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 **NEW APROACH TOWARD DEFINING THE ACCOINTING INFORMATON SYSTEM**

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**Abstract:** ***This article report the impact of new complex factors on a role of Accounting Information System (AIS). Analyzing those factors we develop our opinion that building new concept of Contemporary Accounting Information System defining is very important issue nowadays.From data input to reporting, classifying and informing , accountants function and operations are dissected in order to identify to what extent the development of new concepts, such as cloud computing, cloud accounting, real-time accounting or mobile accounting may affect the financial-accounting process, as well as the challenges that arise from the changing economic and social responsibility environment.***

 **Key words:** Accounting Information System, defining, information technology, social welfare

**1. Introduction**

## Good term or concept definitions are valuable assets. Allow us to assess situations better, understand terms adequately and have more meaningful conversations, make better decisions and put adequate feedback too. A really good definition is generative. It creates value beyond its intended purpose of describing something effectively. Talking about AIS defining today, that’s mean that we have to formulating such generative definition which will help us to better understanding of Accounting as a valuable assets for organizations and individuals as well. The explanatory method of research will be used in this work.

**2. Period of AIS defining**

Analyzing the accounting literature in the last 70 years, we are carrying out our opinion that there is different way of defining the AIS before and after year 2008, when the Global Financial Crises was happened. In the period before year 2008 the essential elements taking for AIS defining were: dates recording, classifications, information for internal and external users. The Committee on Terminology of the American Institute of Certified Public Accountants formulated the following definition in 1961(1), “Accounting is the art of recording, classifying and summarizing in a significant manner and in terms of money, transactions and events which are in part at list of a financial character, and interpreting the result thereof”.

According to the American Accounting Association [AAA]: “Accounting refers to the process of identifying, measuring and communicating economic information to permit informed judgments and decisions by users of the information” (1). Almost all next definitions of Accounting are under big influence of this previous definition. In 1975 AAA discloser that the purpose of accounting may be redefined as: “ to provide information which is potentially useful for making economic decision and which is potentially useful for making economic decisions ***and which, if provided, will enhance social welfare”.*** Although this of AAA statement, for redefined the purpose of Accounting in the society, the AIS definition long time are very similar as previous two, with major point of recording and prepare information for making decisions by external and internal users. For example, Investopedia report that: “Accounting is the process of recording financial transactions pertaining to a business. The accounting process includes summarizing, analyzing and reporting these transactions to oversight agencies, regulators and tax collection entities. “(2)

## After the Global Finance crises in 2008, new AIS responsibilities were derivate in the management control process of companies, financial institutions and all other organizations. Importance of Reliable Financial Reporting and the rule of the social welfare responsibility of Accounting Information System was discussed too. A large survey was conducted in 2010 by the Charted Institute of Management Accountants and the UK’s University of Bath to 5426 senior accounting professionals around the world and their accounting responsibilities. A large number of accounting responsibilities where split into several categories:

## Accounting operations, including transaction processing accounts payable and receivable and internal financial report:

## External reporting which includes statutory reporting, corporate finance, treasury and financial risk and regulation, including internal audits, compliance with regulatory requirements and taxes;

* management accounting: preparing and interpreting management accounting information, such as forecasting, budgeting, costing and reporting on variances, as well as cash flow management;
* management support which includes identifying and analyzing strategic options, decision support, designing and tracing key personnel indicators, benchmarking, strategic management accounting and business risk management;
* management information systems: developing, implementing and maintaining management information system;
* other: staff management, training, administration, and other miscellaneous activities. (3)

In last 10 years of 21st century, many accounting researchers and practitioners as well, taking in view this complex accountant’s responsibilities and the new economic and advanced information technology environment, in their research works are looking for the answering this important question about conception a new Accounting Information system definition which will explain the complex role, contain and importance of this system one clear and understanding way.

**3. Conclusion**

Accounting as an information system known as Accounting Information System (AIS), is the only discipline that can provide information that forms the basis of the assessment of an organization by a wide category of users, for the purpose of making decisions on allocating economic resources efficiently and effectively to provide social welfare. In the process of formulation a modern definition of Accounting Information System have to be taken in observation between the others, the following elements: the complex importance of AIS for business process success, the development of the Information technology, and the responsibility of accounting and the accountancies work for the society and individuals welfare. Nowadays, the need for real and far valid information processed and produced by the Accounting Information System rapidly has risen, as a result of global economic crises. The accounting was, is and will be always the “language of the business’’, (4) but, it is the language for financial discussion and understanding among each organization, institution and individual as well. Everyone will have a benefit of essential accounting education and maybe the idea for including the subject Basic Accounting in more and more study curriculum will become a reality. All this and many other circumstances have to be taken in to account by the accounting and finance theory and practice, facing the challenge to found the best way for defining the Accounting Information System and formulate an acceptable definition for wide interesting group in the modern complex society.

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