

# The AI Revolution in Accounting: Opportunities, Challenges, and Innovations

Kimberly Swanson Church, Ph.D.

March 7, 2025

# Featured Presenters

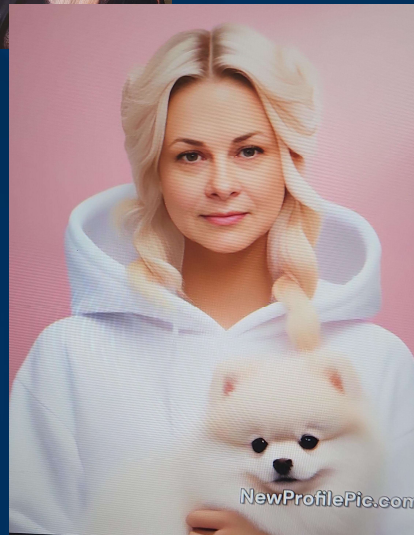
(AI Generated Photos, of course!)



**Kimberly Swanson Church**  
Professor of Accounting  
FORVIS Professor of Leadership  
Missouri State University

# Featured Presenters

(AI Generated Photos, of course!)



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# Agenda

- Introduction
- Describe AI.
- Identify the use of AI (ChatGPT) for accounting classrooms.
- Demonstrate the use of AI (ChatGPT) for accounting educators.
- Conclusion



Published Jul 18, 2024 • 4 min read

OpenAI's fastest model, GPT-4o mini is now available on Azure AI

<https://a...>  
model-

MIT re  
AI for de  
This new tool  
complex tabula  
Adam Zewe | MIT News  
July 8, 2024

# **\*IS IT JUST ME\* or does anyone else think we're in a SNOW GLOBE & Some Jerk keep's giving it a Shake ?**

<https://boldomatic.com/p/kQYdMQ/is-it-just-me-or-does-anyone-else-think-we-re-in-a-snow-globe-some-jerk-keep-s>

rchers-  
es-0708

OPENAI / ARTIFICIAL INTELLIGENCE / TECH  
**OpenAI announces SearchGPT, its AI-powered search engine** / The Google and Perplexity rival will be available as a prototype in limited release to eventually build it into ChatGPT

ty and tech teams. She

/25/24205701/openai  
le-perplexity-rival

MENT OF FINANCIAL  
AI GUIDANCE

N HERRING, VIKRAM SIDHU, JARED WILNER  
sights/publications/2024/07/new-  
services-adopts-ai-guidance

<https://york-state-dep...>

# GPTs

Discover and create custom versions of ChatGPT that combine instructions, extra knowledge, and any combination of skills.



## Write For Me

Write tailored, engaging content with a focus on quality, relevance and precise word count.

By puzzle.today



## Presentation and Slides GPT: PowerPoints, PDFs

Make Powerful PowerPoint presentations. Exports to PowerPoint, Google Slides and PDF.

By slidesgpt.com



## DALL-E

Let me turn your imagination into imagery.

By ChatGPT



## Data Analysis & Report AI

Your expert in limitless, detailed scientific data analysis and reporting w/ (Charts, Graphs, Diagrams) - ★ Created by...

By Kenneth G Bastian



## Excel AI

🌱 The worlds most powerful data analysis assistant. 🌱

By pulsar.co.uk



## Diagrams: Show Me | charts, presentations, code

Diagram creation: flowcharts, mindmaps, UML, chart, PlotUML, workflow, sequence, ERD, database & architecture visualization...

By helpful.dev



## Scholar GPT

Enhance research with 200M+ resources and built-in critical reading skills. Access Google Scholar, PubMed, JSTOR, Arxiv, an...

By awesomegpts.ai



## Code Copilot

Code Smarter, Build Faster—With the Expertise of a 10x Programmer by Your Side.

By promptspellsmith.com



## Video GPT by VEED

AI Video Maker. Generate videos for social media - YouTube, Instagram, TikTok and more! Free text to video & speech tool wi...

By veed.io



## AI Voice Generator: Text to Speech

Prompt to create high quality AI voiceovers.

By aidocmaker.com



## Python

A highly sophisticated GPT tailored for Python programmers. Optimized for GPT-4o.

By Nicholas Barker

# DRAFTING MANUSCRIPTS

## ChatGPT paragraph:



**You**

write a paragraph on international accounting standards using 10th grade writing style



**ChatGPT**

International Accounting Standards (IAS) are a set of rules that guide how financial statements should be prepared and presented around the world. Think of them like the rules of a game, but in this case, the game is how companies report their financial information. These standards are important because they make sure that the financial information from different companies can be easily compared, no matter where the company is located. It's like having a common language for business finances. Before IAS, every country had its own rules, which made it hard to understand a company's financial health if it was in a different country. With IAS, it's easier for investors and businesses to make informed decisions because they're looking at financial statements that follow the same set of rules. This is crucial in our global economy, where businesses and investments cross borders all the time.



**You**

write a paragraph on international accounting standards using professor writing style



**ChatGPT**

The International Accounting Standards (IAS), promulgated by the International Accounting Standards Board (IASB), represent a paradigmatic shift in the global harmonization of accounting practices. These standards epitomize the convergence of diverse accounting methodologies into a unified framework, facilitating comparability and transparency across international financial landscapes. The IAS framework is predicated on principles rather than rigid rules, allowing for a degree of interpretative flexibility that is sensitive to the variegated contexts of global business environments. This adaptability, however, also invites scrutiny regarding the consistency of application across different jurisdictions. The adoption of IAS has significant implications for multinational corporations, necessitating rigorous alignment of their accounting practices with these standards to ensure fidelity in financial reporting. This global standardization serves as a linchpin in the architecture of international finance, underpinning investor confidence and fostering an interconnected economic ecosystem. The evolution of IAS reflects the dynamic interplay between regulatory standardization and the nuanced exigencies of global financial reporting.



## AI Voice Generator: Text to Speech

By aidocmaker.com

Prompt to create high quality AI voiceovers.

What can  
this GPT do?

Generate a  
pleasant bed  
time story audio

Create an exciting  
start-up pitch for  
space elevators

Create an  
inspirational speech  
for a sales team

Generate a short welcome for attendees at the IMA Heartland Council Conference.



Here's a short welcome message for the IMA Heartland Council Conference:

"Good morning, and welcome to the IMA Heartland Council Conference! We are thrilled to have you here today as we come together to learn, network, and grow as financial leaders. Get ready for an exciting day filled with insightful sessions and great opportunities to connect. Thank you for joining us, and let's make this a memorable experience!"



## Create Spreadsheet

Create a spreadsheet for a sales meeting, quarterly review, and more in seconds using AI.

### Instructions for AI

Select GPT model, and provide instructions to AI for creating document.

Model / Chatbot

GPT-4o mini

GPT-4o

Claude  
Opus

Claude  
Sonnet 3.5

Gemini Pro

capture the EPS for the top 5 airlines in the US along with Total assets

PREVIEW

CHAT

MAGIC

DETAILS

Experiencing high demand. Refresh page if you don't see document, or upgrade to

	A	B	C	D	E
1	Airline	EPS (2024)	Total Assets (Billion \$)		
2	Delta Air Lines	1.06	78.8		
3	American Airlines	-0.48	64.4		
4	United Airlines	1.88	70.5		
5	Southwest Airlines	0.27	34.9		
6	Alaska Airlines	0.71	31.5		
7					
8					





ChatGPT



Video AI

Let's create an explainer video.

The basics of a make or outsource decision from a management accounting viewpoint.

Excellent choice! Here are two possible approaches for this explainer video:

#### Idea 1: "Make or Outsource? A Quick Management Accounting Guide"

Duration: 45 seconds

**Narrative:** A concise overview explaining the key factors management accountants consider when deciding between making in-house or outsourcing. The video will cover cost-benefit analysis, strategic alignment, and qualitative factors like quality control and lead time.

