

EFAA 2023 INTERNATIONAL CONFERENCE

THE FUTURE OF SMALL PRACTICE: ATTRACTING, RETAINING AND UPSKILLING TALENT

Thursday,
25th may
2023

OCC,
Av. barbosa du bocage, 45
1049-013 Lisbon

www.efaa.com
[@efaa4smeS](https://twitter.com/efaa4smeS)



2 SESSION

ROLE OF THE PROFESSIONAL ACCOUNTANCY ORGANIZATIONS IN ATTRACTING, RETAINING AND UPSKILLING SMP MEMBERS



EFAA 2023 INTERNATIONAL CONFERENCE



Carlos Menezes

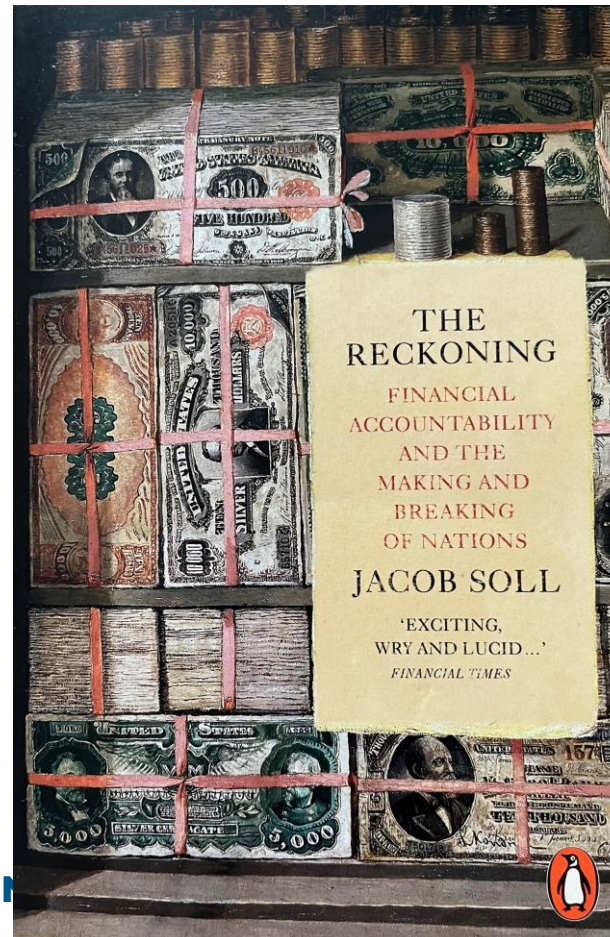
Professor of Accounting,
University of Minho, Portugal

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THE IMPORTANCE OF ACCOUNTING IN SOCIETY

