



Nov 20, 2025

College of Business Celebrates International Accounting Day

The College of Business organized a special event to celebrate International Accounting Day, highlighting the vital role accountants play in ensuring financial transparency, accuracy, and accountability. The event brought together accounting students and faculty for a day filled with insightful discussions, interactive activities, expert panels, and networking opportunities.

The event, led by Dr. Riham Muqattash and Dr. Mohammad Sharairi, focused on the evolving role of accounting in today's dynamic business environment and explored emerging trends in technology, sustainability, and ethical practices within the profession. The session began with a keynote address by Deputy Dean Dr. Iffat Sabir, who emphasized the importance of embracing technological advancements and professional certifications to reshape the future of financial reporting and auditing.

Discussions covered key topics such as the impact of technology, machine learning, and automation on accounting tasks like bookkeeping, auditing, and financial forecasting, as well as the growing need for accountants to maintain ethical standards. The event also highlighted

sustainable finance and the integration of environmental, social, and governance (ESG) factors into accounting practices.

Students actively participated in a Question Challenge, testing their knowledge and problem-solving skills in a competitive yet collaborative environment. Top performers were recognized with awards for their outstanding achievements.

The event provided a valuable platform for students to connect with industry insights, gain practical learning experiences, and engage in discussions about innovation, sustainability, and leadership in a rapidly changing global economy, reinforcing the College of Business's commitment to preparing students for leadership roles in the international business arena.

[Press Release Link](#)