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PROFESSIONAL ETIQUETTES

ETIQUETTE?

Set of customs, formal governing rules, which are socially acceptable for polite behavior in society or particular profession.

Professional Etiquette=socially accepted code governing ethical behavior in regard to professional practice and presentation

Etiquette is what you are doing and saying when people are looking and listening. What you are thinking is your business-**Virginia cary Hudson**

WHY PROFESSIONAL ETIQUETTES ARE IMPORTANT?

- It creates a professional, mutually respectful atmosphere and improves communication, which helps an office serve as a productive place.
- Practicing business etiquette helps create a positive impression, which is a way to demonstrate respect for others.
- Must for career, builds leadership, quality, business and careers
- To avoid employee stress
- Increase productivity
- Get the job done
- To make the workplace a happy, stress-free place

WITHOUT ETIQUETTE?

- You limit your potential
- Risk your image
- Damage relationship

IMPORTANT PROFESSIONAL ETIQUETTES

- Dress etiquettes
- Body etiquettes
- Email & Telephone Etiquettes
- Netiquettes
- Networking etiquettes
- Dining etiquettes

- Office etiquettes
- Meeting etiquettes
- Cubicle etiquettes
- Business card etiquettes

PROFESSIONAL ETIQUETTE

When presenting yourself in a business setting, it is important that you pay attention to your own verbal and non-verbal cues. The way you communicate, behave, and dress will greatly influence how you project yourself to others. To present yourself in a favorable manner.

DRESS/APPEARANCE ETIQUETTES

It takes approximately 7 seconds to make a first impression, so make every second count starting with how you dress, which is the first thing people will notice.

- **Research:** As each industry is different, the best way to know how to dress on the job is to research what other employees are wearing and follow suit.
- **Dress Code:** Become aware of policies related to how to dress in your work place. Remember that as an employee, how you dress reflects not only yourself but an image the company conveys to its clients and customers. For more clothing tips, check out the Etiquette Tips website.
- **Well Groomed Hair:** Your hair should always look neat and professional.
- **Avoid strong scents:** Be sure to adhere to any policies your office may have related to the use of scents and fragrances. Also avoid having strong odours on your clothes (i.e. smoke or food).
- **Wear Richer Colors to Convey Confidence and Authority**
- **Dress appropriately**
You want to be noticed, but you don't want to stand out. And there are different rules for different situations and work styles.
- **Wear Well-Fitting, Office-Appropriate Clothes**
- **Wear Neat, Polished Shoes**
- **Get a Pedicure**
- **Use Accessories Wisely**

BODY ETIQUETTES

According to experts, body language represents 55% of our overall communication. With such a high percentage, make sure your body language conveys a positive message.

Posture: Sit up straight or stand tall to convey confidence. Rest arms at your sides or fold your hands. Do not cross arms over your chest as it displays defensiveness and anger.

Eye contact: Look the person straight in the eye as it conveys interest in others.

Facial expressions: Smile and look pleasant as your facial expressions will always override your words to the person you are speaking with.

Personal space: Respect others' personal space so you do not make them feel uncomfortable. Our North American culture indicates that personal space is generally 1-4 feet so be sure to allow this space when communicating in professional environments.

Handshake: Your handshake should be firm but not forceful. Shake 2-3 times from your elbow and release your hand.

Gestures: Try not to fidget as it may indicate that you are nervous or impatient (i.e. drumming your fingers or playing with your hair).

EMAIL & TELEPHONE ETIQUETTES

Communication is a fundamental employability skill. Knowing how to properly communicate orally and in writing is essential to being professional.

Written documents: Any form of written communication (emails, reports, memos, etc.) should always use professional language. Refrain from using any profanity, slang terms, acronyms/text speak when writing documents (i.e. "my bad", "you killed it", LOL, OMG etc.) You want to be seen as mature and professional.

Orally: Use only professional language and pay attention to how you are introduced to someone. For example, if you are introduced to a "Mr. Peterson", when addressing him, say "Mr. Peterson" rather than using his first name. If you are unsure how to pronounce someone's name, ask them politely if they could repeat their name for you and practice to become familiar with it.

