EUROPEAN JOURNAL OF ACCOUNTING, FINANCE & BUSINESS
Volume **12** / 2024 ISSN 2344-102X
Issue 1 / **February** 2024 ISSN-L 2344-102X

EDITORIAL EJAFB
RELEVANT ASPECTS OF THE DIGITAL REVOLUTION IN UNIVERSITY CLASSROOMS

PhD Professor Veronica GROSU

In today's digital age, technological transformations are redefining the way economics and accounting subjects are taught and also learned. The integration of artificial intelligence (AI) and other advanced technologies, such as machine learning, into the classroom represents a significant educational revolution. It promises to optimize learning processes, personalize student experiences, and provide a unique understanding of economic and accounting concepts. In addition, the integration of these new technologies enables interactive educational platforms where students can collaborate in real time on projects, simulate economic situations and experiment with different financial strategies, thus developing critical analytical and synthesizing skills.

One of the major advantages of implementing AI is its ability to change theoretical material into interactive models and realistic simulations. Thus, various machine learning algorithms can analyze huge volumes of economic and financial data, generating predictive scenarios that support students in understanding market dynamics. The same can be stated for understanding the risks connected with managerial decisions. Strictly in the field of accounting, for example, AI-assisted software can automate reconciliation and auditing processes, allowing students to focus on interpreting results and making personal strategic decisions instead of spending hours on repetitive tasks. These technologies facilitate interdisciplinary cooperation by integrating concepts from computer science, mathematics, and statistics, giving students a holistic perspective on modern economic systems. They can also help develop a simulation model to evaluate the consequences of various accounting decisions on the organization's overall financial performance.

Other than technological aspects, artificial intelligence is most likely to promote a tailored individual educational approach. Artificial intelligence can assess each student's understanding and provide additional teaching materials tailored to their needs, based on their strengths and areas for improvement. We also believe that this will increase students' interest and motivation in their studies, preparing them for complex tasks in the modern economy. Therefore, differentiated teaching will facilitate this kind of education. In addition, we noticed in the research literature different challenges of incorporating artificial intelligence into business and accounting programs. This problem makes it imperative for educators to understand the innovative pedagogical and technological tools and alter their teaching patterns for productive class use.

In the context of globalization and a fierce labor market, the integration of AI in economic and accounting education seems to be an essential strategic step. The next generation of economists and accountants will benefit from training that will enable them to quickly analyze market trends, manage risks in a complex environment and develop strategies to sustain economic growth. Thus, the authors believe that educational institutions adopting these new technologies will be better positioned to train professionals for 21st-century challenges in the economic field.

In conclusion, artificial intelligence is a revolutionary force in business and accounting education. These strategies can and will transform the way of teaching and learning. This will further enhance the worth of education provided. It is essential to reform educational institutions to prepare everyone for a world where technology and knowledge create numerous opportunities. Finally, it is important to consider some possible disadvantages of AI integration into schools and universities.

We would like to conclude this editorial by emphasizing that excessive use of technology can have a negative impact, such as clouding personal reasoning and complicating the interpretation of any economic phenomenon. Another problematic aspect is the limitations or non-access to advanced technologies, which creates an imbalance between well-resourced institutions and disadvantaged ones. In addition, data security risks and possible algorithm errors can negatively influence decision-making, undermining confidence in new technologies.

DOI: 10.4316/EJAFB.2024.12100