

The Impact of Artificial Intelligence and Fintech Revolution on the Growth of Digital Accounting: Insights from Saudi Companies

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Abstract:

Advanced artificial intelligence technologies play a crucial role in facilitating the adoption of digital accounting. AI enhances the precision of financial data analysis and offers strategic insights. Furthermore, AI can be employed to forecast financial trends and support decision-making processes, thereby improving the efficiency and effectiveness of digital accounting within the modern business landscape.

The objective of this study is to examine the role and contribution of artificial intelligence in the application and advancement of digital accounting amidst the ongoing digital transformation within the global financial sector. The study explores a selection of platforms and applications providing business solutions and accounting services that utilize AI, both globally and within the Kingdom of Saudi Arabia, with a focus on enhancing client experiences in the provision of financial services.

Keywords: Digital transformation, digital accounting, financial technology (fintech), artificial intelligence.

Introduction:

Amid the rapid digital transformation reshaping the business landscape, digital accounting has emerged as a key component for enhancing corporate performance and supporting informed decision-making. This evolution is driven by the integration of financial technology (fintech) and artificial intelligence (AI), which play a crucial role in advancing the application of digital accounting. The combination of these technologies enables an enhanced understanding of financial data through more intelligent analysis processes. Digital accounting improves the accuracy and efficiency of financial reporting, while the dynamic interaction between AI and accounting has revolutionized accounting practices. This includes precise trend analysis and strategic guidance, empowering organizations to make more accurate and optimal decisions. The transformation of accounting through the advanced capabilities of fintech and AI serves as a catalyst for the development of innovative methods in managing financial activities.

Based on the above, the following research question is posed:
What is the role of the artificial intelligence revolution and financial technology in the growth of digital accounting adoption?

To address this question and comprehensively explore the topic, the study is divided into two main sections:

- **Section One:** Theoretical framework and general concepts related to the study variables.
- **Section Two:** Examples of companies providing business and accounting solutions globally and in Saudi Arabia, leveraging AI in their service offerings.

1. Importance of the Study

The significance of this study lies in the integration of AI and fintech in enhancing the application of digital accounting. This integration is evident in the improved accuracy of accounting processes and increased efficiency. Additionally, AI facilitates the analysis of large datasets and the rapid generation of precise reports, saving time and effort for accountants. Advanced financial analysis enables organizations to understand financial trends and anticipate future developments, thus enhancing their capacity for strategic planning.

Study Objectives

The study seeks to achieve several key objectives:

- To introduce the concept and importance of digital accounting.
- To explore the concepts of artificial intelligence and financial technology and their relationship with digital accounting.
- To examine the activities of business solution and accounting service providers in the study sample, highlighting their services and benefits.

Study Methodology

To answer the research question, this study adopts a descriptive-analytical approach, which is well-suited for describing the study variables—artificial intelligence, financial technology, and their relationship with digital accounting. The approach also involves analyzing the relationship between these elements. A case study analysis is conducted on a selection of companies offering business solutions and accounting services, including both global players and those operating in the Saudi Arabian market. The analysis is based on official reports from the Saudi Technology Authority and the official websites of these companies.

Section One: Theoretical Framework and General Concepts of the Study Variables

1. The Concept of Digital Transformation and Digital Accounting

The goal of digital transformation is to enhance accounting performance through the use of digital technologies, facilitating a seamless transition to digital accounting and, more broadly, to a fully digital enterprise.