Use of Technology in the Office

The use of technology is having a great impact on the workplace. However, it is wise to proceed with caution towards how and when you use technology on the job.

Cell phone: Either keep your personal phone off during business hours or put your phone on vibrate so it does not disturb your colleagues or your customers. If you need to use your phone or make important personal calls, try to do so on your breaks.

Phone Etiquette:

DO NOT eat while you are on the phone

DO NOT talk to others while you are on the phone

DO NOT say anything that you don't want the caller to hear

DO NOT answer the phone if you are not prepared

DO answer using your name, title and ask how you can help

DO always leave your phone number, and speak slowly

DO return calls in a timely manner

DO say you will call back if you need to calm down, get an answer, think it over

Email etiquette: Similar to cell phone use, refrain from using personal emails at work.

Email Etiquette refers to the principles of behavior that one should use when writing or answering email messages. Some of the rules which should be followed while writing a good business emails are:

- Subject line should be short and specific Avoid jargon and abbreviations - lol, :)
- Use short paragraphs
- Read for content and grammar before sending
- Be consistent with format Think before you hit "send"
- Be concise and to the point
- Make it personal. Avoid using Bcc and Cc unnecessarily

- Use templates for frequently used responses
- Use a meaningful subject
- Keep attachments to a Minimum and mention your attachment in the content
- Take care with abbreviations and emotions
- Use active voice instead of passive voice

Use of company equipment: Many workplaces will have a policy on the usage of company phone, computers, etc. Make sure you adhere to the policy.

Restricted websites: Be sure to stay off websites that are restricted, such as Facebook or Twitter. Some companies keep track of what sites have been visited by their employees.

NETIQUETTE

Netiquette is the correct or acceptable way of using the internet.

Follow these basic rules of netiquette to avoid damaging your online and offline relationships.

- Make Real People a Priority.
- Use Respectful Language.
- Share With Discretion.
- Don't Email Large Files.
- Respect People's Privacy.
- Fact Check Before Reposting

NETWORKING ETIQUETTES

While meeting new people can be intimidating, being professional is extremely important as you are representing not only yourself but your company too.

Networking events: Using the aforementioned body language tips, introduce yourself to new business contacts. Listen attentively and ask them relevant open ended questions ("What kind of work do you do"? "How long have you been in the field"?).

Quality over quantity: It's more important to build a genuine relationship than to collect a high number of business cards. Spend some time getting to know your contact, find something they need help with and follow through in order to build a genuine relationship.

Keep in touch: Ask for your contact's business card and touch base with them periodically as a way to keep the relationship meaningful.

DINING ETIQUETTES

Dining Etiquette refers to the principles of behavior that one should use while having a business meal with colleagues.

Occasionally, you may be asked to attend business meetings centred around a meal. Although it may seem casual, make sure you still appear to be professional.

Food Choices: Consider ordering food that is not messy (i.e. avoid soup or pasta) and can be eaten with utensils rather than fingers (i.e. avoid chicken wings).

Drinks: While alcoholic drinks may appear at business functions, you still need to maintain your professionalism. Be aware of your surroundings, don't be the first person to drink and limit the of drinks you consume.

Table Manners: Wait until everyone has received their meal before you start eating, do not speak with your mouth full and be kind to the wait staff.

More Dining Tips:

- Be on time
- Wait to sit until host/hostess indicated the seating arrangement
- Put your napkin in your lap
- Decide on your menu selections quickly
- Wait for all people to be served before beginning
- Know which silverware to use with which food
- Wait until everyone has been served before you begin to eat

I am entering a cab with an important client. I enter first myself & asking the client to seat on my left. Is this correct?

When your client steps out of the car, (s)he will be on the sideway and therefore won't have to deal with getting out in traffic or sliding across the seat.