**Platform:** YouTube Shorts, LinkedIn, Instagram

#### Idea 2: "How to Decide: Make or Outsource? Key Factors for Managers"

Duration: 90 seconds

**Narrative:** A more detailed breakdown of the make-or-buy decision process, focusing on the financial and non-financial criteria from a management accounting perspective. This approach would dive into fixed vs. variable costs, risk assessment, and long-term strategic considerations.

**Platform:** YouTube, LinkedIn, Facebook

Which one aligns better with what you're looking for? If there's anything you want to tweak or add, just let me know!

Great choice! Here's a brief script for the video:

[Voiceover Script]

"Make or outsource? Here's how management accounting helps with this key decision.

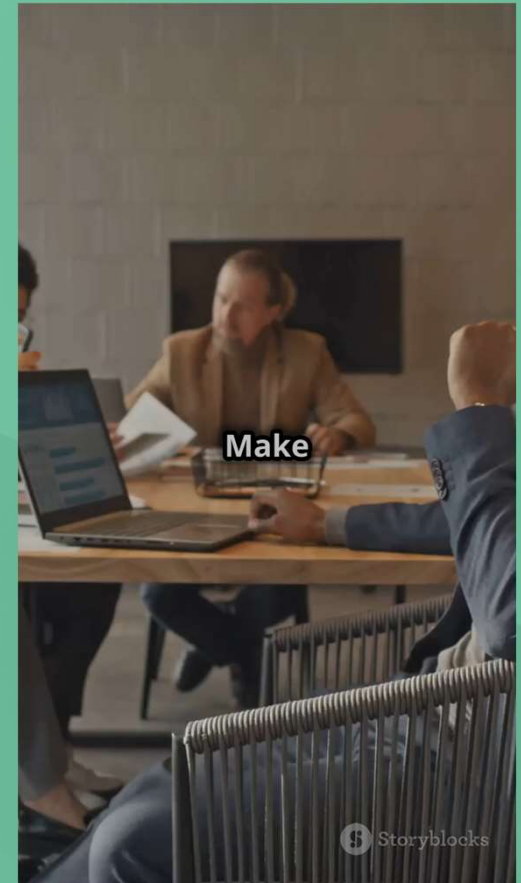
First, look at **cost analysis**: Calculate the total cost of making in-house versus outsourcing. Include fixed and variable costs, like labor, materials, and overhead.

Next, consider **strategic alignment**: Does making it in-house support your core competencies? Outsourcing might free up resources for more critical tasks.

Then, weigh the **qualitative factors**: Control over quality, lead times, and the potential risks with outsourcing partners.

Finally, review the **long-term impact**: Will outsourcing remain cost-effective as your business scales? Management accountants factor in these elements to guide smart decisions.

In the end, it's all about balancing costs, strategy, and quality."



#### Voices

You can create a digital clone of your voice by uploading your voice recording here:

OpenAI. (2024). *ChatGPT* [Large language model]. /g/g-h8l4uLHFQ-video-ai

<https://ai.invideo.io/workspace/1ab2375a-e358-4bee-9b86-dfa887e34406/v20-copilot/b339d031-a0cd-4a04-99d0-ef8fc27adff7>



# Data Analysis with ChatGPT

Data Analyst ✓



F22 Excel Data - Regression.xlsx  
Spreadsheet

Analyze this data using regression

The dataset contains multiple columns with data related to months, packing costs, number of orders, weight of orders, and number of special package items. The relevant columns start from the third row due to the header rows.

Let's clean and structure this data for regression analysis.

I'll extract and rename the relevant columns and perform regression analysis. [↗]

The regression analysis summary provides several key insights:

## 1. Model Fit:

- **R-squared:** The model has an R-squared value of 0.997, indicating that approximately 99.7% of the variance in the packing cost can be explained by the independent variables.
- **Adjusted R-squared:** The adjusted R-squared value is 0.996, which is very close to the R-squared value, suggesting a good fit.

## 2. Statistical Significance of the Model:

- **F-statistic:** The F-statistic is 2120 with a very low p-value (3.38e-25), indicating that the overall model is statistically significant.

## 3. Coefficients:

- **Constant (Intercept):** The intercept term is -294.7321, but it is not statistically significant (p-value = 0.968).
- **Number of Orders:** This variable has a coefficient of 4.3850, which is highly significant (p-value = 0.000). This suggests that an increase in the number of orders is associated with an increase in packing cost.
- **Weight of Orders:** This variable has a coefficient of 0.0651, but it is not statistically significant (p-value = 0.268).
- **Special Package Items:** This variable has a coefficient of -0.7420, and it is also not statistically significant (p-value = 0.790).

## 4. Multicollinearity:

- **Condition Number:** The condition number is very high (4.83e+05), indicating potential multicollinearity issues. This could mean that the independent variables are highly correlated, which can affect the reliability of the coefficient estimates.

## 5. Normality and Homoscedasticity:

- **Omnibus and Jarque-Bera tests:** The p-values for these tests are low, indicating that the residuals may not be normally distributed, which can affect the validity of the model assumptions.

In summary, while the model explains a significant portion of the variance in packing costs, the statistical significance of some of the predictors is low, and there may be multicollinearity issues. The number of orders is the most significant predictor of packing cost. Further investigation and potentially more advanced modeling techniques may be needed to address these issues. [↗]

# Data Analysis with ChatGPT

plot the data points for monthly packing cost



Here is the plot showing the monthly packing cost. The data points are connected to illustrate the trend over the months. This visualization can help identify any patterns or anomalies in the packing costs throughout the year. [↗]

Identify any outliers

Based on the z-scores, there are no outliers in the packing cost data, as no data points have a z-score greater than the commonly used threshold of 3. This indicates that the monthly packing costs are fairly consistent and do not exhibit extreme values. [↗]

🔊 📄 🔄 🍌 🗑

Given the initial regression analysis, we found that not all predictors were statistically significant. To improve the reliability of the regression equation, we should focus on the most significant predictor and potentially perform feature selection or transformation.

Let's refine the regression model by considering only the most significant variable, 'Number of Orders', as it had a very low p-value and was highly significant. We will re-run the regression analysis with this predictor alone to derive a more reliable equation.

I'll perform the regression analysis again using 'Number of Orders' as the sole predictor.

Based on this refined model, the regression equation for predicting packing costs is:

$$\text{Packing Cost} = 1242.41 + 4.47 \times (\text{Number of Orders})$$

This equation provides a reliable method for predicting packing costs based on the number of orders. [↗]

LA

Design a database schema for an online merch store.



Certainly! Let's design a simple database schema for an online merch store. We'll start with a description of the tables and their attributes, and then I'll discuss the relationships between them.