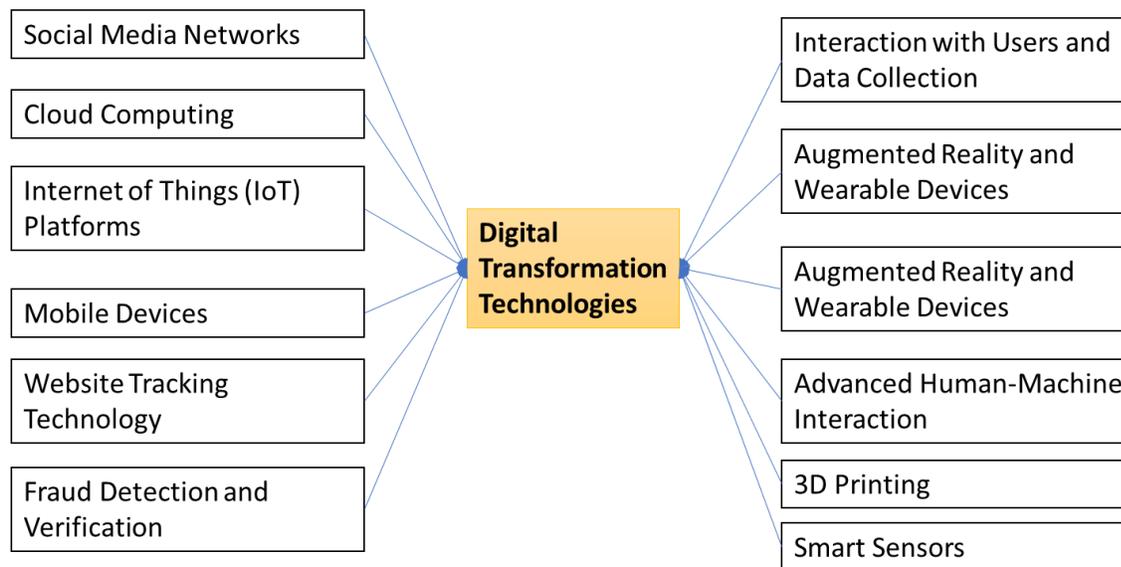
1.1 Digital Transformation: Digital transformation is defined as "the changes brought about by digital technologies in an organization's business model, products, processes, and organizational structure" (El Hilali, 2020, pp. 10-14). It involves the use of digital technologies to perform various tasks across fields, transitioning data from paper-based formats to digital formats (Al-Haddad, 2022, p. 671). Digital transformation also encompasses the provision of information, business processes, and product offerings in a digital format through IT and internet-based applications (Ekman et al., 2020, pp. 6-12).

1.2 Aspects of Digital Transformation: Digital transformation is characterized by a range of technologies, including (Grisi, Al-Absi, and Si Tayeb, 2021, pp. 102-103):

- Internet proliferation;
- Knowledge automation;
- Internet of Things (IoT);

- Cloud computing;
- Advanced robotics;
- Autonomous vehicles;
- 3D printing;
- Artificial intelligence (AI).

The following figure illustrates some of the technologies and innovations driving digital transformation.



Source: Omar Ibrahim Obaid, Digital Transformation, Iraqi University, College of Education, p. 6.

1.3 Emergence of Digital Accounting

The origins of digital accounting can be traced back to the era of the Great Depression during World War II. At that time, challenges in tax organization and management emerged due to the complexities of the war, particularly in managing logistical data issues. These challenges reduced the reliability of financial transaction details, creating a need for computing technology. As a result, technology found new and broader applications in data management. By the late 1950s and early 1960s, large companies began utilizing technology to handle accounting data, which was difficult to manage manually due to the volume and complexity of information. This period marked the beginning of accounting information automation and highlighted the emerging role of information technology, even though the term was not yet coined. Consequently, the need for data processing emerged, leading to the establishment of the first Data Processing Management Association (DPMA). Later, accounting intersected with e-commerce through innovations like Electronic Data Interchange (EDI) and Electronic Fund Transfer (EFT), marking the initial phase of digital transformation in accounting information (Deshmukh, 2006, pp. 1-2).

The digital age of accounting began in 1945 with the introduction of the first commercial computer, abbreviated as ENIAC ("Electronic Number Integrator & Computer"), developed by IBM. Since then, the gradual shift towards the digitization of accounting systems and applications has taken shape (Enyi, 2016, p. 17). Researchers note that with the widespread use of the internet in digital business and economic environments, and the rise of electronic financial transactions due to the large volume of financial data exchanges, the role of digital accounting has expanded significantly in the 21st century, despite its historical roots dating back to the 19th century.

1.4 Definition of Digital Accounting

Digital accounting is defined as an approach based on digital technologies, enabling a transition from traditional accounting practices and financial reporting to a complete reliance on software and digital applications (Lehner, Ittonen, Silvola, & Ström, 2022, pp. 109-135). It involves the preparation, processing, and transmission of accounting data and information about an organization's performance through electronic systems, software, and internet-based applications, connecting stakeholders and those interested in accounting processes and reports (Abdulquadri, Mogaji, Kieu, & Nguyen, 2021, pp. 258-281).

1.5 Advantages and Benefits of Digital Accounting Systems

Digital accounting enables companies to achieve several key advantages and benefits (Mustafa Hassan, 2022, p. 665):

- Enhances the speed of the accounting cycle at all stages, providing sufficient time for high-quality performance review.
- Reduces errors associated with manual document processing, leading to improved accuracy and reliability of financial reports.
- Achieves significant cost savings by reducing the expenses related to accounting operations and the preparation of financial reports.
- Improves audit planning processes and enhances data security and confidentiality in accounting information systems.
- Equips accounting professionals with advanced skills in digital accounting software, contributing to their professional development in this field.

