

The introduction and integration of artificial intelligence (AI) into the accounting industry has transformed the field by increasing efficiency and accuracy. This paper examines the acceptance, adoption, and application of AI in the accounting industry, with a focus on the ability to automate repetitive and time-consuming processes. The Big Four accounting firms (PricewaterhouseCoopers (PwC), Deloitte, Ernst & Young (EY), and KPMG) utilize AI for document review, auditing, IT operations, and client solutions. Additionally, firms have purchased a closed enterprise version of AI software for their internal use that is tailored to their firms' exact needs. This research aims to analyze the potential of AI to revolutionize the accounting industry in a positive manner. Through researching current trends, usage, and cases from major firms, this paper argues that the adoption of AI is a tool for operational enhancement and can redefine the accounting industry. The following findings underscore the constant advancement of AI and how it can help revolutionize the accounting industry in the near future.