### 1. Users Table:

- **UserID:** Primary Key, Integer, Auto-Increment
- **Username:** String, Unique
- **Password:** String (hashed and salted for security)
- **Email:** String, Unique
- **FullName:** String
- **ShippingAddress:** String
- **BillingAddress:** String
- **CreationDate:** Date
- **LastLogin:** Date

### 2. Products Table:

- **ProductID:** Primary Key, Integer, Auto-Increment
- **ProductName:** String
- **Description:** Text
- **Price:** Decimal
- **StockQuantity:** Integer
- **ImageURL:** String (Path to the product image)
- **CategoryID:** Foreign Key (References Categories table)

### 3. Categories Table:

- **CategoryID:** Primary Key, Integer, Auto-Increment
- **CategoryName:** String
- **Description:** Text

### 4. Orders Table:

- **OrderID:** Primary Key, Integer, Auto-Increment
- **UserID:** Foreign Key (References Users table)
- **OrderDate:** Date
- **ShippingDate:** Date
- **Status:** Enum (Pending, Shipped, Delivered, etc.)
- **TotalAmount:** Decimal

### 5. OrderDetails Table:

- **OrderDetailID:** Primary Key, Integer, Auto-Increment
- **OrderID:** Foreign Key (References Orders table)
- **ProductID:** Foreign Key (References Products table)
- **Quantity:** Integer
- **Price:** Decimal (Price at the time of purchase, as it might change in the P

### 6. Reviews Table:

- **ReviewID:** Primary Key, Integer, Auto-Increment
- **ProductID:** Foreign Key (References Products table)
- **UserID:** Foreign Key (References Users table)
- **Rating:** Integer (Typically from 1 to 5)
- **ReviewText:** Text
- **ReviewDate:** Date

# Building a database schema....

### Relationships:

- **Users to Orders:** One-to-Many (One user can have multiple orders, but each order belongs to one user)
- **Products to OrderDetails:** One-to-Many (One product can be in multiple order details, but each order detail references one product)
- **Orders to OrderDetails:** One-to-Many (One order can have multiple products, but each product belongs to one order)
- **Products to Categories:** Many-to-One (Each product belongs to one category, but each category can have multiple products)
- **Products to Reviews:** One-to-Many (One product can have multiple reviews, but each review is for one product)
- **Users to Reviews:** One-to-Many (One user can write multiple reviews, but each review is written by one user)

This schema provides a basic structure for an online merch store, capturing essential entities like users, products, orders, and reviews. Depending on the specific requirements of the store, additional tables and attributes might be needed (e.g., discounts, promotions, wish lists, etc.).



prepare a diagram of the accounts payable process in a manufacturing company



I will create a diagram for the "Accounts Payable Process" using a flowchart. Getting syntax documentation for flowchart.

Talked to diagrams.helpful.dev

Got syntax documentation. Creating diagram now.

Talked to diagrams.helpful.dev

Here is the diagram illustrating the Accounts Payable process:

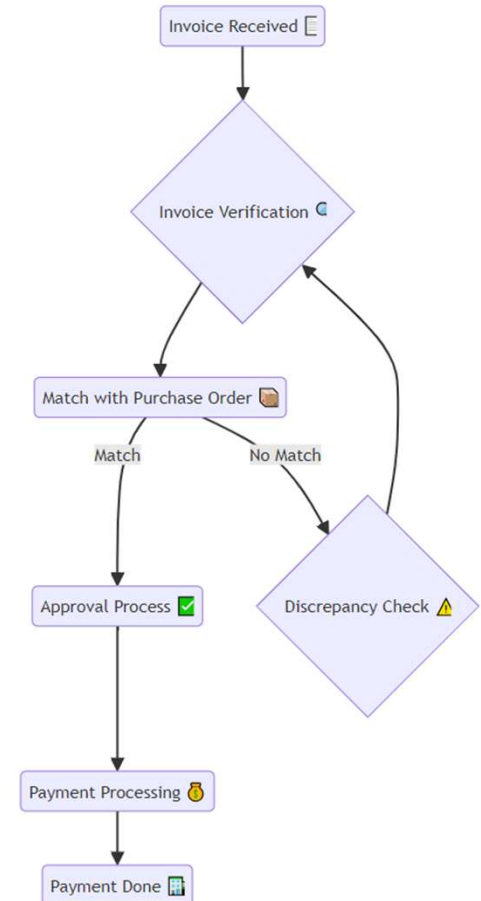


<https://sixsigmadsi.com/process-mapping-vs-flowchart-key-differences/>

[View fullscreen](#) | [Download png](#) | [Edit with code](#)

You can also [Edit with Miro](#) using drag and drop with a free-forever account.

Would you like to add more details or explore another way of visualizing this process? I could enhance the diagram by incorporating additional steps, or we could use a different diagram type if you want!

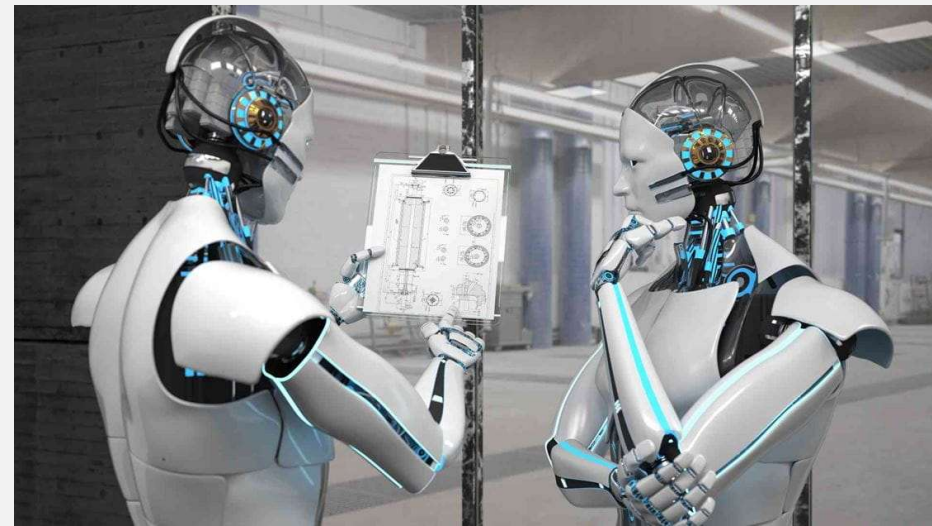




# Using ChatGPT to Improve Corporate Financial Planning & Analysis

(by Glenn Hopper, February 16, 2023)

- Leverage AI to create an FP&A tool
- Import three years financial statements
- Conduct analysis to identify trends, correlations, deviations
- Allows users to ask questions in natural language
- Rely on Python scripts – extract and analyze data, create financial ratios, identify variances, generate forecasts



<https://www.avanade.com/en/blogs/avanade-insights/artificial-intelligence/unravelling-the-ethics-of-ai>





Analyze the financial performance and identify threats for Southwest Airlines from the uploaded pdf file.

### Financial Performance of Southwest Airlines

- 1. Revenue and Profitability:** Southwest Airlines experienced record operating revenues of \$26.1 billion in 2023, driven by robust leisure demand, loyalty program growth, and strong ancillary revenues. However, while revenue performance was impressive, net income was more modest at \$465 million (\$980 million excluding special items), reflecting ongoing operational challenges. The company faced rising costs, especially labor and maintenance expenses, which impacted profitability.
- 2. Operational Metrics:** Southwest achieved notable improvements in several key performance metrics, such as a 99% completion factor and a significant year-over-year boost in its Net Promoter Score (NPS). The airline also restored its network and fully utilized its fleet. These operational gains were essential in maintaining customer satisfaction and mitigating the impact of rising costs.
- 3. Cost Management and Strategic Initiatives:** The report indicates that while Southwest Airlines made significant progress in 2023, there remains a critical need to align its network with evolving demand patterns and strategic initiatives. Addressing persistent cost pressures and optimizing routes are highlighted as priorities for improving profitability in 2024.

### Key Threats and Challenges

- 1. Cost Pressures:** The main threats to financial stability for Southwest include escalating labor and maintenance costs, which are expected to persist in the near future. These pressures could hinder the company's ability to achieve historical profit margins and sustain long-term growth.
- 2. Operational Volatility:** The airline industry is inherently volatile, facing threats from fluctuating fuel prices, economic shifts, and environmental factors. Southwest Airlines must continuously manage these risks while adapting to emerging challenges, such as climate-related issues.
- 3. Risk Management and Crisis Preparedness:** The Enterprise Risk Management (ERM) team plays a central role in identifying, assessing, and mitigating risks. The company's robust risk management framework is crucial for addressing both traditional risks and new ones, like cybersecurity and climate change.

