

INVESTING THE LINKAGE OF DIGITAL ACCOUNTING AND HOUSEHOLD FINANCES WITH FINANCIAL PLANNING IN CRISIS & MODERN ERA: CHALLENGES & IMPLICATIONS

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ABSTRACT

The purpose of this abstract is to provide a summary of a study that explores the challenges and implications of linking digital accounting and household finances with financial planning in the modern era. The study examines the impact of technological advancements on the integration of digital accounting and household finances with financial planning. The paper highlights how these advancements have revolutionized the way households manage their finances and how the integration of these two aspects has become increasingly important. The paper investigates the challenges that households face in linking digital accounting and household finances with financial planning. Yes it is difficult to shift from offline to online accounting but on the other side we can see that digital accounting will take short amount of time for recording because payment is going online mode so recording can be done easily. Almost all said that it was a struggle to pay bills and meet other commitments. This study analyses the financial planning of human being and adoption of digital accounting by them using q-squared approached data and descriptive statistics that would be pictorial representation of financial behavior of households and individuals. A short survey has been taken for the household planning and difficulties faced by people during the global pandemic. The study was planned to diagnosed 150 groups of people sharing their experience of covid19 out of them 135 were the respondent including 57% male and 43% female participant.

KEYWORDS: Digital Accounting, Financial Planning, Households, Financial Crisis, Financial Behaviour.

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