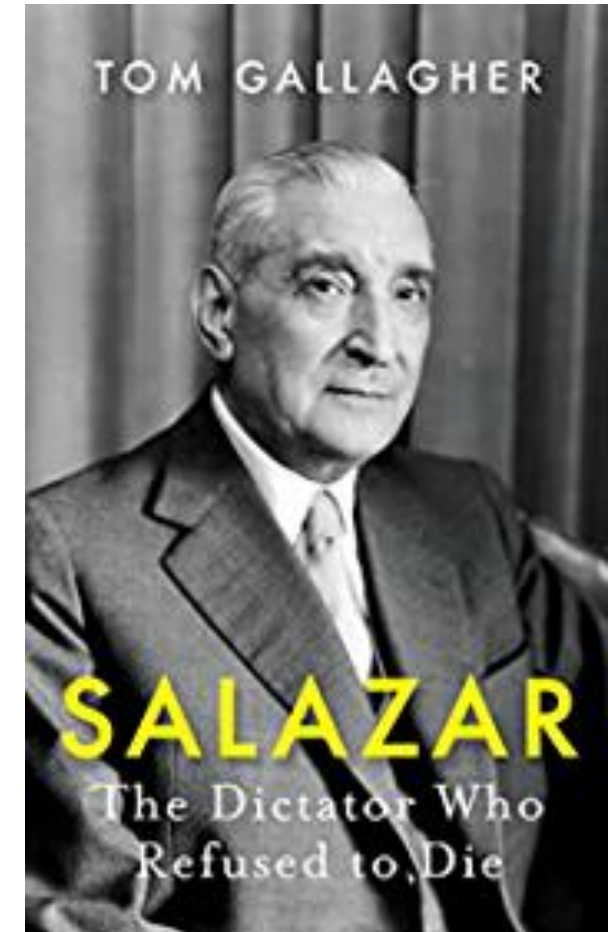


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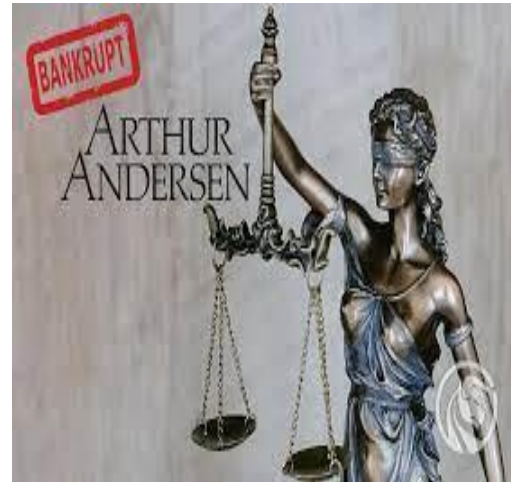
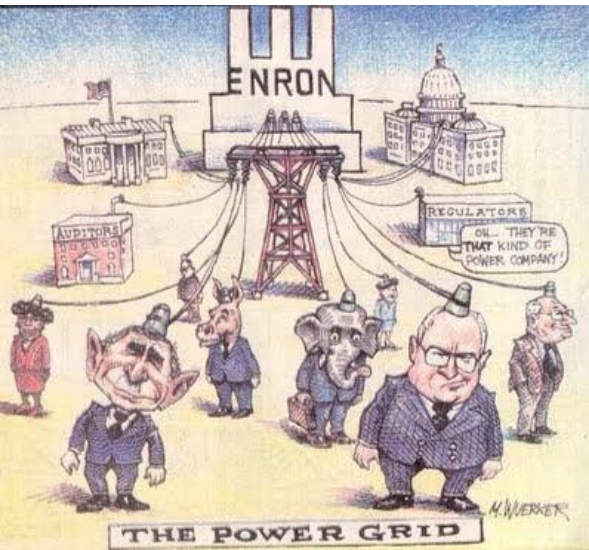
THE IMPORTANCE OF ACCOUNTING IN SOCIETY



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THE IMPORTANCE OF ACCOUNTING IN SOCIETY



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WHY IS THERE A LACK OF TALENT?

