and professional bodies that regulate accounting and auditing practices setting the foundations for future research endeavors on this topic

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