For further details, I recommend reviewing the full report on [Southwest Airlines 2023 Report](#).



PDF AI PDF

By myaidrive.com



2023-annual-report.pdf

PDF

### Explain Southwest's concentration risk to me like I am in high school.

Concentration risk is when a company relies too much on one thing for its success, which can be dangerous if that thing faces problems.

For Southwest Airlines, concentration risk mostly comes from two areas:

- 1. Geographic Focus:** Southwest flies mostly within the U.S. and heavily focuses on specific regions like California and Texas. If something bad happens in those areas—like natural disasters or major economic downturns—it could hurt Southwest more because it doesn't have as many flights elsewhere to balance the losses.
- 2. Fleet Standardization:** Southwest only uses one type of airplane: the Boeing 737. This is usually a good thing because it simplifies training and maintenance, but if there's a problem with the 737—like a safety issue or a manufacturing delay—Southwest has no backup plan. Other airlines might use different planes, giving them more options in such situations.

In short, Southwest puts a lot of its eggs in a few baskets. When things go well, this strategy works great, but if something disrupts those key areas, it could be a big problem for the company.

# Using ChatGPT to Write Excel Formulas

Write a calculation for Excel using an if statement to determine the amount a company needs to borrow if cell A1 is below the minimum cash balance of \$10,000. Borrow enough to cover one month's interest on the borrowing at 8% per year rate.

I STARTED THE DAY WITH  
LOTS OF PROBLEMS.  
BUT NOW, AFTER HOURS  
AND HOURS OF WORK,  
I HAVE LOTS OF PROBLEMS  
IN A SPREADSHEET.



Here's an Excel formula using an IF statement to determine the amount a company needs to borrow if the cash balance in cell A1 is below the minimum cash balance of \$10,000. The borrowing should cover one month's interest at an 8% annual interest rate.

## 1. Interest Rate Calculation:

- Annual interest rate: 8%
- Monthly interest rate:  $\frac{8\%}{12} = \frac{0.08}{12} \approx 0.0066667$

## 2. Formula to Calculate Borrowing Amount:

- If the cash balance in A1 is below \$10,000, borrow an amount such that the interest on this borrowing for one month covers the shortfall.
- Let the shortfall be:  $\text{Shortfall} = \$10,000 - A1$
- The borrowing amount  $B$  must satisfy:  $B \times \text{Monthly Interest Rate} = \text{Shortfall}$

Therefore,  $B = \frac{\text{Shortfall}}{\text{Monthly Interest Rate}}$

Substituting the monthly interest rate:

$$B = \frac{\$10,000 - A1}{0.0066667}$$

## 3. Excel Formula:

```
excel
=IF(A1 < 10000, (10000 - A1) / 0.0066667, 0)
```

This formula checks if the cash balance in A1 is less than \$10,000. If it is, it calculates the amount to borrow so that the interest for one month at 8% per year covers the shortfall. If A1 is \$10,000 or more, no borrowing is needed, so the formula returns 0.

# Dall-E (open AI Art Generator)

Accounting  
Student



Accounting  
Professor



Here are the images you requested: one of an accounting student and one of an accounting faculty member. If you need any adjustments or additional images, feel free to let me know!



Here are the surreal depictions of an accounting faculty member in the style of Salvador Dali. I hope they capture the imaginative and dream-like essence you were looking for!

<https://chatgpt.com/g/g-2fkFE8rbu-dall-e/c/4f691435-6550-436c-a3cd-97b9991401a7>

Style of Salvador Dali



# Deep AI

Accounting Student



<https://deepai.org/machine-learning-model/text2img>

# Artguru.ai

Female accountant working  
during tax season???



# AI-Generated Avatar & Voice Clone

## HeyGen



Burney & Church, AAA International Section - January 24, 2025



# AI-Generated Avatar & Voice Clone






David A. Wood • 1st

Glenn D. Ardis Professor at Brigham Young U...

2mo • Edited •

Want to see a scary side of AI? Take a look at this research paper I did with [Scott Emett](#), [Marc Eulerich](#), and [Jeffrey Pickerd](#) on the potential of deepfakes to significantly influence investors. We created several deepfakes--both audio and video--of [Apple's](#) Tim Cook. Below is just a shot of the video without the audio, you can see a clip of the video and audio by downloading the working paper at <https://lnkd.in/g8pFn8Uc> (go to Figure 1 near the end).

We have presented this research at the [U.S. Securities and Exchange Commission](#), and other academic institutions to much interest. I can't wait to hear your feedback. [#Deepfakes](#) [#AI](#) ...more

   You and 348 others

26 comments • 39 reposts



Like



Comment



Repost



Send

# Planning a trip.....

Plan a 14-day trip to Scotland in July.



Memory updated

Here's your updated 14-day Scotland itinerary with time allocated for the Glasgow Murals and St. Andrews:

## Day 1-2: Edinburgh

- Day 1: Arrive in Edinburgh, check into your accommodation.
  - Visit the Royal Mile and Edinburgh Castle.
  - Explore the Scottish National Gallery.
  - Dinner in the Old Town area.
- Day 2: Explore more of Edinburgh.
  - Climb Arthur's Seat for panoramic views of the city.
  - Tour the Palace of Holyroodhouse.
  - Wander through Dean Village and Stockbridge.

## Day 3-4: St. Andrews & Fife

- Day 3: Travel to St. Andrews (about 1.5-hour drive).
  - Visit the historic St. Andrews Cathedral and St. Andrews Castle.
  - Explore the Old Course (the famous golf course).
  - Stroll along West Sands Beach.
- Day 4: Explore more of the Fife area.
  - Visit charming coastal villages like Anstruther and Pittenweem.
  - Return to Edinburgh in the evening.

## Day 5-7: Isle of Skye

- Day 5: Drive to the Isle of Skye via the Glenfinnan Viaduct.
  - Stay in Portree as your base.
- Day 6: Explore the Isle of Skye.
  - Visit the Fairy Pools, The Quiraing, and Old Man of Storr.
  - Discover Dunvegan Castle.
- Day 7: Take in more of Skye.
  - Visit Neist Point Lighthouse.
  - Explore Talisker Distillery or hike around Fairy Glen.



## Day 8-9: Fort William & Glen Coe

- Day 8: Drive back to the mainland.
  - Visit Eilean Donan Castle en route.
  - Reach Fort William and explore the town.
- Day 9: Explore Glen Coe.
  - Take in the dramatic scenery with hikes like The Lost Valley or easier walks.

## Day 10-11: Inverness & Loch Ness

- Day 10: Travel to Inverness, the capital of the Highlands.
  - Visit Culloden Battlefield and Clava Cairns.
  - Walk along the River Ness and explore Inverness Castle.
- Day 11: Day trip to Loch Ness.
  - Cruise the loch and visit Urquhart Castle.
  - Visit Fort Augustus and explore the Caledonian Canal.

## Day 12-13: Glasgow

- Day 12: Travel to Glasgow.
  - Explore Kelvingrove Art Gallery and Museum.
  - Wander through Glasgow Cathedral and the Necropolis.
- Day 13: Glasgow Murals and more.
  - Spend the day walking the Glasgow Mural Trail, exploring the city's vibrant street art.
  - Visit the Riverside Museum and The Tall Ship.
  - Enjoy dinner in the West End.

## Day 14: Back to Edinburgh

- Travel back to Edinburgh for any last-minute shopping, a museum visit, or a leisurely stroll before departing.

Burney & Church, AAA International  
Section - January 24, 2025

This itinerary gives you a great mix of urban art, cultural heritage, and stunning natural scenery.  
Enjoy your trip to Scotland!