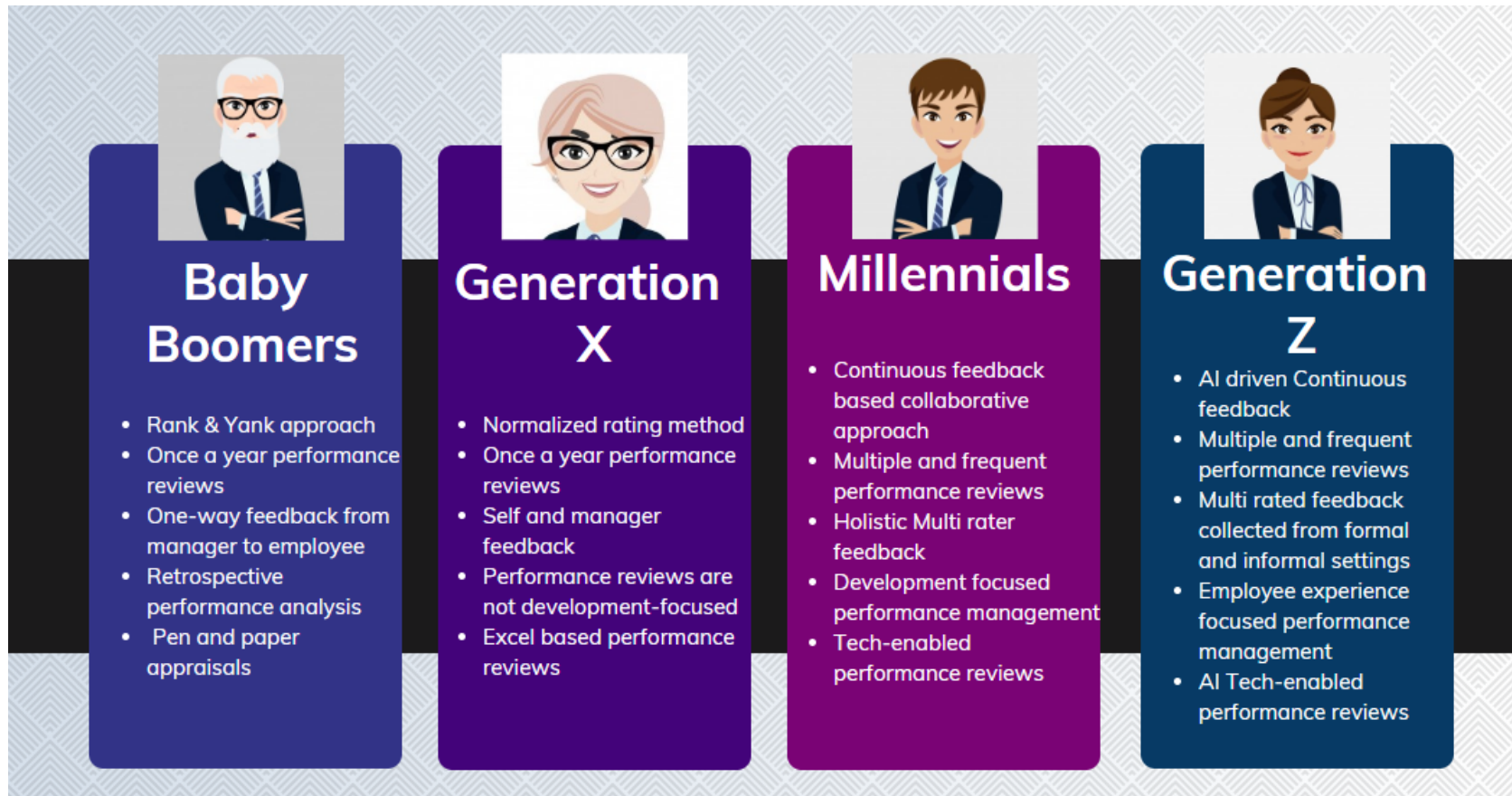


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EMPLOYEE PERFORMANCE MANAGEMENT ACROSS GENERATIONS



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THE GREAT RESIGNATION



SOME OF THE REASONS

- Work-life balance
- Working countless hours
- Dissatisfaction with their income
- Priorities beyond work
- Very demanding job
- Repetitive and boring tasks
- Reconsideration of the importance of work in people's lives
- Desire to move to a different job
- Burnout
- Digital overload

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ARE WE OFFERING A JOB STEREOTYPED AS BORING?

Empirical Research Paper

Boring People: Stereotype Characteristics, Interpersonal Attributions, and Social Reactions

Wijnand A. P. van Tilburg¹, Eric R. Igou², and Mehr Panjwani³

Abstract

Unfortunately, some people are perceived as boring. Despite the potential relevance that these perceptions might have in everyday life, the underlying psychological processes and consequences of perceiving a person as “boring” have been largely unexplored. We examined the stereotypical features of boring others by having people generate (Study 1) and then rate (Study 2) these. We focused on occupations (e.g., data analytics, taxation, and accounting), hobbies (e.g., sleeping, religion, and watching TV), and personal characteristics (e.g., lacking humor and opinions, being negative) that people ascribed to stereotypically boring others. Experiments then showed that those who were ascribed boring characteristics were seen as lacking interpersonal warmth and competence (Study 3), were socially avoided (Study 4), and enduring their compensation required compensation (Study 5). These results suggest that being stereotyped as a bore may come with substantial negative personal consequences.

Personality and Social Psychology Bulletin
1–15
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Table 2. Stereotypical Occupations of Boring People (Study 1 and Study 2).

Occupation group	Number of exemplars (Study 1)	Example exemplars (Study 1)	Rating (Study 2)
Data analysis	11		
Accounting	50	Data entry worker; actuary	5.13
Tax/insurance	7	Accountant; accountants	5.03
Cleaners	12	Tax consultant; insurance agent; tax officer	5.02
Banking & finance	16	Cleaner; dishwasher; janitor	4.84
Clerking	7	Banker; bank teller; financial adviser	4.78
Office work	8	Clerk; file clerk; store clerk	4.70
Shop work	10	Office job; office worker; paper pusher	4.69
Mathematics	3	Grocery store worker; cashier; working at McDonald's	4.51
Security	4	Mathematicians; statistics	4.42
Secretary	8	Security guard; TSA	4.32
Religion	4	Secretary; receptionist; gym receptionist	4.31
Librarian	32	Preacher; pastor; church people	4.27
Manual labor	20	Librarian; bookkeeper; library worker	4.14
Mail/delivery	7	Factory worker; farmer; construction worker	4.12
Driving	9	Mail man; post office worker; newspaper delivery	4.05
Sales	12	Driver; bus driver; truck driver	4.03
Computers/IT	12	Salesman; car salesman; telemarketer	4.02
Managerial positions	4	Computer programmer; IT; Computer engineer	3.73
Politics	4	Management; CEO; middle management	
Law	15	Politician; repub...	
Writing	6		