OFFICE ETIQUETTES

Office etiquette is a code that governs the expectations of social behavior in a workplace some of the rules which should be utilized by office employees to show proper etiquette are

- Show a healthy respect for colleagues
- Leave your personal life at the front door
- Be timely. Arrive to work and meetings on time. Complete work assignments on time.
- Appear as professional as possible.
- Adopt a can-do attitude. Those who accept challenges and display creativity are valuable.
- Be flexible.

MEETING ETIQUETTES

Meeting Etiquette refers to the principles of behavior that one should use while having a business meeting.

• HANDSHAKE

Develop a comfortable handshake and keep it consistent.

Handshakes are vital in social situations.

Handshakes should not be too hard or too soft.

Make a solid connection of the web skin between the thumb and forefinger.

The host or person with the most authority usually initiates the handshake.

• EYE CONTACT

Eye contact increases trust. It shows confidence and good interpersonal skills. Eye contact shows respect for the person and business situation

• INTRODUCTION

Proper introductions help to establish rapport. Authority defines whose name is said first. Say the name of the most important person first and then the name of the person being introduced. Introduce people in the following order: Younger to older, non-official to

official, junior executive to senior executive, colleague to customer. Keep the introduction basic. **Remember names for future reference.**

My boss, Mr. Ambani, enters the room when I am meeting with an important client, Mr. Desai. I rise and say "Mr. Ambani, I would like you to meet Mr. Desai, our client from Mumbai." Is this introduction correct?

NO. Introduce the more important person first. You should address your client and say "Mr. Desai, I'd like you to meet our Vice President of Development, Mr. Ambani." (Alternative answer —introduce the client, with the more important person!)

CUBICLE ETIQUETTES

1. Knock before speaking
2. Make wise food choices
3. *Avoid speaker phones*
4. *Watch your voice volume*

BUSINESS CARD ETIQUETTES

- Never leave your home or office without your cards and plenty of them. There is nothing more unprofessional than the business person who has to say, "Oh, I'm sorry. I just gave out my last card." or "I'm sorry. I didn't bring any with me."
- Keep your cards in a business card case or in something that protects them from wear and tear. A crumpled business card makes a poor first impression.
- Know where your business cards are at all times.
- Give and receive cards with your right hand—the hand of discretion
- Present the card so the person who is receiving it can read it without having to turn it around.
- Note the logo, the business name or some other piece of information. This shows that you place value on the card.
- Don't write notes to yourself on someone else's business card during the exchange unless they appear relevant
- Avoid appearing aggressive with business cards. Wait to be asked for yours

At a social function, I have meet the CEO of an important corporation. After a brief chat, I give him my business card. Is this correct?

NO. Don't spoil his mood.

CONCLUSION

- Business etiquette is a set of standards for behavior in which individuals treat everyone respectfully and display good manners in all interactions.
- Good business etiquette is the recipe for advancing your career.
- Those who exemplify good business etiquette are proving that they respect their position, job, co-workers and take their performance seriously.
- A good business etiquette allows a business to put its best foot forward and can protect business owners and employees.

Topic could be more presented by use of PPT and giving real life scenarios relevant for Members being Auditor or Students being article.



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ROLE OF ARTIFICIAL INTELLIGENCE IN AUDIT

What Is Artificial Intelligence (AI)?

Artificial Intelligence (AI) refers to the simulation of human intelligence in machines that are programmed to think like humans and mimic their actions. When most people hear the term artificial intelligence, the first thing they usually think of is robots. That's because big-budget films and novels weave stories about human-like machines that wreak havoc on Earth. But it's not like that, Artificial intelligence is based on the principle that human intelligence can be defined in a way that a machine can easily mimic it and execute tasks, from the most simple to those that are even more complex. The goals of artificial intelligence include learning, reasoning, and perception.

AI is continuously evolving to benefit many different industries. AI is being tested and used in the healthcare industry, automobiles industry, financial industry, manufacturing, accounting and auditing.

AI-The Basics

AI is powered by algorithms, and algorithms are fueled by big data, so before auditor can think about addressing AI, it should already have a strong foundation in big data.

Big data means more than just large amounts of data — big data refers to data (information) that reaches such high volume, variety, velocity, and variability that organizations invest in system architectures, tools, and practices specifically designed to handle the data. Most of this data may be generated by the organization itself, while other data may be publicly available or purchased from external sources.