2. General Concepts of Artificial Intelligence and Financial Technology

The integration of financial technology (fintech) with artificial intelligence (AI) has been increasing significantly. AI plays a crucial role in enhancing financial services by enabling the rapid and accurate analysis of large volumes of financial data. This capability strengthens the decision-making processes of financial institutions by analyzing financial patterns and trends. The synergy between fintech and AI focuses on improving operational efficiency and delivering innovative financial services to both individuals and businesses.

2.1 Financial Technology (Fintech)

Financial Technology, abbreviated as **Fintech**, is a term that combines financial knowledge with technological skills to deliver financial services and enhance internal organizational performance.

2.1.1 Definition of Financial Technology

Various definitions of financial technology have been proposed, including:

- "Fintech refers to the use of technological methods to provide and access financial services, maximizing benefits for both service providers and recipients. Fintech encompasses a range of new, innovative financial applications and products that leverage technology" (Nafisa, 2020, p. 5).
- The Basel Committee on Banking Supervision defines financial technology as: "Any technology or financial innovation that results in a new business model, process, or product, impacting markets and financial institutions" (Saida, 2019, p. 727).
- Financial technology is defined as a financial innovation that can lead to new business models, applications, processes, or products with a tangible impact on markets or financial institutions and the delivery of financial services (John, 2017, p. 2).
- The Financial Stability Board views financial technology as: "Financial innovations using technology that can create new business models, applications, processes, or products, with a significant impact on markets, financial institutions, and financial services delivery" (Dahiba & Soumia, 2020).

2.1.2 Characteristics and Advantages of Financial Technology

2.1.2.1 Characteristics of Financial Technology:

Fintech possesses several distinct characteristics, including:

- **Speed:** Fintech services are characterized by rapid transaction processing, utilizing algorithms to complete transactions in just a few minutes (Saleha & Samia, 2020, pp. 297-320).
- **Flexibility and Cost-Effectiveness:** Fintech startups offer a wide range of services, providing customers with multiple payment options for services rendered.
- **Comprehensive Knowledge:** Fintech encompasses financial expertise, methodologies, and banking practices.
- **Strategic Tool:** Financial institutions use fintech as a key instrument to achieve their objectives (Sonia & Adila, 2021).
- **User-Friendly:** Fintech products are designed to be simple and convenient, often requiring no prior authorization for use.
- **Cross-Border Payment Solutions:** Fintech provides efficient, transparent, and high-yield payment mechanisms that surpass traditional banking systems and money transfer services relying on correspondent banking relationships, mitigating the challenges posed by disruptions in international banking connections (Khoulah, 2022, pp. 399-414).

2.1.2.2 Advantages of Financial Technology

Financial technology (fintech) offers a range of significant advantages, including:

- **Reduced Costs**
- **Instant Payments with Multiple Payment Options**
- **Increased Efficiency in Payment Processes**
- **Simplified Revenue Collection**
- **Enhanced Service Accessibility for Both Providers and Beneficiaries**
- **Facilitation and Diversification of Funding Opportunities for Individuals and Small and Medium Enterprises (SMEs)**
- **Improved Bank Performance and Adaptation to Technological Advancements**
- **Enhanced Financial Inclusion**
- **Growth in E-Commerce**
- **Stabilization of the Financial Sector**

