



ŠIAULIŲ
VALSTYBINĖ
KOLEGIJA

International Scientific Conference
“Higher Education for Sustainable Development
of a Smart Region“

**Digital Transformation in Accounting Education
for Smart Regions**



Grāmatvedības
un finanšu koledža

M g . o e c . A n g e l i n a T j u r i n a

THE RELEVANCE OF RESEARCH



“Smart regions” are areas that use digital technologies, innovation, and skilled people to improve quality of life, economic growth, and sustainability. To develop these regions, it is important to combine technology, new ideas, and sustainable practices in the local economy.

Financial accounting and taxation play a key role because they help measure and track sustainability in a clear way. This allows governments, businesses, and society to understand progress and make better decisions.

Higher education is important because it prepares professionals with the skills needed to work in this field.

THE FIVE FUTURE CAREER ZONES IN ACCOUNTANCY

Future Career Zone	Focus	Impact
Assurance Advocate	Building trust, managing risks, addressing regulatory challenges, and even auditing algorithms.	Ensures transparency and strong governance in sustainable organisations.
Business Transformer	Leading organisational change, driving innovation, and transforming finance operations.	Shapes dynamic, future-ready businesses.
Data Navigator	Using analytics and emerging technologies to turn data into actionable insights.	Informs strategy and drives performance with smart decision-making.
Digital Playmaker	Championing digital adoption and leveraging technology to transform operations.	Unlocks organisational potential and resilience through digital transformation.
Sustainability Trailblazer	Aligning financial performance with ESG priorities and developing meaningful reporting frameworks.	Creates long-term value by integrating profit and purpose.

Competencies of the Accountant of the Future

1 Digital Competencies	Artificial intelligence and big data analytics	ERP and automated accounting systems	Predictive modeling for financial and tax decision-making
2 Sustainability Competencies	ESG reporting frameworks (GRI, IFRS Sustainability Disclosure)	Accounting for social and environmental impacts	Integrated financial and non-financial reporting
3 Taxation Expertise	Knowledge of green taxes and incentive schemes	Strategic tax planning aligned with sustainability goals	Digital tax compliance systems
4 Strategic and Analytical Skills	Scenario analysis and risk management	Decision support for regional economic development	Participation in governance and policy formation



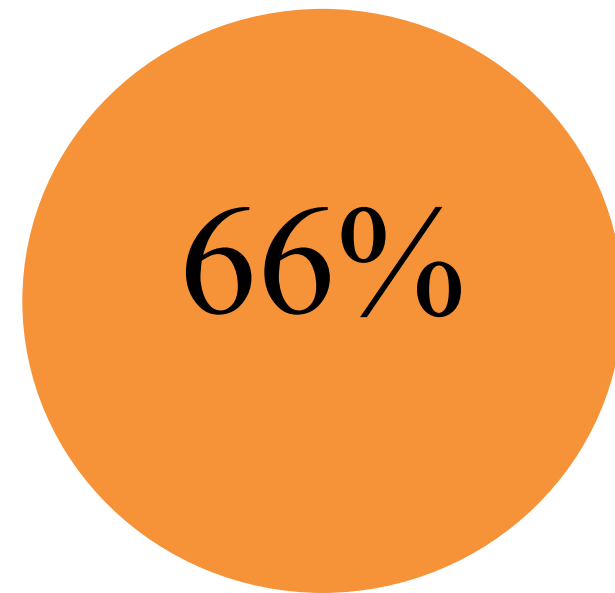
A 2022 employer survey by “RAIT Custom Research Baltic”