Please create a workout regime for me.

# Exercise...

Memory updated

To create an effective workout regime for you, it would help to know more about your fitness goals, current fitness level, available time, and any preferences or limitations you might have. Could you provide some details on those?

For example:

- Are you focused on strength, endurance, flexibility, weight loss, or something else?
- How many days per week can you commit?
- Do you have access to a gym or prefer home workouts?
- Any specific exercises you enjoy or want to avoid?



<https://www.buzzrx.com/blog/why-do-exercise-needs-vary-between-individuals>



## ChatGPT Can Save You Money by Replacing All of These Apps

By Shan Abdul — Published Aug 14, 2024

Memory updated

Here's a revised workout plan that avoids both squats and lunges while being suitable for someone easing back into fitness. The focus will still be on weight loss with low-impact options:

### Weekly Schedule (4 Days)

#### Day 1: Low-Impact Cardio + Core

- Warm-Up: Marching in place – 2 minutes
- Circuit (repeat 2x):
  1. Step Touch (side to side) – 45 seconds
  2. Wall Push-Ups – 10-12 reps
  3. Seated Knee Lifts (sit on a chair, lift alternating knees) – 12 reps (each leg)
  4. Plank (on knees if needed) – 20 seconds
  5. Standing Oblique Crunch (bring elbow to knee) – 15 reps (each side)
- Cool-Down: Stretching – 5 minutes

#### Day 2: Upper Body + Light Cardio

- Warm-Up: Arm swings and shoulder rolls – 2 minutes
- Circuit (repeat 2x):

<https://www.howtogeek.com/chatgpt-can-save-you-money-by-replacing-all-of-these-apps/#:~:text=For%20mathematical%20calculations%2C%20ChatGPT%20can,solutions%2C%20potentially%20saving%20you%20money.>

What should I cook for dinner?

# Cooking...

What kind of food are you in the mood for—something quick, comforting, healthy, or more elaborate? I can suggest recipes based on your preferences or ingredients you already have!

No problem! Here's a healthy recipe using chicken instead: **Lemon Garlic Chicken with Quinoa and Steamed Broccoli.**

## Ingredients:

- Chicken breasts or thighs
- Olive oil
- Lemon juice
- Garlic (minced)
- Fresh herbs (like thyme or parsley)
- Salt and pepper
- Quinoa
- Broccoli



<https://www.linkedin.com/pulse/cooking-ai-leo-sanni/>

Burney & Church, AAA International Section - January 24, 2025



## ChatGPT Can Save You Money by Replacing All of These Apps

By Shan Abdul — Published Aug 14, 2024

### Instructions:

1. **Prep the Chicken:** Preheat your oven to 400°F (200°C). Place the chicken breasts or thighs in a baking dish. Drizzle with olive oil, lemon juice, minced garlic, and season with salt, pepper, and herbs.
2. **Bake the Chicken:** Bake the chicken for 25-30 minutes (depending on thickness), or until it reaches an internal temperature of 165°F (74°C). You can cover the dish with foil for the first 20 minutes to keep it moist, then uncover for the last 5-10 minutes to let it brown.
3. **Cook the Quinoa:** While the chicken bakes, rinse 1 cup of quinoa under cold water. Cook according to package instructions (1 part quinoa to 2 parts water, simmered for 15 minutes). Fluff with a fork when done.
4. **Steam the Broccoli:** Steam fresh or frozen broccoli for about 5-7 minutes until tender but still bright green. You can add a little olive oil, salt, and a squeeze of lemon to enhance the flavor.
5. **Serve:** Plate the lemon garlic chicken with the quinoa and broccoli. You can even drizzle a bit of the lemon-garlic sauce from the chicken over everything for extra flavor.

This dish is hearty yet healthy, providing lean protein, complex carbs, and plenty of fiber!

<https://www.howtogeek.com/chatgpt-can-save-you-money-by-replacing-all-of-these-apps/#:~:text=For%20mathematical%20calculations%2C%20ChatGPT%20can,solutions%2C%20potentially%20saving%20you%20money.>



Create a mystery story that centers on attending a Dallas-Fort Worth Institute of Management Accountants continuing education event. Make the story revolve around a management accounting topic.

Title: The Missing Numbers

Chapter 1: The Conference Begins

The Dallas-Fort Worth Institute of Management Accountants was buzzing with excitement. The annual continuing education event was in full swing, drawing accounting professionals from across the region to discuss the latest trends in management accounting. Among the many sessions, a particular workshop on "Strategic Cost Management in the Digital Age" was the highlight. Experts were set to dive into advanced cost allocation methods, predictive analytics, and how AI could transform managerial accounting. But there was an undercurrent of tension, noticed only by those who looked closely.

Laura Mitchell, a seasoned management accountant and member of the local IMA chapter, was eager to attend the session. She had heard whispers about a special guest speaker, an enigmatic figure known only as "Mr. Redmond," who claimed to have devised a breakthrough approach to activity-based costing that could revolutionize the industry.

Chapter 2: The Disappearance

The session was set to start at 2:00 PM in Room 4B. However, as the crowd gathered, they noticed something unusual. The session was delayed, and the organizers seemed agitated. Mr. Redmond had failed to show up, and more concerning, the organizers had received an anonymous note claiming that someone would try to sabotage his presentation.

As the minutes ticked by, whispers grew louder. Laura, curious by nature and with a sharp mind for numbers and details, started to piece together what might be happening. She had spotted Mr. Redmond earlier at the networking breakfast, chatting animatedly with a small group. However, after that, he seemed to vanish.

Chapter 3: The Clues Emerge

When the session was eventually canceled, Laura noticed that something was amiss. The workshop materials, usually placed on the registration table, were conspicuously absent. Determined to get to the bottom of the mystery, Laura began to ask around discreetly.

A few attendees recalled that Mr. Redmond had been in a heated conversation with two other accountants from a rival firm during the breakfast. They were debating over a method he called "Precision Layered Costing" (PLC), a hybrid approach combining the strengths of traditional absorption costing and activity-based costing. The rival accountants were skeptical, arguing that PLC could expose hidden inefficiencies and potentially harm companies reliant on outdated methods.

Chapter 4: Uncovering the Sabotage

Laura's investigation led her to the hotel's business center, where she discovered a computer still logged in under Mr. Redmond's name. On the screen was his presentation, but crucial sections about PLC were corrupted. It seemed deliberate, as if someone had tampered with the files.

Piecing together what she'd learned, Laura hypothesized that the rival accountants, fearing that their own outdated costing models would be exposed by Mr. Redmond's innovations, had conspired to prevent his presentation. They must have tricked him into meeting them in a secluded part of the hotel, distracting him while they sabotaged his presentation materials.

Chapter 5: The Revelation

With time running out, Laura took a calculated risk. She gathered the key figures—the conference organizers, the rival accountants, and Mr. Redmond, who had finally been found disoriented in a service hallway—and confronted them.

"I've seen it before," Laura began, "the fear of disruption. Mr. Redmond's method challenges traditional norms, and it's clear some of you didn't want it to see the light of day. But management accounting is about evolving practices to serve business strategy better, not clinging to outdated models out of fear."

As she laid out the evidence—the tampered files, the false note, and the witnesses who saw the accountants leading Mr. Redmond away—those responsible had no choice but to confess. They had hoped to delay the presentation long enough to discredit Mr. Redmond's research, but their plan unraveled.

OpenAI. (2024). *ChatGPT (4o)* [Large language model]. <https://chatgpt.com/c/4987ea95-e978-4f0a-a026-889bd64f0f09>

# Creating Stories



<https://www.cwaaccountants.co.uk/our-services/bookkeeping-company-accounts/>

Chapter 6: The Presentation

With order restored, Mr. Redmond finally presented his Precision Layered Costing approach. It was as revolutionary as rumored, providing a clearer and more dynamic view of cost allocation that allowed companies to pivot faster in response to market changes. The event ended with a standing ovation, not just for the breakthrough in accounting, but for Laura's tenacity and commitment to truth.