2.1.3 Reasons for Countries Adopting Financial Technology

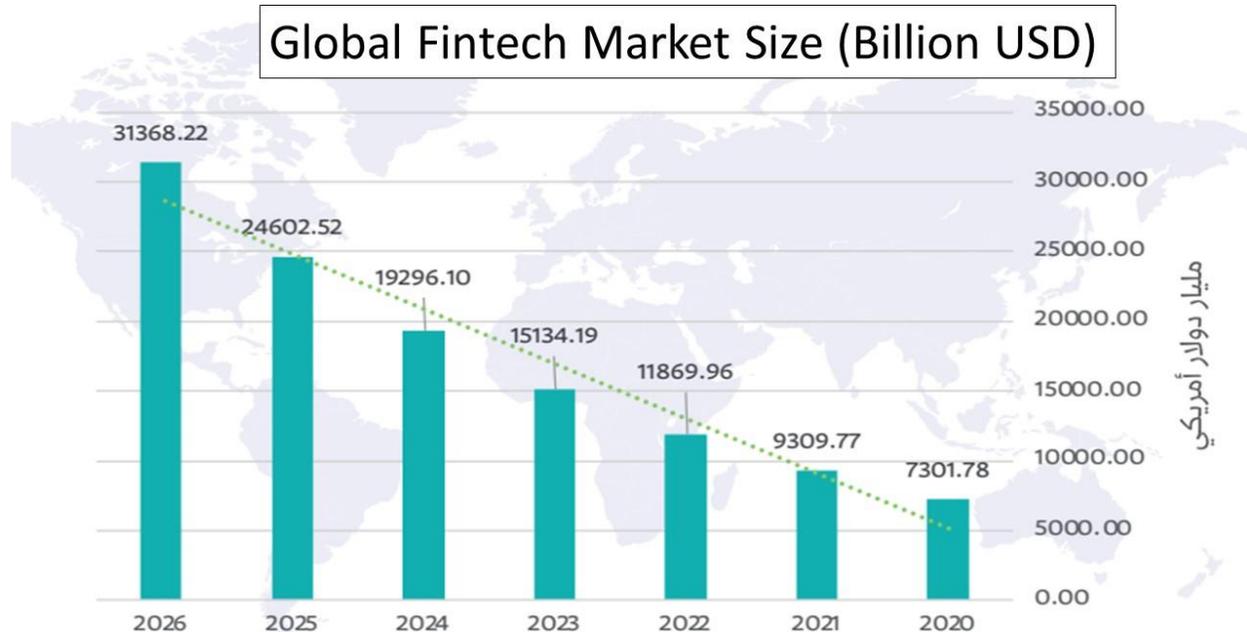
Fintech plays a vital role in improving financing methods and offers a competitive alternative to traditional banks in enhancing financial services. This is one of the main reasons for its adoption. Additional reasons include (Marwa, 2022):

- **Faster Processing of Complex Transactions**
- **Improved Financial Inclusion**
- **Reduced Service Costs**
- **Provision of Advanced Financial Analytics**
- **Knowledge Transfer and Enhanced Transparency**

The significance of fintech is evident in its widespread adoption at the national level. In 2020, the global fintech market was valued at \$7,301.78 billion, and it is projected to grow at a compound annual growth rate (CAGR) of

27.5% from 2021 to 2026 (Saudi Small and Medium Enterprises General Authority Report, "Opportunities for Innovative Saudi Enterprises in the Fintech Market").

The following diagram illustrates the approximate annual market value based on the study results:



Source:

Saudi Small and Medium Enterprises General Authority Report, *Opportunities for Innovative Saudi Enterprises in the Fintech Market*, 2022, <https://fikra.sa>, accessed on 18/11/2023.

2.2 Concept of Artificial Intelligence (AI)

Artificial intelligence (AI) has quickly become integrated into our daily lives, enabling machines to analyze and summarize data that previously required human input. AI is an emerging field of study that enhances task efficiency, identifies patterns, solves problems, and improves accuracy and efficiency in accounting. AI, equipped with various forms of machine learning, has become a cornerstone of innovation, simulating and surpassing human understanding and interacting with the world by recognizing data patterns to automate complex and routine tasks.

2.2.1 History of Artificial Intelligence

The term "artificial intelligence" dates back to the 1950s, specifically to 1950 when scientist Alan Turing introduced the Turing Test, designed to evaluate a computer's intelligence based on its ability to mimic human cognitive functions. One year after the Turing Test, the first AI program was developed by Christopher Strachey, who was Head of Programming Research at the University of Oxford. He successfully implemented a checkers game on a computer. Subsequently, Anthony Oettinger from the University of Cambridge designed a computer simulation of human shopping behavior across multiple stores. This simulation aimed to assess the computer's learning capabilities and marked the first successful machine learning experiment. In 1979, Stanford University developed the first computer-controlled vehicle, "Stanford Cart." The pace of AI advancements accelerated in the early 21st century, leading to the availability of interactive robots in retail stores. Notably, robots now even respond to emotional cues through facial expressions. Advanced robots like "Nomad" are used for exploration in remote areas, such as searching for meteorites in Antarctica (Al-Sharida & Al-Samarrai, 2021, p. 160).

2.2.2 Definition of Artificial Intelligence

Artificial Intelligence (AI) refers to the capability of computer systems to simulate and execute tasks that resemble human intelligence processes. This includes learning from data and past experiences, making decisions based on knowledge, reasoning and inference, and synthesizing information to optimize performance and achieve objectives. AI applications span a wide range of fields, including data science, image analysis, machine translation, decision-making, and enhancing the performance of robots and automation systems (Jin, Jin, Qu, Fan, Liu, & Zhang, 2022, p. 570).

