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## Original Research Article

## An impact of digital accounting on small and medium enterprises in India

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## ABSTRACT

A small and medium business person requires cell phone bookkeeping applications that can be utilized to generate monetary details to cross-check the monetary circumstances of their work. Surviving cell phone bookkeeping apps are now universally utilized by SMEs. In this research, the efficacy of cell phone bookkeeping apps was studied. Productive cell phone apps should be uncomplicated for SMEs to operate for generating monetary details in line with bookkeeping qualities, and the monetary declarations created must be serene for work holders to utilize.

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## 1. Introduction

The web established providence and cell phone applications are so far extensively utilized by little jobs. The edge of cell phone apps is that SMEs are accomplished to set aside big quantities of a fund by utilizing solitary these apps preferably by infusing them in computer technology framework. Cell phone established computing apps are a way of cell phone app utilized by SMEs. Mechanical evolutions have swapped the methods of bookkeepers and additional purchasers of monetary affirmations to conduct bookkeeping ventures and write down monetary undertakings (Guney, 2014).<sup>1,2</sup> Bookkeeping salaried persons now accept up to the minute summons created by computerized kindness, robotics, criminal offense, and recently developed automation that are substituting bookkeeping ventures (Stanciua, 2017).<sup>3</sup> The bookkeeping occupation is on the edge of substitution, and numerous educators do not have enough expertise in appearing automation.

Bookkeepers require evolving recently developed elevations in sequence to work productively and expeditiously with recent automation like spectre manifestos, large statistics, statistics investigation, and cell phone automation. To a great expanse, machine learning and operation technology have taken over bookkeepers' job work. This can generate additional composite ventures for bookkeepers, like occupation inspection (Rindasu, 2017).<sup>4</sup> The bookkeeping workers can be subordinate in it relates to the bookkeeping revolution. Cell phone automation can be used to better the action of bookkeeping data for SMEs. For example, cloud bookkeeping automation is one victorious compound obtained through cloud accounting that sanctions the warehouse and producing of collective monetary and bookkeeping papers in the cloud (Tudoran & Ionescu, 2014).<sup>5</sup> This inventiveness is possible to attract SMEs that desire to furnish particulars to consumers (Bankosz & Kerins, 2014).<sup>6</sup> Cell phone bookkeeping apps are unchallenging for SMEs to utilize. Nevertheless, the efficacy of running accounting apps requires to be studied.<sup>1,2,4,6-24</sup>

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## 2. Literature Review

With the evolution of SMEs, there are few up-to-the-minute bookkeeping facilities, one of which is accounting. But the accounting has also its drawbacks. To resolve the difficulty of numerous disregarded interrogations of accounting, the way of finding other estimates is specified in this study (Li, D. 2013).<sup>18</sup> Cellular phone apps are principal instruments for occupation customers, and the enlarging numeral of cellular phone gadgets evolved for the commerce and bookkeeping spheres are considerably cherished (Guney, 2014).<sup>1</sup>

The bookkeeping structure is utilized to compute money-making execution by taking down and categorizing every agreement like selling, acquiring, controlling prices, advantages (assets), and encumbrances in grants with commonly received accounting postulates. Customary designing of monetary declaration authorizes the assessment of previous and current presentation and differentiation with coming anticipation. Bookkeeping can be explained as noting, categorizing, and outlining businesses or monetary details into monetary affirmations for inside and outside utilization. Computerized automation as exchanged the method monetary affirmations are assembled. Economic affirmations can be effortlessly assembled on a cell phone in line with receiving propositions. In inclusion, these affirmations can be made destitute of unusual instruction. Although, the cell phone app would route monetary deals precisely in the construction of monetary affirmations.

Commutes in automation growing that need notable detailing can be made effortlessly and rapidly so that consumers of monetary affirmations can make resolutions rapidly. There are diverse main elements that should be taken into a point when choosing a bookkeeping structure to generate monetary statements (Ghasemi, Shafeiepour, Aslani, & Baryayeh, 2011).<sup>11</sup>

### 2.1. Levels of functionality

The accounts computing apps need an elevated magnitude of performance with which they can generate monetary affirmations in conformity with the normally believed account propositions. The operating system should be skilled to generate affirmations of monetary stance, earnings assertions, assertions of commuting in valuation, and money movement statements. Nevertheless, at a minimum, the app is needed to instant a monetary detail that comprises a statement of monetary stance and an earning statement that buyers can approach rapidly. In insertion, cell phone apps should be allowed to retain detailing to the cloud or be allowed to transform data into a spreadsheet or word apps.