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IN THIS NEW ERA, WHAT IS GENERATION Z SEARCHING FOR?

- Move up the ladder
- Use their advanced skills
- Chance to develop new skills
- Job with meaning
- Life outside the office
- Work from home



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ARE ACCOUNTING SCHOOLS IN TOUCH WITH MARKETPLACE CHANGES IN THE ACCOUNTING PROFESSION?

- IT governance
- Predictive analytics
- Cybersecurity
- Digital acumen
- IT risks and controls
- Forensic accounting
- Sustainability
- Data analytics
- Ethics
- IT audit



**HAVE YOU BEEN
PROACTIVE IN
GROOMING AND
DEVELOPING
YOUR INTERNAL
TALENT?**



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Retaining talent is not about offering a raise and promotion on the day of resignation.

It starts on the day of hiring and continues throughout the employee's journey.

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WHAT OCC HAS BEEN DOING TO RETAIN, ATTRACT AND UPSKILL ITS MEMBERS



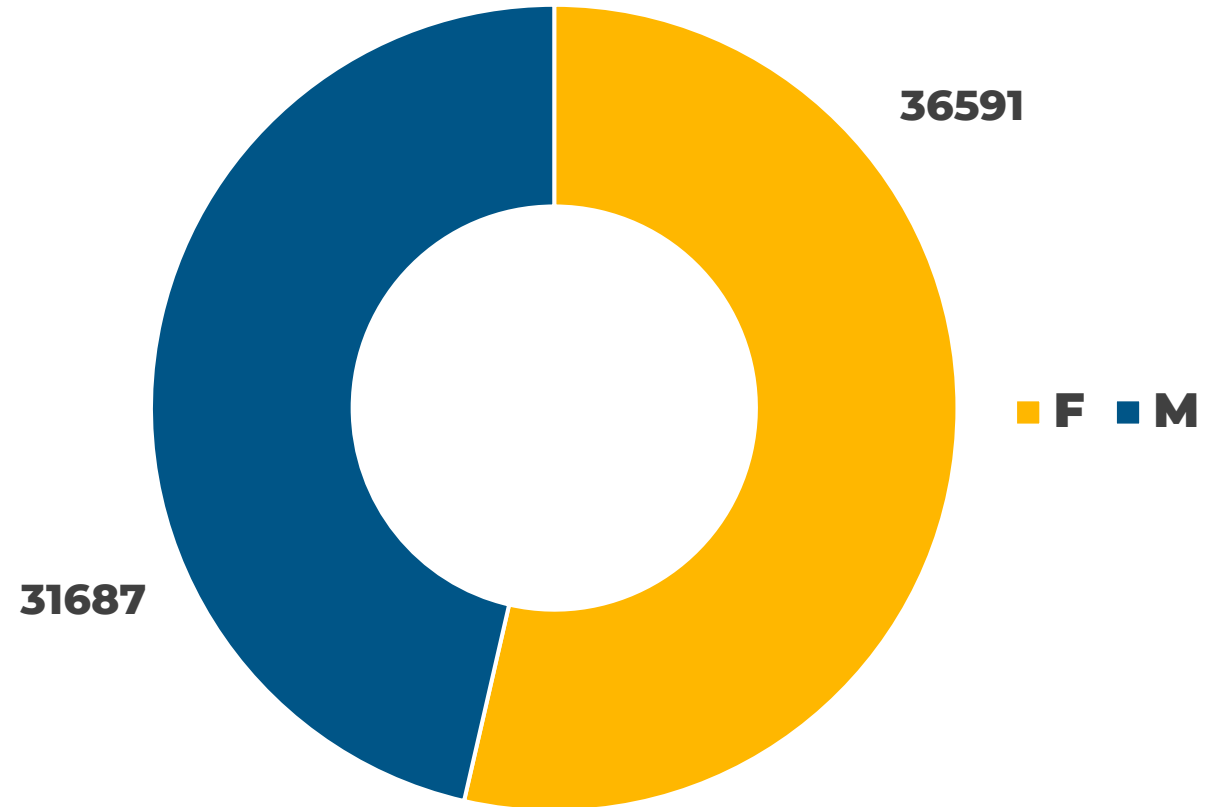
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Figures
2020