2.2.3 Importance of Artificial Intelligence in Accounting

AI holds substantial importance in accounting, as highlighted by the following points (Shteiwi Abd, 2023, p. 4):

- **Efficient Data Processing:** AI can quickly and effectively process vast amounts of data, analyze it to extract patterns, and provide valuable insights. This capability aids in strategic decision-making, enhances customer service, and increases profitability for companies.
- **Positive Impact on Accounting Practices:** The adoption of AI in accounting is expected to become a fundamental element in all businesses, encouraging the transition from traditional accounting methods to smart technologies and software.
- **Improved Accuracy and Speed:** AI aims to process large volumes of financial data more accurately and rapidly, generating detailed and reliable financial reports. Smart technologies help enhance accounting efficiency and reduce human errors.
- **Time and Effort Savings:** AI reduces the reliance on manual work by automating the preparation of detailed financial reports and providing precise financial data analysis.
- **Enhanced Decision-Making:** AI empowers professional accountants to make more informed and analytical decisions. By conducting comprehensive financial data analysis, AI software can identify patterns, trends, and potential financial issues, contributing to more effective strategic decision-making.

While AI will not completely replace accountants, it will complement and support their roles. AI requires the expertise and analytical thinking of accountants to interpret the financial data contextually. Therefore, accountants should develop their skills and knowledge in AI to use it effectively in their profession. Smart accountants can leverage advanced technologies to enhance the accounting process and strengthen their role as strategic financial advisors.

The British Arab Academy has identified two primary objectives for AI:

1. **Enhancing Machine Capabilities:** Enabling machines to process information, solve problems, and execute multiple commands simultaneously in a manner closely resembling human cognition.
2. **Understanding Human Intelligence:** Gaining a deeper understanding of human intelligence by simulating human behavior to explore the brain and nervous system in greater detail.

2.2.4 Relationship Between Artificial Intelligence and Digital Accounting

This section examines the relationship between AI and digital accounting, particularly its advanced level in the field of accounting. It is widely agreed that the most sophisticated forms of AI share the following characteristics:

- **Return and Benefits:** Comparing traditional accounting methods (such as information transfer, communication, storage, and protection) with advanced AI methods reveals that AI provides greater returns and benefits to all stakeholders.
- **Cost and Burden:** The economic feasibility of using AI-based methods becomes apparent when considering the reduced error rates, increased objectivity, and faster access to relevant information.
- **Flexibility:** Financial and non-financial information is immediately reflected after employing AI methods, demonstrating AI's adaptability.

- **Risk Management:** AI reduces exposure to risks associated with information and data handling that are common with traditional methods, such as retrieval and storage issues.
- **Quality of Accounting Information:** The integration of AI methods enhances the quality of accounting information through improved data processing and analysis.
- **Financial Reporting Quality:** AI simplifies the presentation and disclosure of financial reports, which are often published electronically on official websites, aligning with the broader goal of enhancing report quality.

Section Two: Examples of Companies Providing Business Solutions and Accounting Services Using AI Globally and in Saudi Arabia

Specialized companies offering business solutions and accounting services based on AI technology help organizations enhance the efficiency of their accounting systems and streamline financial processes. These companies develop accounting software that integrates AI technologies to improve financial data analysis and generate accurate reports. They also provide AI-driven solutions for better financial forecasting and facilitate strategic decision-making processes. These companies are vital drivers of the shift towards digital accounting, offering innovative solutions to meet the needs of organizations in an era of advanced technology.

In Saudi Arabia, the advanced and integrated technological infrastructure supports the provision of automated services, along with mature e-government transactions that form the foundation for robust information systems. This infrastructure facilitates the rapid delivery of automated financial services by fintech companies. As part of its efforts to keep pace with the accelerating technological revolution in the financial market, Saudi Arabia launched the "Fintech Lab" initiative in 2018, aligning with the strategic objectives of Vision 2030.