### 2.2. Level of accuracy

The artificial intelligence bookkeeping should be thoroughly precise ahead the monetary expressions can be arranged. The automated structure should shaft the journal recording and make sure that each record is rightly entered. This perfection abolishes the digit of bookkeepers required to operate monetary transactions records. Still, licensed administrators are needed to check the monetary data that are assembled by the cell phone applications.

### 2.3. Processing speed

The promptitude of an application is of significance when dispensing monetary statements for the commitment-building procedure of its consumers. By utilizing cell phone bookkeeping apps, bookkeepers can speedily generate monetary particulars. The quicker the refining of monetary statements for comprehensive details or an independent detailing happens, the further the time needed to direct the accounting phase is minimized. This retains working time and workers' prices. This can abridge the bi-monthly or annually accounting interval shutting procedure, principally when arranging taxes. This can assist corporations to authorize prices, consequently ameliorating planning.

### 2.4. External reporting

The monetary data created for the two capitalists and shareholders can be intensified by utilizing an automated accounting structure. Cell phone accounting apps are principally superior in that they can be utilized at any moment and in any place. Upgrading the stages of data standard permits consumers of monetary statements to make quicker commitments concerning anyhow an organization is profitable secure, anyhow it has chances for an organization widening, and anyhow an organization has the prospective to flatter an elevated organization.

The characteristics appraised when selecting a bookkeeper app comprises the subsequent term producing, graphics producing, profile producing, computerized data interchange, and computerized reserves interchange.

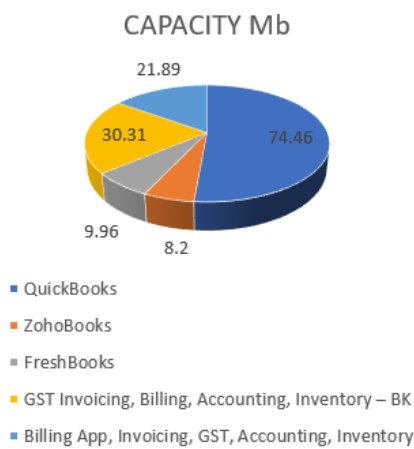
## 3. Methodology

Soaring automation and soaring moving have strained human beings to transmit, amuse, and work all the time subsisting apps on their cellular phones. Cellular phones apps are dominant elements in the present day scenario. For this study, a subjective perspective established on independent incidents was selected to acquire detail on accounting apps. Exploration studies were modified from foregoing writings and distinctive comprehension regarding bookkeeping and cellular accounting apps. The study was managed on five cellular apps that can be installed on Android-constructed cellular phones.

**Table 1:** Accounting mobile applications.

NO.	Accounting application	Developer	Developer country	Released on	Downloader
1	Quick Books	Intuit Inc.	USA	29 <sup>th</sup> June, 2011	>10 lakhs
2	Zoho Books	Zoho Corporation	USA / India	03 <sup>rd</sup> January, 2014	>5 lakhs
3	Fresh Books	Fresh Books Cloud Accounting	Canada	29 <sup>th</sup> August, 2016	>1 lakhs
4	GST Invoicing, Billing, Accounting, Inventory – BK	Just Apps Pvt. Ltd.	India	16 <sup>th</sup> December, 2012	>10 lakhs
5	Billing App, Invoicing, GST, Accounting, Inventory	Accounting  Inventory   GST Billing App	USA	26 <sup>th</sup> February, 2020	>50 lakhs

Table 1 Records the accounting apps observed in this study.



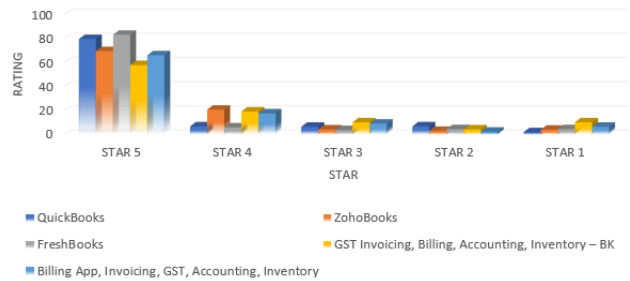
**Fig. 1:** Capacity Mb

Since this is an investigational study, this paper looks into the utilization of cellular accounting apps arising out from the outcomes of customer analysis. The study outcomes were distributed into 2 lists. List 2 (Table 2) narrates the customer content, and List 3 (Table 3) deposes a classification mark of one to four for every cellular phone attribute. Twelve attributes were observed. The attributes were as behind: low cost, ease of use, customer service, accountant access, time-saving features, reporting capabilities, integration with the third party, mobile access and mobile features, no service limitations, capacity, invoicing, and applicable to SMEs.

