

A chalkboard with the word "ETHICAL" written in white chalk, resting on a wooden surface next to a red notebook and a pen.

ETHICAL

**Integrating Ethical Technology
Competencies: Preparing Future-
Ready Accounting Professionals**

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Ethical Responsibilities

How might the ethical responsibilities of accountants shift as automation, AI, and data analytics become central to the profession?

A photograph of two men in a classroom or office setting. The man on the left is older, with a shaved head, wearing a blue sweater and smiling broadly while holding a piece of paper. The man on the right is younger, wearing a grey sweater, looking at the older man with a thoughtful expression, his hand near his chin. The background is slightly blurred, showing what appears to be a bulletin board or wall with papers.

Teaching Ethical Reasoning

How do Accounting educators seek to effectively teach ethical reasoning when technology issues are evolving faster than traditional ethical frameworks?



Educators Role

What role should Accounting educators play in preparing students to question or challenge unethical uses of technology within organizations?

The Fraud Triangle



Accounting Ethics Example

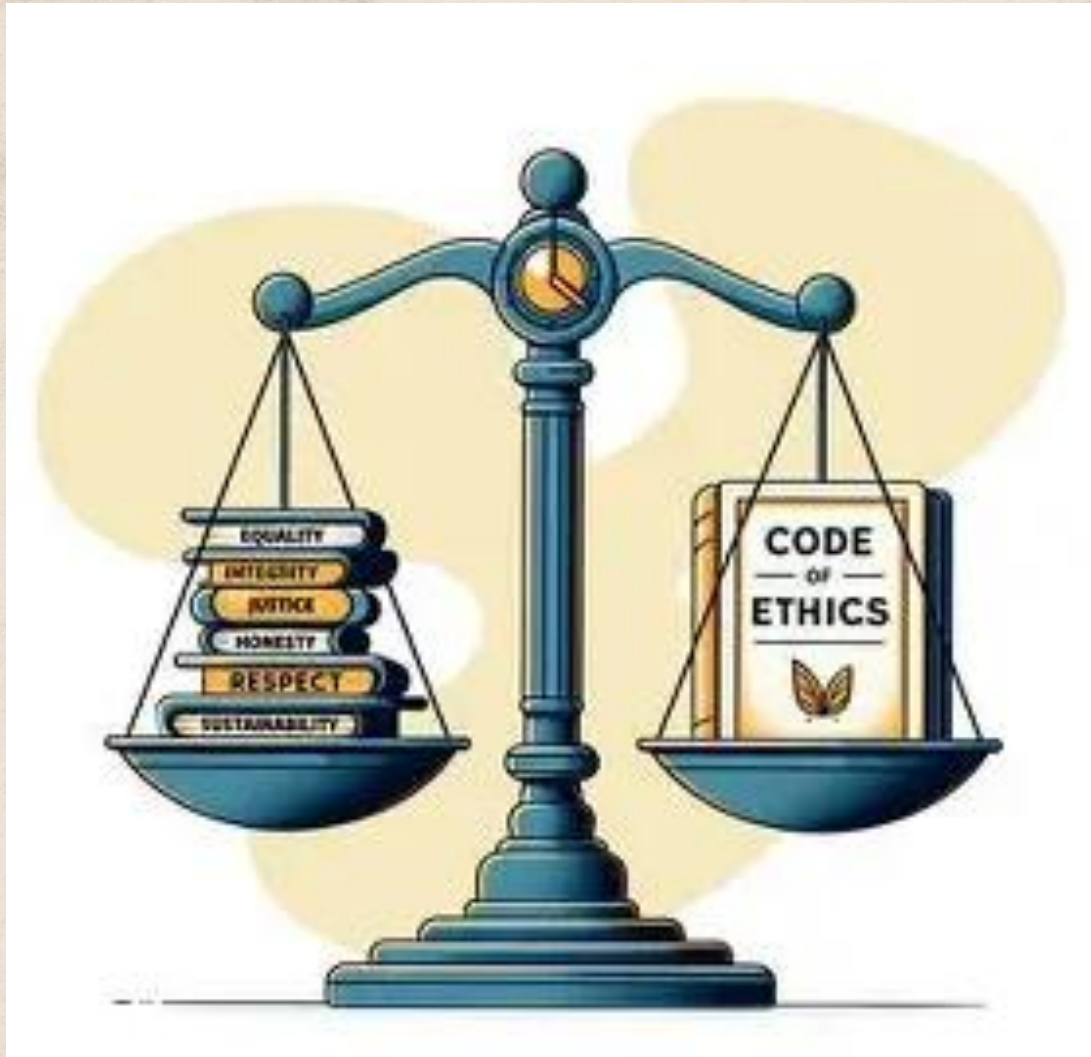
! **Pressure:** Tom, an accountant, is struggling with large credit card debt.

👤 **Opportunity:** He realizes he can manipulate the financial reports undetected.

💬 **Rationalization:** "I'll just change the numbers this quarter. I deserve a bonus."



Tom Falsifies the Reports to Boost Earnings



Integrating ethical technology competencies

No. 1	<ul style="list-style-type: none">○ Ethical technology implementation and governance
No. 2	<ul style="list-style-type: none">○ Data-driven ethical decision-making
No. 3	<ul style="list-style-type: none">○ Ethical considerations in an automated, AI-enabled world

Scenario #1

Technology Governance & Internal Controls

Context:

A company recently implemented a new cloud-based ERP system. During an internal audit, the accounting auditor discovers that access roles were not properly configured—junior staff had edit access to general ledger entries and could override system controls.