MEMBERS of
OCC
68278



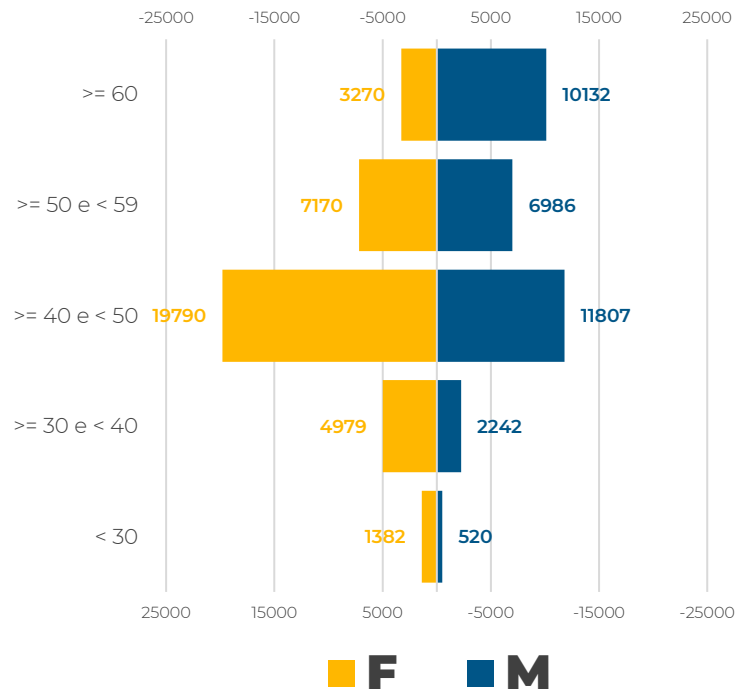
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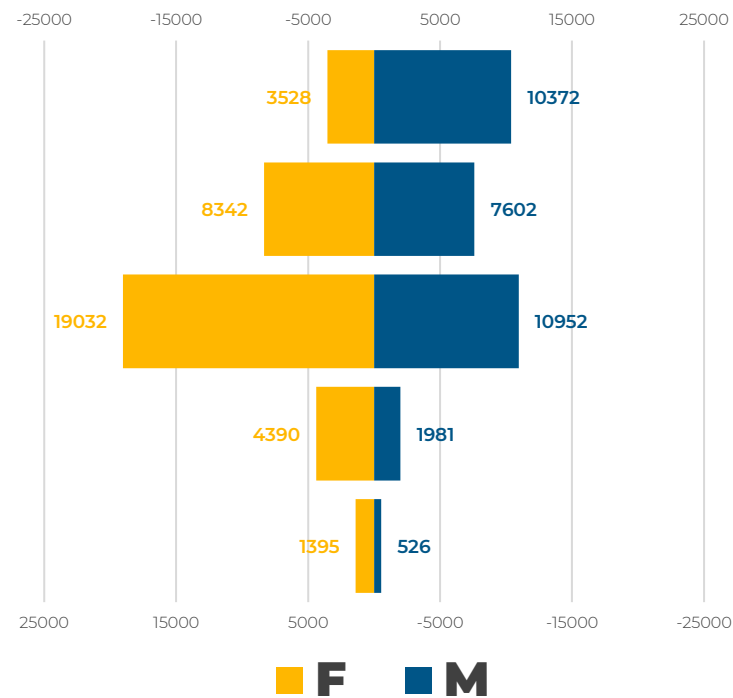