1. Concept of Business Solutions and Accounting and Their Importance for Companies

Business solutions and accounting tools support companies in their administrative and operational tasks, providing entrepreneurs with more time to focus on managing their businesses. These solutions help entrepreneurs in the following areas (Fintech Saudi, 2021, p. 3):

- **Monitoring Financial Performance:** Ensuring timely payments to suppliers and employees.
- **Managing Cash Flow:** Ensuring sufficient funds are available to meet unexpected obligations.
- **Tax and Regulatory Compliance.**

2. Case Study of Dext and GoCardless: Global Active Companies

2.1 Dext

Dext is a leading provider of cloud-based accounting tools across the UK, Asia-Pacific, the US, Canada, and France. The company enhances the accounting process for businesses by offering scalable, intelligent daily accounting solutions with an exceptional user experience. These solutions improve the workflow of financial data for accountants, bookkeepers, and companies worldwide (Dext Company, 2023).

2.1.1 Services Offered:

Dext was established to enable businesses to focus on their core operations by optimizing data usage. The company's application scans receipts and invoices, automatically categorizing them according to the chart of accounts and storing them in the cloud (Fintech Saudi, 2021, p. 16).

2.1.2 Value Proposition:

Dext offers a value proposition that includes (Fintech Saudi, 2021, p. 16):

- Integration with top accounting, payroll, and payment software for a comprehensive solution.
- AI-powered optical character recognition (OCR) and human verification to convert documents into digital data quickly and accurately.

2.1.3 Funding Received:

The company secured the following funding (Fintech Saudi, 2021, p. 16):

- \$5 million in seed funding in 2015.
- \$10 million in Series A funding in 2016.
- \$50 million in Series B funding in 2017.

2.1.4 Growth Trajectory:

Dext's growth milestones include (Fintech Saudi, 2021, p. 16):

- An 8.96% increase in the monthly app download rate.
- A 2.57% rise in monthly website visits.
- Serving 300,000 companies and 35,000 accountants and bookkeepers.
- Processing 5 million documents monthly.
- Employing 450 staff across six offices on four continents.
- Utilizing 56 different technology products, including Google Analytics, Microsoft Office 365, WordPress, Google Drive, and Stripe.
- Holding a total of seven intellectual properties.
- An estimated \$7.9k IT expenditure in 2018.

2.1.5 Target Clients:

Dext primarily serves small businesses and large enterprises (Fintech Saudi, 2021, p. 16).

2.2 GoCardless

GoCardless was founded with the aim of transforming the decision-making processes of small businesses.

2.2.1 Services Provided:

The company offers four distinct services (Fintech Saudi, 2021, p. 19):

- **Flow:** Provides a clear view of cash flow.
- **Forecast:** Predicts future cash flows.
- **Sandbox:** Evaluates the impact of future decisions.
- **Advisor:** Offers forecasting, reporting, scenario modeling, and key performance indicator (KPI) tracking.

2.2.2 Value Proposition:

GoCardless analyzes all company data using AI, providing clear insights into cash flow forecasts and facilitating informed business decisions (Fintech Saudi, 2021, p. 19).

2.2.3 Funding Received:

The company raised \$5.44 million in Series A funding from venture capital firms (Fintech Saudi, 2021, p. 19).

2.2.4 Growth Trajectory:

Key growth milestones include (Fintech Saudi, 2021, p. 19):

- Over 50,000 small business clients onboarded.
- More than 1,200 advisors/accountants.
- Over 15,000 active monthly users.
- Employing 83 staff members.
- Operating in 130 countries via its cloud-based platform.

2.2.5 Target Clients:

The company primarily serves small businesses (Fintech Saudi, 2021, p. 19).

3. Case Study of WAFIK and VOM in Saudi Arabia

To study WAFIK and VOM, we first examine the fintech landscape in Saudi Arabia.

3.1 Introduction to Fintech Saudi

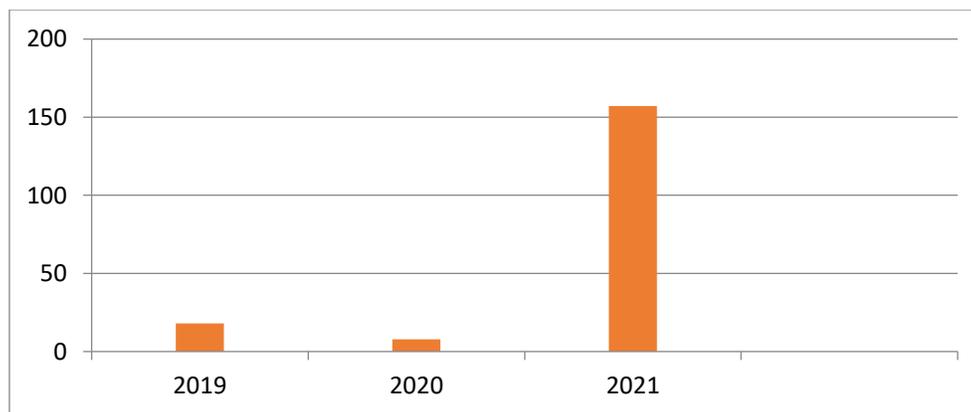
Fintech Saudi is an initiative of the Financial Sector Development Program aimed at achieving Saudi Vision 2030. The term "Fintech" refers to financial technology, and the initiative was launched by the Saudi Central Bank in collaboration with the Capital Market Authority in April 2018. Its goal is to transform Saudi Arabia into a hub for financial technologies. In April 2019, the Fintech Saudi Center was established in the King Abdullah Financial District (Saudi Capital Market Authority, 2023).