65% of
employers
prioritize
professional skills

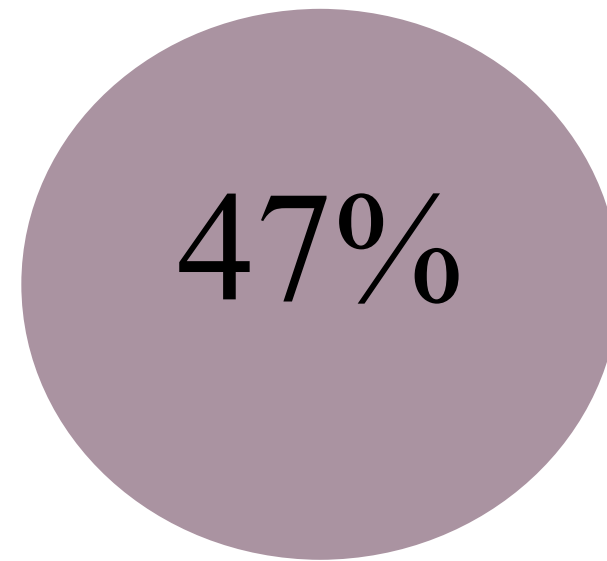
37% emphasize
technical abilities

30% of
employers
identified
personal skills

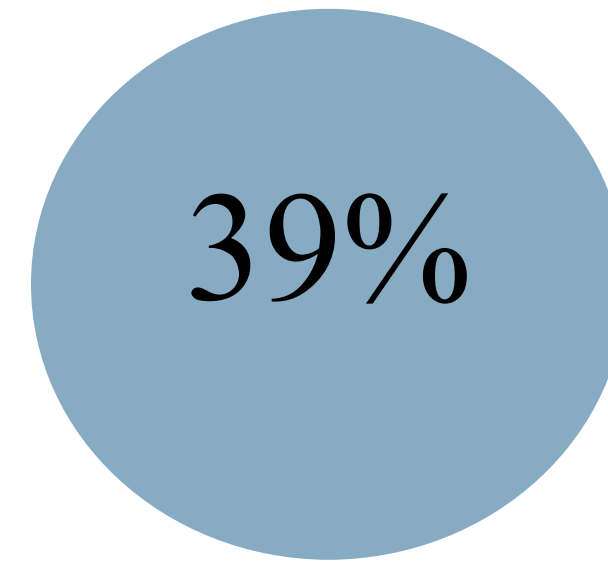
ANALYTICAL DATA OF THE LABOR MARKET BASED ON THE RECRUITING SITE CV. LV



English



Soft skills



Digital skills

Hybrid Skill Set



COMBINATION OF:



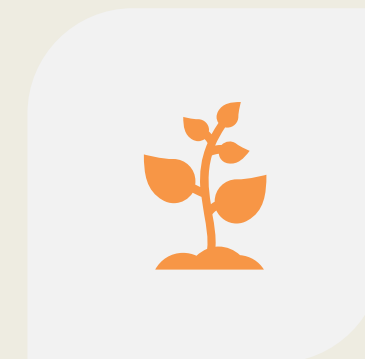
- ACCOUNTING
EXPERTISE



- DIGITAL
COMPETENCIES



- ANALYTICAL
THINKING



- SUSTAINABILITY
KNOWLEDGE

Improving Qualifications



- Digital skills (data analytics, software).
- Knowledge of ESG and sustainability development.
- Interdisciplinary education.



Accounting Education Transformation

**From traditional
bookkeeping to
strategic
advisory roles.**

**Increased
involvement in
decision-making
processes.**

The gap between university curricula and labor market expectations

Digital Skills Gap

- **Universities:** basic IT, accounting software
- **Labor market:** data analytics, AI, automation, blockchain

Sustainability (ESG) Gap

- **Universities:** minimal or optional ESG content
- **Labor market:** growing demand for sustainability reporting and compliance

Strategic Thinking Gap

- **Universities:** focus on rules, reporting, compliance
- **Labor market:** expects business advisors, decision-makers

Practical Experience Gap

- **Universities:** theoretical knowledge
- **Labor market:** expects applied, real-world problem-solving

Soft Skills Gap

- **Universities:** limited emphasis
- **Labor market:** high demand for communication, teamwork, leadership

Micro-credentials

Quickly adapt to
**labor market
needs**

Support **lifelong
learning**

Help professionals
upskill or reskill

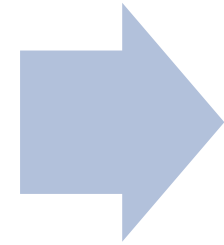
Valuable in fast-
changing fields (IT,
finance, digital
business)

Conceptual Model of the Accounting of the Future in a Smart Region

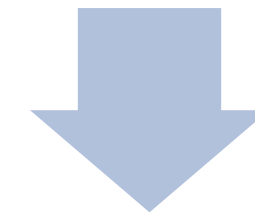


CONCLUSION

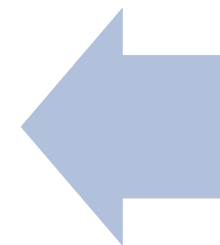
The most successful accountants of tomorrow will be those who master the intersection of finance and technology.



Universities must change their programs to be more technology-oriented and future-oriented. Companies will also have to invest in technology and in the skillset of their employees.



The goal of higher education for sustainable development is to create conditions for the development of specialists who understand new phenomena and processes of social life and are ready for socially responsible professional activity and continuous education in a dynamically changing world.



Micro-credentials provide a flexible and focused way for individuals to gain and demonstrate the knowledge, skills, and competencies needed for both personal growth and professional development.

THANK YOU

FOR YOUR ATTENTION

CREATED BY

M.G.O.E.C.A.T.JURINA (www.koledza.lv)