To put big data to good use, organizations develop algorithms. An **algorithm** is a set of rules for the machine to follow. An algorithm is what enables a machine to quickly process vast amounts of data that a human cannot reasonably process, or even comprehend. The performance and accuracy of algorithms is very important. Algorithms are initially developed by humans, so human error and biases (both intentional and unintentional) will impact the performance of the algorithm. Faulty algorithms can produce minor undesirable glitches in an organization's operations, or major catastrophic outcomes.

Types of AI

Arend Hintze, assistant professor of Integrative Biology & Computer Science and Engineering at Michigan State University, outlines four types of AI:

Type I. Reactive machines: This is AI at its simplest. Reactive machines respond to the same situation in exactly the same way, every time. An example of this is a machine that can beat world-class chess players because it has been programmed to recognize the chess pieces, know how each moves, and can predict the next move of both players.

Type II. Limited memory: Limited memory AI machines can look to the past, but the memories are not saved. Limited memory machines cannot build memories or “learn” from past experiences. An example is a self-driving vehicle that can decide to change lanes because a moment ago it noted an obstacle in its path.

Type III. Theory of mind: Theory of mind refers to the idea that a machine could recognize that others it interacts with have thoughts, feelings, and expectations. A machine embedded with Type III AI would be able to understand others’ thoughts, feelings, and expectations, and be able to adjust its own behavior accordingly.

Type IV. Self-awareness: A machine embedded with Type IV AI would be self-aware. An extension of “theory of mind,” a conscious or self-aware machine would be aware of itself, know about its internal states, and be able to predict the feelings of others.

In other words, a Type II self-driving vehicle would decide to change lanes when a pedestrian is in its path, simply because it recognizes the pedestrian as an obstacle. A Type III self-driving vehicle would understand that the pedestrian would expect the vehicle to stop, and a Type IV self-driving vehicle would know that it should stop because that is what the self-driving vehicle would want if it (the self-driving vehicle) were in the path of another oncoming vehicle. Wow.

Most “smart machines” today are manifestations of Type I or Type II AI. Ongoing research and development initiatives will enable organizations to advance toward practical applications of Type III and Type IV AI.

AI in Accounting

AI in accounting will rapidly move from a tool for compliance and towards the delivery of advice, but will never replace a human accountant.

AI will provide suggestions to accountants instead of driving compliance. It will progress beyond “showing your anomalies” and develop new abilities to focus on accounting and business issues which could be more problematic.

AI in Audit

Audit can help an organization evaluate, understand, and communicate the degree to which artificial intelligence will have an effect (negative or positive) on the organization’s ability to create value in the short, medium, or long term. Audit can engage through following critical and distinct activities related to artificial intelligence:

1. For all organizations, audit should include AI in its risk assessment and consider whether to include AI in its risk-based audit plan.
2. For organizations exploring AI, audit should not own, nor be responsible for, the implementation of AI processes, policies, or procedures.
3. For organizations that have implemented some aspect of AI, either within its operations (such as a manufacturer using robotics on a production line) or incorporated into a product or service (such as a retailer customizing product offerings based on purchase history), auditor should decide the materiality level to understand whether AI is material in depicting the true and fair view of the state of affairs of the organisation.
4. Audit should ensure the moral and ethical issues that may surround the organization’s use of AI are being addressed.
5. It is extremely important for an auditor to understand material misstatements that may exist in the financial and other reporting done by the organisation, due to the use of artificial intelligence, particularly fraudulent transactions.

AI Auditing Framework

The Framework is comprised of six components, all set within the context of an organization's AI strategy.

Strategy

Each organization's AI strategy will be unique based on its approach to capitalizing on the opportunities AI provides. Auditor must consider an organization's AI strategy first. Does the organization have a defined strategy toward AI? Is it investing in AI research and development? Does it have plans in place to identify and address AI threats and opportunities? AI can become a competitive advantage for organizations, and internal audit should help management and the board realize the importance of formulating a deliberate AI strategy consistent with the organization's objectives.

