

PERCEPTION STUDY ON THE CHANGING ROLE OF MANAGEMENT ACCOUNTANTS IN BUSINESS ENVIRONMENT

Prepared by: Goh Fui Ling

ABSTRACT

Traditionally, management accountants are only focused in reporting and organizing management accounting in formations. But now, due to some factors, such as the advance information technology and change in business operations have significant impact on the role of management accounts. Unfortunately, management accountants, to investigate the importance of various types of traditional and new roles of management accountant and to investigate how much time a management accountant is currently spend on the new roles job opportunity. Two types of data collection methods will be used by the researcher, which are primary data such as survey questionnaires and personal interview. Secondary data such as internet, previous dissertation and academic journals. After the researcher has collected the data and information, the researcher will present the interview result in report form and the survey questionnaire will be analyzed using Statistical Package for Social Sciences (SPSS) 14.0.