

The Accounting Strategy is a Goal to Achieve the Managerial Strategy Competitively: A case study

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Abstract

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The research aims to demonstrate the effective role of implementing the appropriate accounting strategy to achieve the managerial strategy in a way that increases the competitive capabilities of the organization , many organizations seek to achieve strategic goals without paying attention to the need to find an accounting strategy that suits the organization's situation, which will affect the competitive position , the practical aspect of the research was represented by a case study in one of the Iraqi banks operating in Basra Governorate, namely Bank X. the bank's data for the year 2023 was adopted, represented by the costs of loans granted in the Credit Management Department , to apply the research tools, a SWOT analysis was applied to explore the current strategic position of Bank X , based on the SWOT analysis, the TDABC accounting technique was applied to allocate costs based on the time spent on each activity , it was found that applying research tools enables Bank X to build its accounting strategy to fill weaknesses and support strengths in a way that contributes to achieving the managerial strategy , as detailed data was obtained that represented a more accurate distribution of resource costs, the amount of unutilized energy by (28.5%) , Cost savings reached 72,291,848 dinars, and the time consumed in each activity was determined, which strengthens the bank's competitive position and provides the appropriate basis for improving cost concentration and making many decisions to achieve its strategic objectives.

Keywords: accounting strategy, management strategy, competitive advantage, TDABC, SWOT

1. Introduction:

In the modern business environment and rapidly evolving economic events, economic units can work to revamp their strategies to align with the requirements and rapid changes of the modern business environment, both in production and marketing, by adjusting and aligning with customer desires and needs. This is in line with the managerial strategic vision for decision-making and realizing long-term goals, with the goal of obtaining the largest possible market share, ensuring the strengthening of the economic unit's competitive and financial position. One of the most important strategies for achieving the objectives of the managerial strategy is developing an accounting strategy with a modern perception.

2. Methodology

2.1 Research Problem:

The majority of economic units suffer from a lack of precision in developing an accounting strategy that is steady with and keeps pace with the rapid changes in the modern business environment at the level of product cost management and pricing, and providing appropriate information to the management of economic units. This helps them achieve the managerial