Challenge:

The audit committee is unaware of the extent of the access breaches and asks the CPA to assess the risk and recommend corrective action.

Beyond Fraud

Accounting Ethics Goes Beyond Fraud

- **Conflicts of interest**
- **Independence and objectivity**
- **Earnings management vs. fraud (a key ethical gray area)**
- **Pressure from management**
- **Whistleblowing responsibilities**
- **Use of AI and data analytics in reporting**
- **Tone at the top and corporate culture**



Scenario #2

Data-driven Decision-making & AI Bias

Context:

An accounting professional working as a management accountant at a logistics company uses an AI-powered forecasting tool that recommends a 20% reduction in staff at one regional warehouse based on declining delivery volumes and rising costs. The plant manager disputes the data, citing a recent contract that hasn't been input into the system yet.

Challenge:

The CFO is leaning toward following the AI model's recommendation. The CPA must advise whether the model's output should be accepted, questioned, or supplemented with further analysis.





Scenario #3

Ethical AI Use, Accountability, Client Risk

Context:

A mid-sized CPA firm adopts a generative AI tool to draft customized tax advisory reports for clients. One client receives a recommendation that results in penalties due to the AI using outdated tax law data. The client is furious and threatens legal action.

Challenge:

The CPA must explain what went wrong, assess legal liability, and determine how the firm can ethically continue using AI.



Call to Action

AI depends on human expertise in **data governance, ethics, and oversight.**

AI risks can amplify bias or cause unintended harm.

Combine AI's scale and speed with human judgment.

What strategies could help students recognize the ethical “what ifs” behind tools they regularly use and trust?

In what ways can educators prepare students to identify and respond to ethical red flags in automated or AI-supported financial processes?

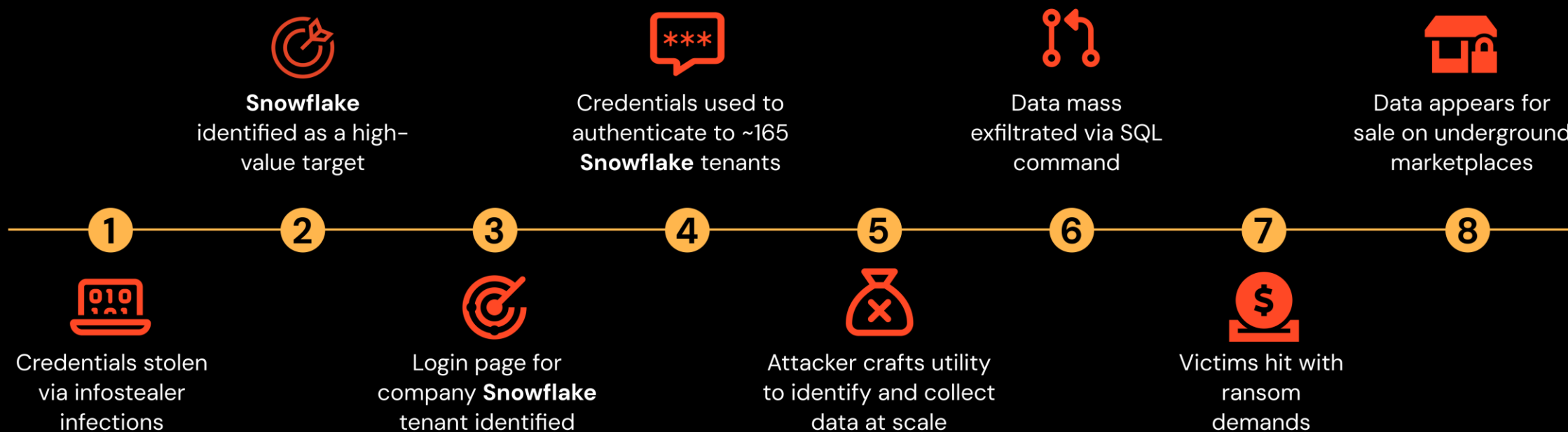
Ethics “Training”

- Integrate early & often
AVOID ETHICS WEEK
- Highlight moral heroes
BUILDING LONG-TERM TRUST
- Articulate student reasoning
PUT IT IN WRITING
 - Consider multi-media
IMPROVED STUDENT RESPONSE



Cloud-Computing Multi-Layer Service Agreement Data Breach

Snowflake Attack Path



Red Flag Mania (RFM) is a game-based e-learning platform, focused on business, accounting, auditing, fraud, tax, and ethics topics.

<https://redflagmania.com/>





Becker includes courses titled "Becker + Red Flag Mania" - True Crime Themed Courses

Accounting Educators Resources

AICPA & CIMA ETHICS RESOURCES:

<https://www.aicpa-cima.com/resources/landing/ethics-resources>

AAA ETHICS WEBINARS:

<https://aaahq.org/Education/Resources/Online/weARE-Webinar-98>

IMA ETHICS CENTER:

<https://www.imanet.org/career-resources/ethics-center>

IESBA ETHICS RESOURCES:

<https://www.ethicsboard.org/>

Digital Assurance & Transparency (DAT) Dept



Focus on enabling trust & transparency

Digital transformation is accelerating in most organizations

Helps companies manage risks & build stakeholder trust.

CONSIDER, COLLABORATE, COMMUNICATE

What ethical skills or competencies will modern accounting professionals need to effectively act as stewards of both financial accuracy and technological integrity?

How do we prepare these future accounting professionals?

So now what??

STRATEGIES FLUCTUATE as TECHNOLOGY EVOLVES





Thank you

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