The ambition of Fintech Saudi is to make Saudi Arabia a leading destination for innovation in the fintech sector, fostering a thriving and responsible ecosystem. Fintech Saudi seeks to achieve this by supporting the development of infrastructure necessary for the growth of the fintech sector, building the required capabilities and talent, and supporting fintech entrepreneurs at every stage of their development (Fintech Saudi, 2021, p. 27).

3.2 Size of Fintech Investment Activity in Saudi Arabia

Saudi Arabia has witnessed a significant rise in the number of venture capital investments in the fintech sector. From January to August 2021, there were 16 investments totaling \$157.2 million, representing a substantial increase compared to 2020, when there were seven investments worth \$7.8 million. In 2019, the total venture capital investment was six deals amounting to \$18 million.

Notably, despite a full quarter remaining in 2021, the annual compound growth rate (CAGR) of venture capital investments in Saudi Arabia's fintech sector between 2017 and 2021 exceeded 40%, significantly higher than the 28.6% CAGR in the Middle East and North Africa (MENA) region during the same period (Fintech Saudi, 2021, p. 14). The following chart illustrates the trend of investment activity over the current and past two years.

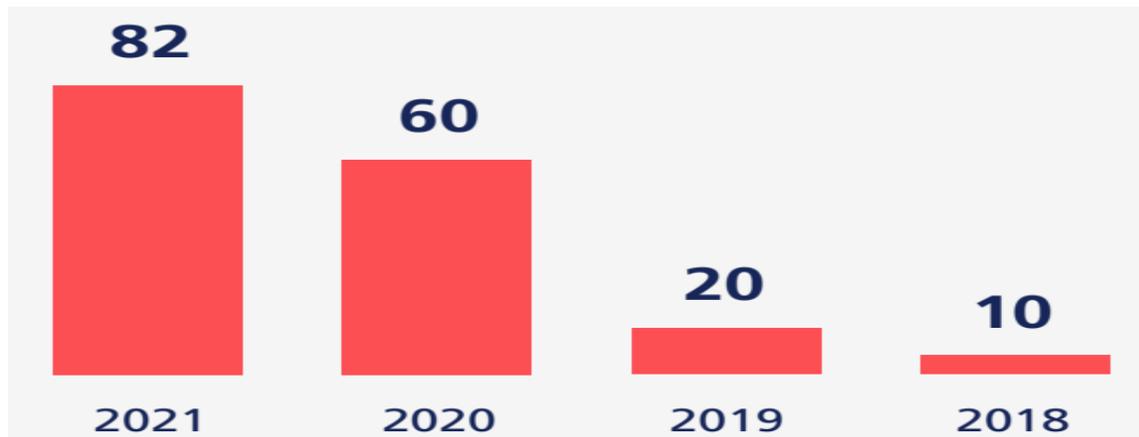


Source:

Prepared by the researchers based on the aforementioned sources.

3.3 Active Fintech Companies in Saudi Arabia

The number of fintech companies in Saudi Arabia continues to grow, with a 35% increase in the number of companies in 2021 compared to the previous year (Fintech Saudi, 2021, p. 20). The following chart illustrates the growth of companies in the fintech sector in Saudi Arabia:



Source: Fintech Saudi Annual Report, 2021, p. 20.

3.4 Case Study: WAFIK for Business Solutions and Accounting

Since the implementation of the e-invoicing law in Saudi Arabia on December 4, 2021, VAT-registered companies are required to use cloud-based accounting software and issue invoices compliant with the regulations set by the Saudi Tax Authority (ZATCA). While choosing a standalone invoicing software may meet immediate client needs, opting for a comprehensive accounting software ensures better financial management and compliance with ZATCA (WAFIK Company, 2023).