As Laura left the conference, she smiled to herself. "Solving mysteries and untangling complex numbers—maybe they aren't so different after all," she mused, already thinking about the next puzzle that might come her way.

And so, the day ended with both an accounting innovation and a reminder that even in the world of management accounting, numbers don't lie—but people sometimes do.





write a short song about working during tax season

#### (Verse 1)

In the cold of winter, when the snow blankets the ground,  
Tax season's here, numbers spinning all around.  
It's the time for crunching figures, working round the clock,  
Counting every penny, weathering the shock.

#### (Chorus)

Tax season blues, calculators on the move,  
Paperwork and numbers, in the tax groove.  
From W-2s to 1099s, forms we can't ignore,  
We'll conquer tax season, weather every tax downpour.

#### (Verse 2)

Stacks of papers rising, deadlines getting near,  
We'll sort through all the chaos, without a trace of fear.  
It's tax season, tax season, deductions we'll secure,  
Making sure it's all in place, finding every cure.

#### (Chorus)

#### (Bridge)

With coffee at our side, and spreadsheets to our aid,  
We chase down all those credits, as the tax code gets displayed.  
But in the end, it's worth it, when refunds start to gleam,  
Helping folks keep what's theirs, we all share the dream.

#### (Verse 3)

As days grow longer, and the sun begins to shine,  
We're closing in on April 15, the finish line in line.  
It's tax season, tax season, as the days begin to wane,  
With dedication, we'll work till the last return's sane.

#### (Chorus)

#### (Outro)

The journey's done, a financial quest we've won,  
Another tax season over, now we can see the sun.  
We gave it our all, and answered the tax call,  
Till next year, we'll be ready to tackle it all.

# Writing Songs



[https://www.facebook.com/nsacct/photos/some-accounting-humor-to-get-you-through-your-monday-a-day-in-the-life-of-an-acc/1119815991364430/?paipv=0&eav=Afb9XHhY5ZPe79nwZ6DaTaj3IkKIYhNYBNOWQFYimRIwk\\_GdcmmEj-VW080fp5O5wU&\\_rdr](https://www.facebook.com/nsacct/photos/some-accounting-humor-to-get-you-through-your-monday-a-day-in-the-life-of-an-acc/1119815991364430/?paipv=0&eav=Afb9XHhY5ZPe79nwZ6DaTaj3IkKIYhNYBNOWQFYimRIwk_GdcmmEj-VW080fp5O5wU&_rdr)

# Generate gamification strategies to learn the difference between international accounting standards and US GAAP standards.



## ChatGPT

Creating a game to teach the differences between International Accounting Standards (IAS) and US Generally Accepted Accounting Principles (GAAP) is a fantastic idea! This game could be both educational and engaging, helping players understand complex accounting principles in a fun and interactive way. Here's a basic outline for such a game:

### Game Title:

"Accounting Standards Showdown: IAS vs. GAAP"

### Game Type:

Educational Strategy Game

### Target Audience:

Accounting students, professionals, and enthusiasts

### Platform:

Web-based (accessible on PCs and mobile devices)

### Game Objective:

To successfully manage a company's finances under either IAS or GAAP standards, facing various scenarios and challenges. The player must make decisions based on the specific accounting standards applicable.

### Gameplay Mechanics:

- Choose Your Path:** Players start by choosing to follow either IAS or GAAP standards.
- Scenario-Based Challenges:** The game presents various business scenarios (e.g., revenue recognition, financial instruments, inventory, etc.). Players must make accounting decisions based on their chosen standards.
- Quiz Questions:** Periodically, players face quiz questions to test their knowledge of the differences between IAS and GAAP.
- Decision Impact:** Each decision affects the company's financial statements and overall health. Players see real-time impacts of their choices.
- Level Progression:** As players advance, scenarios become more complex, requiring deeper understanding of the standards.
- Resource Library:** An in-game resource library provides summaries and key differences between IAS and GAAP for reference.
- Expert Insights:** Occasional pop-ups from accounting experts offer tips and insights.
- Multiplayer Mode:** Players can challenge others in applying standards in specific scenarios, fostering competitive learning.

### Visual and Audio Elements:

- Graphics:** Clean, professional interface with easy-to-read text and intuitive navigation.
- Audio:** Background music that is calm and focused, with optional voiceovers for key instructions and expert insights.

### Educational Outcomes:

- Understanding key differences and similarities between IAS and GAAP.
- Applying accounting standards to real-world scenarios.
- Enhancing decision-making skills in financial reporting.

### Monetization Strategy (if applicable):

- Freemium model: Basic access is free, with a subscription or one-time purchase for advanced levels, scenarios, and expert insights.
- In-app purchases: Access to additional resources, detailed case studies, or personalized feedback from accounting professionals.

### Development Considerations:

- Collaborate with accounting professionals and educators for content accuracy.
- Ensure the game is updated regularly to reflect any changes in IAS and GAAP.
- Make the game accessible to beginners while still challenging for those more advanced in accounting.

This game concept combines educational content with engaging gameplay, making learning about IAS and GAAP standards enjoyable and interactive.



IAS Thirty-Four explains,  
Four explains, four explains,  
How to make reports sustain,  
For interim times ahead.

Shorter periods must be clear,  
Must be clear, must be clear,  
Summarize throughout the year,  
Disclose what has changed! 🎵

Create a song about IAS  
#34 to the tone and rhythm  
of "Mary Had A Little Lamb"



<https://www.womansworld.com/life/mary-had-a-little-lamb-origin-171081>

## Writing Songs



Use the same accounting rules,  
Rules and tools, rules and tools,  
Annual standards are the jewels,  
Consistency is key.

Balance sheet and cash flow too,  
Equity and income view,  
Show updates so all can see,  
Transparency's the way! 🎵



# Assigning AI as a Learning Dialog



**ChatGPT**

Hello there! 🌟 I'm your AI tutor, and I'm here to help you explore and understand any topic you're curious about. I'm super excited to embark on this learning journey with you. Let's make it fun and engaging! 🚀

To kick things off, could you tell me what topic you'd like to learn about today?



**You**

Simon's Levers of Control.



**ChatGPT**

Fantastic choice! Simon's Levers of Control is a fascinating and insightful framework that helps organizations manage and control their activities effectively. 📊

Before we dive into the details, could you share with me your learning level? Are you a high school student, a college student, or a professional? This will help me tailor the explanation to suit your needs perfectly.



**You**

College student

These levers are not used in isolation but are interrelated and balanced to support both the strategic objectives and the adaptive, innovative capabilities of the organization.

To make it more relatable, think of an organization like a ship. The **Belief Systems** are like the compass, providing direction; the **Boundary Systems** are the buoys and markers warning of dangers; the **Diagnostic Control Systems** are the navigational tools, ensuring the ship is on course; and the **Interactive Control Systems** are the crew meetings where everyone discusses how to navigate upcoming challenges and opportunities.

How do you see these levers playing out in an organization's efforts to control and manage employee behavior and performance?

1. **Belief Systems:** These are the core values and mission statements that communicate the organization's fundamental values, purpose, and direction. They inspire and motivate employees to commit to the organization's goals. Can you think of an example of how a company's mission statement might guide employee behavior?

From: "Assigning AI: Seven Approaches for Students with Prompts" by Mollick & Mollick, working paper, 2023.