Components

i. AI Governance

AI governance refers to the structures, processes, and procedures implemented to direct, manage, and monitor the AI activities of the organization in pursuit of achieving the organization's objectives. AI governance establishes accountability and oversight, helps to ensure that those responsible have the necessary skills and expertise to effectively monitor AI, and helps to ensure the organization's values are reflected in its AI activities. This last point should not be overlooked. AI activities must result in decisions and actions that are in line with the ethical, social, and legal responsibilities of the organization.

ii. Data Architecture and Infrastructure

It includes considerations for:

1. The way that data is accessible.
2. Information privacy and security throughout the data lifecycle (data collection, use, storage, and destruction).
3. Roles and responsibilities for data ownership and use throughout the data lifecycle.

iii. Data Quality

The completeness, accuracy, and reliability of the data on which AI algorithms are built are critical. Often, systems do not communicate with each other or do so through complicated add-ons or customizations. How this data is brought together, synthesized, and validated is crucial.

iv. Measuring Performance of AI

As organizations integrate AI into their activities, performance metrics should be defined to tie AI activities to business objectives and clearly illustrate whether AI is effectively supporting the achievement of those objectives. Management must actively monitor the performance of its AI activities.

v. The Human Factor

Algorithms are developed by humans. Human error and biases (both intentional and unintentional) will impact the performance of the algorithm. It considers whether:

- The risk of unintended human biases factored into AI design is identified and managed.
- AI output is being used legally, ethically, and responsibly.

The human factor component addresses the risk of human error compromising the ability of AI to deliver the expected results.

vi. The Black Box Factor

A black box is usually “a complicated electronic device whose internal mechanism is usually hidden from or mysterious to the user; broadly: anything that has mysterious or unknown internal functions or mechanisms.”

As organizations advance to implementing Type III and Type IV AI technologies — utilizing machines or platforms that can learn on their own or communicate with each other — how the algorithms are operating becomes less transparent or understandable. The black box factor will become more and more of a challenge as an organization’s AI activities become more sophisticated.

Need for Upgrading Skillset by Professionals

The pool of talent for technology professionals with AI expertise is reportedly small. Organizations who want to participate in the AI revolution need to grow or acquire talent with competencies in a multitude of areas such as:

- Algorithms and advanced modeling.
- Data analytics.
- Software engineering.
- Programming language.
- Machine learning.
- Robotics.

While a handful of organizations in the technology, automotive, manufacturing, financial services, and utilities industries seem to be leading the AI revolution, it is hard to imagine an organization that will not be impacted by AI. Just as computers, spreadsheets, and distributed processing were a focus of select industries in their early stages, ultimately all organizations adopted aspects of these technologies. As AI becomes more mainstream, it is hard to imagine any internal audit activity that will not need to be ready to provide its organization with AI-related assurance and advisory services.

How can CAs up skill the audit activity to be ready for the challenge? The first step is recognizing that new skillsets are required. Collectively, the audit activity must have a sufficient understanding of AI, how the organization is using it, and the risks that AI represents to the organization. The CA must be able to communicate this understanding to senior management, the board, and the audit committee.

Conclusion

Since its beginning, artificial intelligence has come under one common idea that machines will become so highly developed that humans will not be able to keep up and they will take off on their own, redesigning themselves at an exponential rate. Another issue is that machines can hack into people's privacy and even be weaponized. Another contentious issue many people have with artificial intelligence is how it may affect human employment. With many industries looking to automate certain jobs through the use of intelligent machinery, there is a concern that people would be pushed out of the workforce but this is not the actual scenario people will then be employed in more analytical work, their roles might change but the need for human resource cannot completely vanish.

For example Following are certain roles of auditor cannot be taken up by AI:

- Assessing of Risk particularly control and detection risk
- Materiality Determination
- Evaluation of Misstatements (particularly Fraudulent Transactions)
- Evaluating sufficiency and appropriateness of evidence
- Deciding nature timing and extent of audit procedure.