GENDER DISTRIBUTION OF OCC MEMBERS BY AGE RANGE

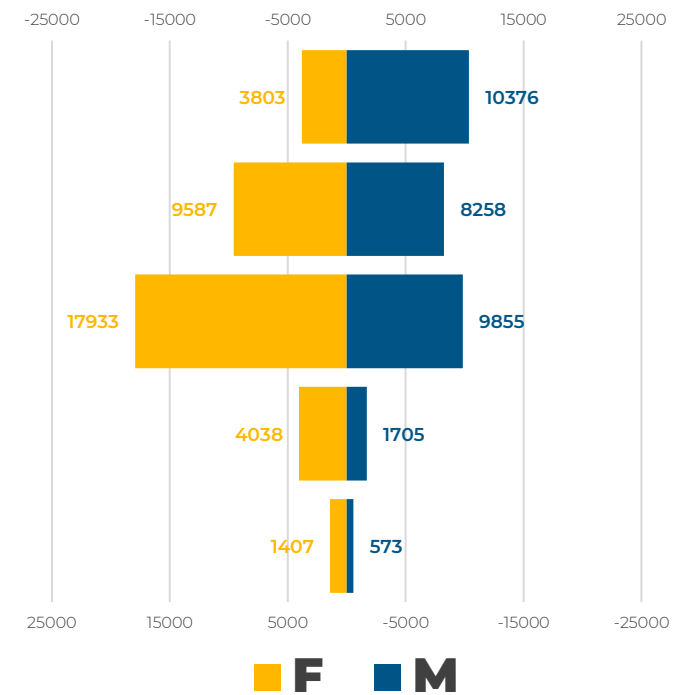
2020



2021



2022



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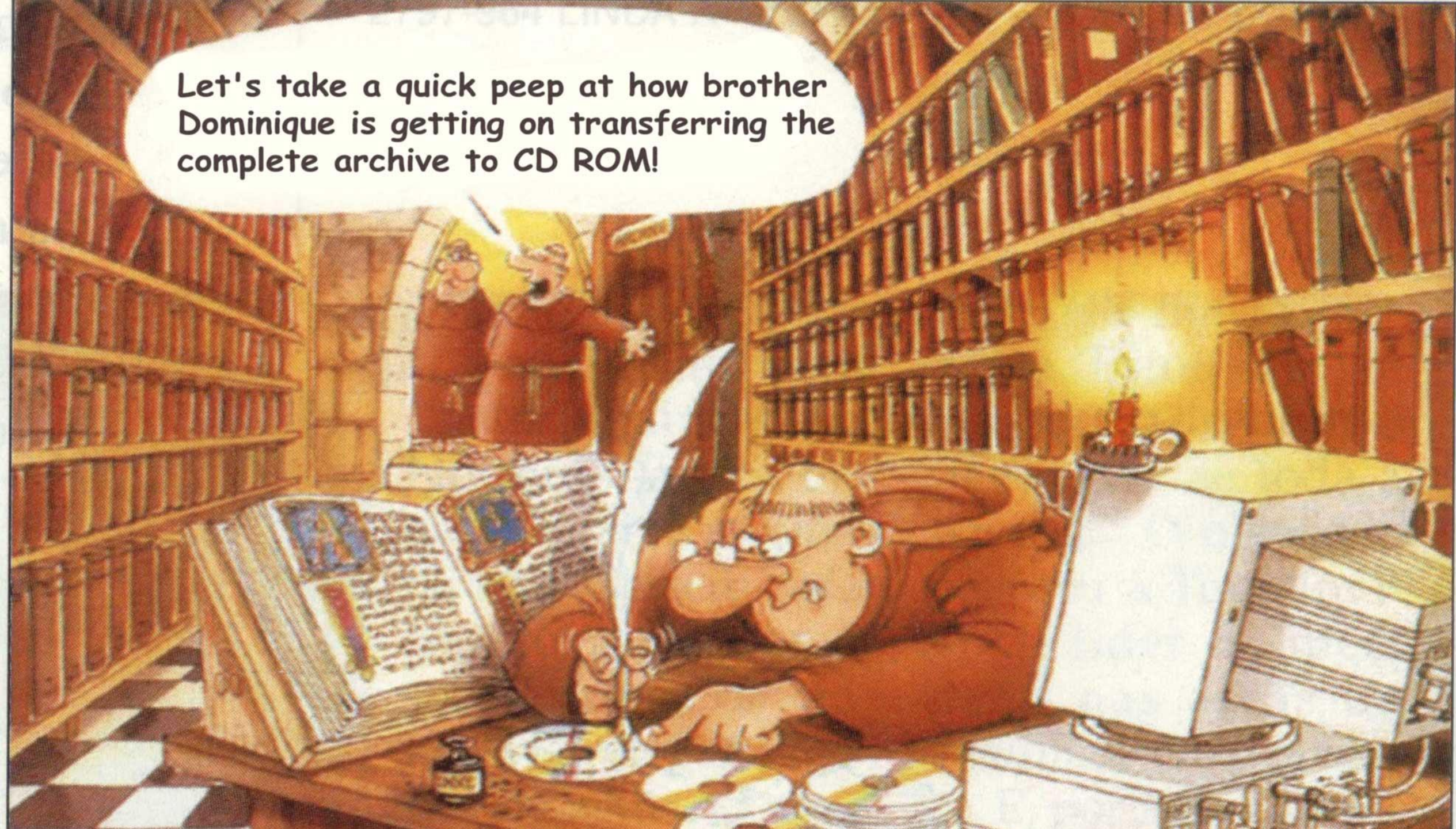
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FREE TRAINING ON SAF-T THROUGHOUT THE COUNTRY



