

IMPORTANCE OF ACCOUNTING WEBSITES IN INFORMING ON ACCOUNTING PRACTICE

Blaženka Hadrović
Osijek School of Economics

Accountants and new technology:

- In 1970's used computers – Electronic Data Processing (EDP)
- Electronic Funds Transfer (EFT) – generated today's e-banking
- According to *Accountants on the Internet 2000* survey, more than 96% accountants in the US had access to the Web

Accounting Website visitors have a possibility to use the published accounting information in mono- and bidirectional communication:

- A one-way communication implies only a Website search or a newsletter receipt containing accounting contents
- A two-way communication includes an accounting Website visitors' e-correspondence or an online discussion

2. ACCOUNTING ON THE INTERNET

- A growing International Accounting Standards (IAS) usage in global business has influenced an increased upload of accounting Websites because of an exchange of experience, opinions, and solutions.

A significant role in accountant information is assumed by:

- accounting associations and organizations on a national or state level
- accounting companies, mostly the “Big 5” on a global level

An accounting Website quality implies the following:

- Updated Websites
- Relevance
- Accuracy
- Professional information
- Links to other financial institutions (national, state or federal level)
- Other financial information (e.g., stock market information)

One of frequent parts of any accountancy organization is an accounting magazine or journal, very important in:

- accounting research
- practice communication
- continuous accountant and student education (certificate preparation)

3. SELECTED WEBSITE ANALYSIS

Some of the basic Website quality analysis criteria are the following ones:

- o first impression
- o Website structure
- o research (site/base)
- o database quality
- o Newsletters
- o quality and number of links
- o Contacts
- o Website updates.

| Websites | First impression | First impression | First impression | First impression |
|---|------------------|------------------|------------------|------------------|
| www.aicpa.org | ++ | ++ | ++ | ++ |
| http://accounting.rutgers.edu/raw/aaa/links/accsites.htm | +++ | +++ | +++ | +++ |
| www.ifac.org | +++ | +++ | +++ | +++ |
| www.electronicaccountant.com | +++ | +++ | +++ | +++ |
| www.accountantsworld.com | +++ | +++ | +++ | +++ |
| www.kpmg.com | +++ | +++ | +++ | +++ |
| www.ey.com | ++ | ++ | ++ | ++ |

+ poor, ++ good, +++ excellent, – no characteristic

| Websites | Newsletters | Quality and number of links | Contacts | Updates |
|---|-------------|-----------------------------|----------|---------|
| www.aicpa.org | - | ++ | +++ | +++ |
| http://accounting.rutgers.edu/raw/aaa/links/accsites.htm | - | +++ | +++ | +++ |
| www.ifac.org | ++ | +++ | ++ | +++ |
| www.electronicaccountant.com | +++ | +++ | +++ | +++ |
| www.accountantsworld.com | ++ | +++ | ++ | +++ |
| www.kpmg.com | +++ | ++ | +++ | +++ |
| www.ey.com | +++ | +++ | +++ | +++ |

An accounting Website characteristic is that the accountants depend on a reliable source on a timely manner, so a failure not to be on a site up to the minute is sufficient for a loss of a great number of visitors

4. CROATIAN ACCOUNTING WEBSITES

Croatia does not have almost any accounting Website. The sites are mostly the corporate ones, offering bookkeeping services or accounting software, being only a part of their work.

There are two Websites that provide for some accountant-related information, www.rif.hr and www.rrifplus.hr.

CONCLUSION

The accountants use the Internet often because the information available on the Web is highly rated for its timeliness, relevance, accuracy and source reputability.