

Intention to Use Cloud Accounting among Sri Lankan Accounting Professionals

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Abstract

The cloud accounting concept gained less attention from accounting professionals and researchers in Sri Lanka. Cloud accounting systems allow business owners to work with their accountants daily to ensure that all finances are up to date, making it much simpler and quicker to file taxes. So that this research was aimed to explore the intention to use cloud accounting among Sri Lankan accounting professionals. This study has mainly been undertaken by developing a conceptual model using different factors from different theoretical models of technology adoption. The sample was selected focused on only qualified accounting professionals in Sri Lanka. The researcher went through previous studies and then proposed the hypotheses to be tested. Data was collected from a sample of 200 through an online questionnaire. The intention to use cloud accounting” was analysed through descriptive statistics. Results indicated that respondents use cloud accounting because of perceived usefulness, perceived ease of use, job relevance, trust, computer self-efficacy, and cloud accounting awareness. Further analysis showed that job relevance and cloud accounting awareness are the most significant factors when using cloud accounting. Other factors contribute moderately to the use of cloud accounting. This extensive research study is not only beneficial for organizations, but also for the government. The Sri Lankan government could have a strong economy if the businesses continued to grow with this cloud accounting concept. Sri Lanka could also achieve a competitive advantage if organizations adopted these cloud accounting solutions because accounting professionals have a clear understanding of this new phenomenon.

Keywords: Accounting professionals, cloud accounting, conceptual model