Let's take a quick peep at how brother Dominique is getting on transferring the complete archive to CD ROM!



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ACCOUNTANTS & NEW DIGITAL SKILLS



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CCCLIX – ONLINE TRAINING PLATFORM



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BREAKS FOR ACCOUNTANTS & FAIR IMPEDIMENT IN THE FULFILMENT OF TAX REPORTING



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PROFESSIONAL ETHICS FOR CERTIFIED ACCOUNTANTS

ONLINE LEARNING COURSE

PROFESSIONAL ETHICS FOR CERTIFIED ACCOUNTANTS

Oriented to prospective certified accountants who wish to attend a specific course on professional ethics.

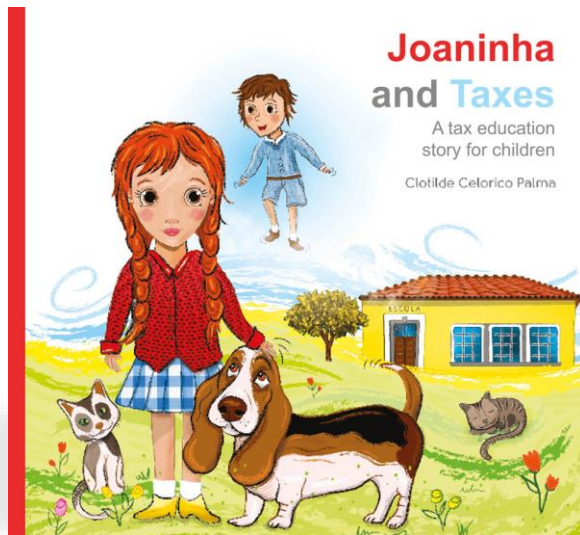


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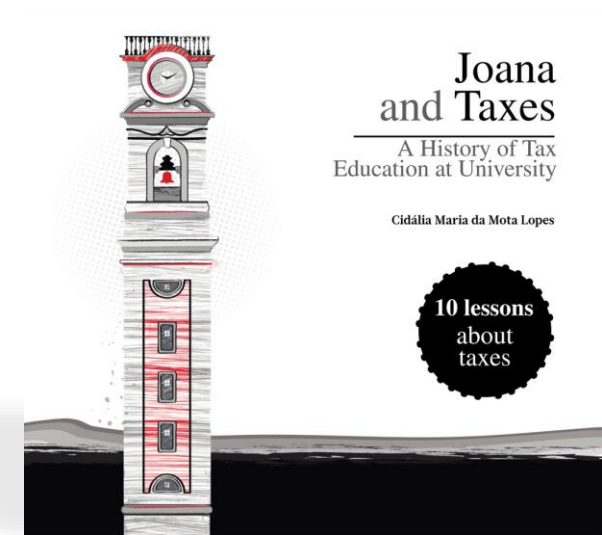
INVESTMENT IN TAX EDUCATION



Primary School



Secondary Education



6th Form and University

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ACCOUNTANTS ARE ALTRUISTIC



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RECOMMENDATIONS

- Promotion of teaching reform with those who determine the accounting curriculum
- Investment in diversity
- Engagement with the Ministry of Education on financial literacy
- Investment in professional ethics
- Granting of scholarships
- Provide increased work/life balance by reducing working hours

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*“There is no need to fear or hope, but only
to look for new weapons.”*

Gilles Deleuze, in Postscript on the Societies of Control

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