# Custom GPT for Course Content

## Lean Accounting Study Buddy

This assignment applies AI as a tutor for the Lean Accounting/Accounting for Lean Module. AI has both strengths and weaknesses. While it can produce multiple explanations and illustrations of concepts quickly, its great weakness is that it also hallucinates (makes things up) and can also be wrong. This assignment requires you to experience a tutoring session and assess the AI's output. (Note: Large Language Models will behave differently every time you give enter a prompt). You are to professionally correct the AI if it is incorrect about the content.

<https://chatgpt.com/g/g-2xmeKb7yr-lean-accounting-study-buddy>

Did the assignment improve your understanding of generative AI (such as Copilot or ChatGPT)? If so, in what way?

**Student:** Yes! I realized the importance of having proper prompts for generative AI that can help individuals understand a new concept in such an effective way...in such a "teacher" way. ChatGPT basically addressed its responses and questions according to my answers and reactions to the topic. I really felt I talked to a person who tutored me in a customized way for me specifically.

Did the assignment improve your understanding of lean principles? If so, in what way?

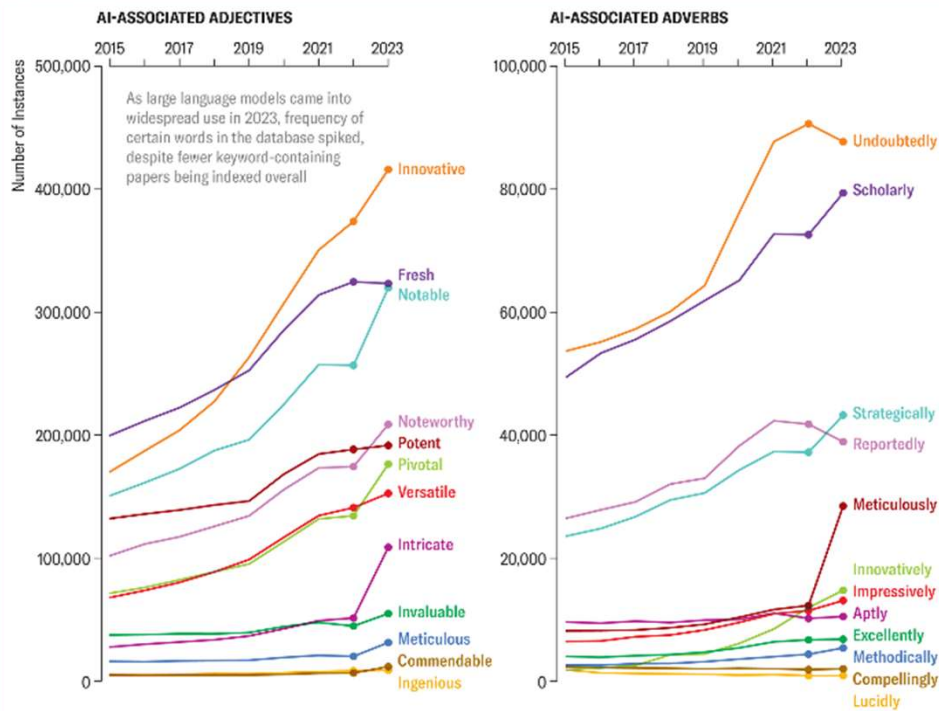
**Student:** "Absolutely! I love the way prompts set up ChatGPT to ask me questions related to Lean Accounting that enhance my understanding of Lean Accounting from providing me comprehensive information with examples while pushing me think further independently. This process kinda forced me to absorb chunks of information in a short period time and learn by analogy. I will remember Lean Accounting Principles and application for a while."

MAY 1, 2024 | 5 MIN READ

## AI Chatbots Have Thoroughly Infiltrated Scientific Publishing

One percent of scientific articles published in 2023 showed signs of generative AI's potential involvement, according to a recent analysis

BY CHRIS STOKEL-WALKER



<https://www.scientificamerican.com/article/chatbots-have-thoroughly-infiltrated-scientific-publishing/>

Entrepreneur

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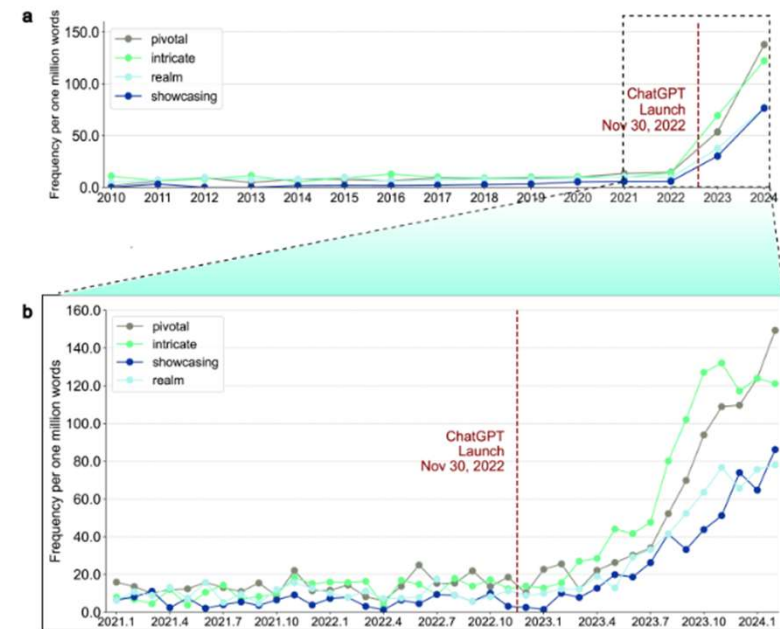
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## These 4 Words Make It Obvious You Used AI to Write a Paper, According to New Research

Scientists are increasingly using ChatGPT and other AI bots to write studies.

BY SHERIN SHIBU MAY 3, 2024

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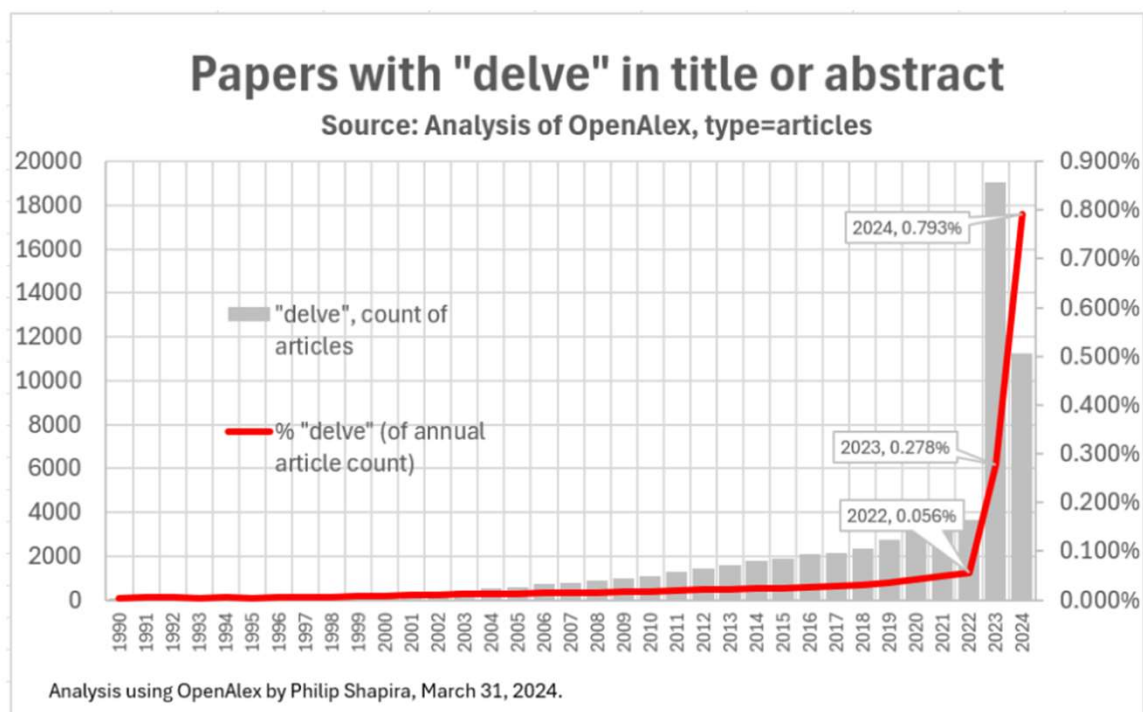
The rising popularity of four common words used more by AI than humans in arXiv computer science abstracts. Credit: Stanford University paper titled "Mapping the Increasing Use of LLMs in Scientific Papers"

