

Table 2: Data supporting interpretation with representative quotations for themes (Source: Authors own Work)

Theme	Representative Quotations
Triggers of digital transformation in accounting practices	
Shifting Social Reality	<ul style="list-style-type: none"> • “There are so many unique technologies, AI being the most prevalent now...when Open AI introduced ChatGPT, and it's literally changed everything around the world and moving at a rapid pace” (PODCAST4) • “I think people don't realise that this isn't just a career thing, the digital revolution is a life-altering thing with AI, and the way jobs are changing, you need these fundamental skills” (IntvP2) • “For the next couple of years, you will see this shift of companies who are successfully transferring into something new into this new world thing with technologies like AI, blockchain, cloud computing, Internet of Things...” (IntvP13)
Current accounting and auditing challenges	<ul style="list-style-type: none"> • “Business processes often involve creating or capturing data in a way that is siloed and difficult to access, analyse or act on outside of the process for which it was created. Even today, many business processes are reliant on physical record-keeping – note-taking, filling out paper forms or ticking checkboxes on hard copy documents that are then filed away and forgotten about” (IntvP14) • “We have lots of pain points in accounting, for example, manual work, human error, the need for reconciliation, checking or validating information” (IntvP7)
Opportunities and challenges in transforming accounting practices	
Structural Change	<ul style="list-style-type: none"> • “AI's integration is not just about automation — it's reshaping organisational structures to become agile, data-driven, and proactive, ensuring accounting and auditing processes are streamlined, faster, and more accurate (IntvP15) • “AI, when combined with blockchain, strengthens data integrity by ensuring transactions are immutable and verifiable. I believe that blockchain itself can cause the structure of organisations to change. Because it is network technology. It works decentralised, it works best when used by organisations that are not rigid, hierarchies of command and control” (IntvP17)
New capabilities	<ul style="list-style-type: none"> • “Save business owners time and improve their process efficiency so that they can generate more revenue...AI-driven predictive analytics enable real-time insights, allowing businesses to forecast trends, manage risk, and improve financial decision-making” (IntvP1) • “AI is changing the way audits are done. Instead of waiting for year-end reviews, AI tools can continuously monitor financial transactions in real-time. This means risks and errors are flagged immediately, making audits far more proactive and accurate” (IntvP6)
Adoption challenges	<ul style="list-style-type: none"> • “Challenges around culture, leadership, and skills, existing business models, Lack of skills...AI-driven decision-making systems raise concerns about transparency, accountability, and potential bias” (IntvP3) • “It is complicated, and I don't think the regulators have reached the level of understanding yet.” (IntvP14)
Changing routines for accounting professionals	
Leadership	<ul style="list-style-type: none"> • “It primarily drives changes at the leadership level, educating leaders, board of directors that's my main target” (IntvP4) • “The form of leadership we need is the kind of formal leadership that's natural to these technologies, which is that leaders who work to support diverse distributed thinking and processing have the self-confidence to trust their own employees within their organisation. They can build a culture where people can listen to each other and develop more collaborative, more open ways of being and working that allows for diversity” (IntvP17)

Accounting Practices and Routines	<ul style="list-style-type: none"> • “What will happen, and is happening that we should address, is making training and reassignment of employees to new positions smoother and better-planned, not only to help the people affected by technology changes but also help the businesses take full advantage of their talents and skills in new roles” (IntvP7) • “We are talking about jobs that might not exist quite the same way right now. I think that instead of worrying about it the day that they get displaced. I think the next step is building pathways forward before the displacement happens. I think people are doing that” (IntvP13)
Culture/value	<ul style="list-style-type: none"> • “Without question, the data acquisition of transactional information is much easier for auditors to grasp than the required mindset change. This is more of a change management issue than a technology management issue.” (IntvP2) • “It is critical when we go beyond business conduct to include ethics and culture. Transparency and accountability would relate to different cultures. Because in different cultures, things are seen differently” (IntvP3)