

ADVANCING FINANCIAL REPORTING IN THE WESTERN BALKANS: A BIBLIOMETRIC ANALYSIS OF AI AND IFRS INTEGRATION FOR SUSTAINABLE ACCOUNTING

DOI: 10.17261/Pressacademia.2023.1865

PAP- V.18-2023(23)-p.95-96

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Vardari, L., (2023). Advancing financial reporting in the Western Balkans: a bibliometric analysis of AI and IFRS integration for sustainable accounting. PressAcademia Procedia (PAP), V.18, 95-96.

Permanent link to this document: <http://doi.org/10.17261/Pressacademia.2023.1865>**Copyright:** Published by PressAcademia and limited licensed re-use rights only.**ABSTRACT****Purpose-** This study aims to investigate the current state of financial reporting practices, focusing on integrating International Financial Reporting Standards (IFRS) and utilizing artificial intelligence (AI) for sustainable reporting in the Western Balkans.**Methodology-** Our study conducted a comprehensive bibliometric analysis of scholarly articles, conference papers, and research publications in relevant academic databases. The analysis encompassed a range of parameters, including publication trends, thematic content, and geographical distribution.**Findings-** Our bibliometric analysis revealed a growing interest in financial reporting, AI, IFRS, and sustainable reporting. Although the Western Balkans have made strides in adopting IFRS, challenges related to implementation and enforcement persist. Notably, research specific to this region is relatively scarce, highlighting the need for more context-specific studies. AI's potential in enhancing financial reporting and its application in sustainable reporting also emerged as promising areas of interest.**Conclusion-** This study underscores the importance of advancing financial reporting practices in the Western Balkans by integrating AI technologies and sustainable reporting in line with IFRS. Future research should focus on tailored investigations in the Western Balkans to bridge the existing research gaps and address the region's unique challenges. This research contributes to the region's economic development and global integration while furthering the understanding of financial reporting, AI, and sustainability reporting.**Keywords:** Financial reporting, AI, IFRS, sustainable reporting in accounting, Western Balkan, bibliometrics**JEL Codes:** M14, M41, G12, G34,**REFERENCES**Camelia Iuliana Lungu & Chirața Caraiani & Cornelia Dascălu, (2017). The Impact of IFRS Adoption on Foreign Direct Investments: Insights for Emerging Countries. *Accounting in Europe*, 14(3), 331-357.Liu, X., & Chen, Y. (2021). The role of institutional investors in promoting sustainability through investment decisions. *Journal of Sustainable Finance & Investment*, 11(4), 271-288. <https://doi.org/10.1080/20430795.2021.1923521>Marchiori, C. F., Carvalho, R. P., Ebadi, M., Brandell, D., & Araujo, C. M. (2020). Understanding the electrochemical stability window of polymer electrolytes in solid-state batteries from atomic-scale modeling: the role of Li-ion salts. *Chemistry of Materials*, 32(17), 7237-7246. <https://doi.org/10.1021/acs.chemmater.0c01489>Merediz-Solà, I., & Bariviera, A. F. (2019). A bibliometric analysis of bitcoin scientific production. *Research in International Business and Finance*, 50, 294-305. <https://doi.org/10.1016/j.ribaf.2019.06.008>Moed, H. F. (2005). *Citation analysis in research evaluation*. Springer Science, Business Media.Nasir, J. A., ur Rehman, Z., Shah, S. N. A., Khan, A., Butler, I. S., & Catlow, C. R. A. (2020). Recent developments and perspectives in CdS-based photocatalysts for water splitting. *Journal of Materials Chemistry A*, 8(40), 20752-20780. <https://doi.org/10.1039/D0TA05834C>Orăștean, R., & Mărginean, S. C. (2023). Renminbi internationalization process: a quantitative literature review. *International Journal of Financial Studies*, 11(1), 15-31. <https://doi.org/10.3390/ijfs11010015>Aria, M. & Cuccurullo, C. (2017). Bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959-975, Elsevier. <https://doi.org/10.1016/j.joi.2017.08.007>

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