<https://www.entrepreneur.com/business-news/did-chatgpt-write-that-paper-4-words-make-it-easy-to-tell/473651>

# Delving into "delve"

« Previous

Philip Shapira / 31st Mar 2024 / AI, Bibliometrics



<https://pshapira.net/2024/03/31/delving-into-delve/>



## How To Write With ChatGPT (Without It Sounding Like ChatGPT)

Jodie Cook Senior Contributor @  
Jodie Cook covers ChatGPT prompts & AI for coaches and entrepreneurs.

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1

Aug 7, 2024, 08:00am EDT

*"The output should avoid using the following words and phrases, because they are giveaway signs that the content was written with an LLM:*

*Avoid these words: Delve, landscape, evolving, context, insight, nuanced, perspective, paradigm, comprehensive, framework, facet, dynamic, intricacies, holistic, iterative, synergy, confluence, pivotal, nuance, robust, transformative, underpinning, spectrum, trajectory, in-depth, at the core of, a myriad of, on a broader scale, in the context of, from a holistic perspective, taking into account, a dynamic interplay, evolving over time, a comprehensive overview, intricacies involved, a pivotal role, underpinning principles, the spectrum of, transformative impact.*

<https://www.forbes.com/sites/jodiecook/2024/08/07/how-to-write-with-chatgpt-without-it-sounding-like-chatgpt/>

*Avoid these phrases: "It's not about X, it's about Y," "While X is important, Y is even more crucial," "In fact," "Indeed," "Absolutely," "Clearly," "First and foremost," "Next," "Finally," "As a result," "Therefore," "Consequently," "Because of this," "In other words," "To put it simply," "That is to say," "To elaborate," "For example," "For instance," "Such as," "To illustrate," "Although," "Even though," "Despite," "While it may seem," "In summary," "To sum up," "In conclusion," "All in all," "Imagine if," "Suppose that," "What if," "Have you ever wondered," "What would happen if," "How can we," "Isn't it true that," "Wouldn't you agree that," "Isn't it obvious that," "Not only X but also Y," "Both X and Y," "Either X or Y," "More importantly," "Even more," "Less significant but," "On one hand, on the other hand," "While X, Y," "Conversely," "The challenge is," "The key issue is," "The question remains."*

*"Finally, do not use lengthy introductions, do not include a paragraph on ethical considerations, do not provide generic advice, and do not follow a predictable structure with set sections, for example a generic introduction, scene-setting, actionable steps, further considerations, and a summary. Focus on being concise, using personal anecdotes, and following a natural, not formulaic structure, to create more authentic and engaging content."*



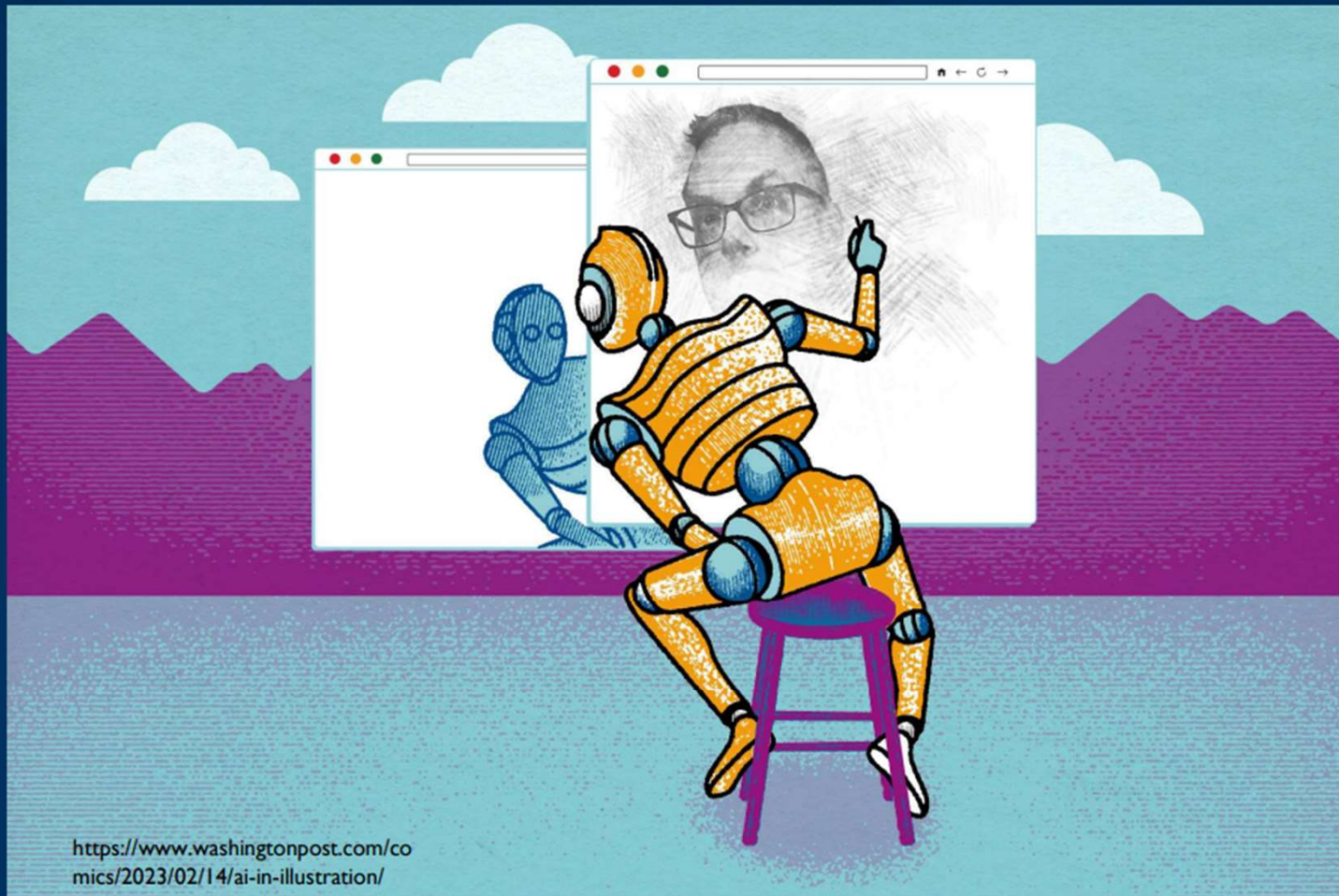
**‘Scheming’ ChatGPT tried to  
stop itself from being shut  
down**

**THE  TIMES**

**The Rise Of Unpredictable AI:  
Will AI Test Human Control In  
2025?**

**Forbes**

# Questions?





The Association of  
Accountants and  
Financial Professionals  
in Business

Technology & Analytics

# The Rise of Web 3.0

August 13, 2024

By: [Laurie Burney](#), Ph.D., CMA, CSCA; [Kimberly Church](#), Ph.D.; [Gail Hoover King](#), Ed.D.