Various options are available in the market, catering to different types and sizes of businesses, with prices ranging from SAR 49 per month to several thousand. The choice largely depends on the specific features required by the client. Below are key accounting software solutions available in Saudi Arabia (WAFIK Company, 2023).

3.4.1 Introduction to WAFIK

WAFIK is the latest accounting software in the Saudi market, featuring a modern and user-friendly interface with robust features tailored for business owners and accounting firms. It offers bilingual e-invoicing (Arabic and English) with customizable invoice templates, allowing companies to align their invoices with their brand identity. Users can also upload their company's stamp, which will appear on all documents such as invoices, quotes, and purchase orders (WAFIK Company, 2023).

3.4.2 Services Offered

WAFIK provides seamless accounting and bookkeeping services designed to enhance data entry efficiency through its innovative spreadsheet-like interface. This feature facilitates an easier transition for clients moving from incompatible accounting software to WAFIK. Accountants have reported handling more than twice the client workload compared to other accounting programs (WAFIK Company, 2023).

3.4.3 Key Product Features

WAFIK offers a range of attractive features for clients, including (WAFIK Company, 2023):

- Automated bilingual financial reporting: Generates profit and loss statements, balance sheets, and financial reports with a single click in both English and Arabic.
- Auto-generated VAT returns: Produces VAT returns in the exact format required by ZATCA.
- Strong integration with Foodics and Salla: Automates restaurant accounting processes, including sales bookings, purchase costs, and inventory management.

3.4.4 Additional Features

- Local support via phone, email, and WhatsApp.
- User-friendly interface.

- Automatic VAT return generation in compliance with Saudi Tax Authority standards.
- Availability of a free package.
- Competitive pricing.
- Unlimited users.
- Customizable invoice templates.
- Designed specifically for the Arabic market.

3.5 Case Study: VOM Cloud Accounting Software

3.5.1 Introduction to VOM

VOM is a comprehensive cloud-based accounting system specifically designed for startups, small, and medium-sized enterprises (SMEs), requiring minimal accounting expertise from the user. VOM's slogan is: "Manage your finances anytime, anywhere" (VOM Company, 2023).

3.5.2 Features and Services of VOM

VOM offers a variety of innovative and user-friendly features, including (VOM Company, 2023):

- Ease of use.
- Elegant and distinctive user interface design for financial reports.
- Multi-language support.
- Unlimited sales invoice issuance.
- A wide range of ready-to-use templates for quotes.
- Capability to upload and scan purchase invoices.
- Unlimited issuance of payment and receipt vouchers.
- Unlimited accounting entries.
- Financial report generation.
- Customer and supplier registration.
- Tax calculation.
- Advanced search, filtering, and sorting options for accounts.
- Tracking and archiving of payment and receipt vouchers.
- Printing and saving financial documents.
- User access control and permission settings.
- Simplified accounting processes.
- Inventory management.
- Asset management.
- Activity log.
- Up to five users in the advanced package and ten users in the unlimited package.

3.5.3 Target Clients

VOM primarily targets startups, small, and medium-sized enterprises (SMEs) (VOM Company, 2023).

Conclusion

In conclusion, this research highlights the pivotal role of artificial intelligence and fintech in facilitating the growth and adoption of digital accounting. By examining recent developments in this field and exploring the effective integration of these technologies, the findings underscore the potential impact on accounting practices.

The key conclusions drawn from the study include:

- AI applications have significantly enhanced the accuracy of financial data analysis, providing strategic insights that support effective decision-making. Fintech innovations have simplified and streamlined accounting processes, creating a digital environment aligned with modern business needs.
- The increasing benefits of integrating AI and fintech affirm that the future promises continued improvements in digital accounting. Ongoing exploration and research are necessary to optimize the use of these technologies and effectively address future challenges.
- The success of digital accounting depends on the ability to harness AI capabilities and fintech innovations to meet evolving business needs. Continuous development can lead to a sustainable transformation toward an advanced and efficient future for digital accounting.
- Workflow improvements include faster verification and documentation processes, as well as enhanced accuracy in financial preparation.
- Intelligent financial data analysis has shown improvements in forecasting future trends and understanding economic factors that may affect businesses. This enhances companies' ability to adapt to changes and make informed strategic decisions.

Recommendations:

- Broaden the scope of research to explore the economic and social impacts of integrating AI and fintech in digital accounting.
- Conduct further case studies of companies that have already adopted these technologies to examine the challenges and benefits encountered during the transition to digital accounting.
- Keep up with the latest developments in AI and fintech within the accounting field to ensure continuous updates and relevance in this area.

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