**4. Results and Discussions**

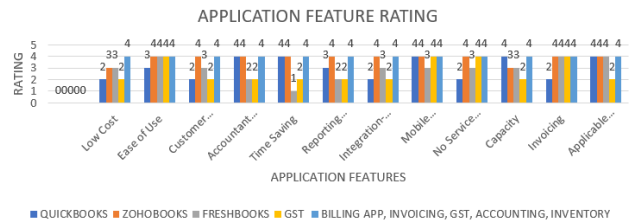
This work pivots on the utilization of cellular phones accounting apps on Android mobiles. Table 2 documents the customer contentment for every mobile as specified by star grading size. As stated in Table 2, the “Fresh Books” bookkeeping app has the towering measure of contentment surrounded by customers of bookkeeping apps at 82.50

**LEVEL OF CUSTOMER SATISFACTION**



**Fig. 2:** Level of customer satisfaction.

percent (5 stars), span “GST Invoicing, Billing, Accounting, Inventory-BK” has the smallest extent of contentment, accompanied by 9.89 percentage (1 star). This shows that human beings favor Fresh Books when differentiated with further apps.



**Fig. 3:** Application feature rating.

Table 3 utilizes a ranking outcome of one to four for every registered cellular application attribute. The overall outcome in Table 3 appears that Billing App, Invoicing, GST, Accounting, Inventory with the inflated outcome of 48. “ZohoBooks” experienced the 2nd elevation of 46, while “GST Invoicing, Billing, Accounting, Inventory - BK” achieved a truncated outcome of 32. The attaining figure shows that FreshBooks was the at most application to collect an outcome of 1 on the time-saving attribute, but it was a choice for requirement of the bookkeeping sections as it gained an overall of 3rd largest just 1 less

**Table 2:** Level of customer satisfaction (%)

NO.	Applications	Star 5	Star 4	Star 3	Star 2	Star 1
1	QuickBooks	78.97	6.53	6.23	6.58	1.69
2	ZohoBooks	68.96	20.39	4.01	2.83	3.81
3	FreshBooks	82.50	5.69	3.42	4.19	4.20
4	GST Invoicing, Billing, Accounting, Inventory – BK	57.35	18.88	9.89	3.99	9.89
5	Billing App, Invoicing, GST, Accounting, Inventory	65.53	17.31	8.83	2.11	6.22

**Table 3:** Application feature rating.

NO.	Features	Quickbooks	Zohobooks	Freshbooks	Gst Invoicing, billing, accounting, inventory - bk	Billing app, invoicing, gst, accounting, inventory
1	Low Cost	2	3	3	2	4
2	Ease of Use	3	4	4	4	4
3	Customer Service	2	4	3	2	4
4	Accountant Access	4	4	2	2	4
5	Time Saving	4	4	1	2	4
6	Reporting Capabilities	3	4	2	2	4
7	Integration- Third Party	2	4	3	2	4
8	Mobile Access & Mobile Features	4	4	3	4	4
9	No Service Limitation	2	4	3	4	4
10	Capacity	4	3	3	2	4
11	Invoicing	2	4	4	4	4
12	Applicable to SME	4	4	4	2	4
	Total	36	46	35	32	48

than the 2nd largest.<sup>3,5,25,26</sup> This process that FreshBooks can be an infusion for the requirements of bookkeepers. Differentiation of the 2 tables shows that “Billing App, Invoicing, GST, Accounting, Inventory” is an accounting app that has the finest attribute needed by customers: nevertheless, the app gained a 5-star scoring from only 65.53 percent of customers in Table 2, which shows that customers are not in favor with the application.

## 5. Conclusion

It is concluded that all-inclusive of the cellular accounting app that has the nearly all attributes which users require is Billing App, Invoicing, GST, Accounting, Inventory but this app does not furnish big contentment to its users. The only application to receive a rating of 4 in all features is “Billing app, Invoicing, GST, Accounting, Inventory”, while the rest all applications (QuickBooks, ZohoBooks, FreshBooks and GST Invoicing, Billing, Accounting, Inventory – BK) received a rating in the range of 1 to 4. Human beings favor FreshBooks when differentiated with further applications.

## 6. Source of Funding

None.

## 7. Conflict of Interest

None.

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