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THE IMPACT OF ACCOUNTING INFORMATION SYSTEMS ON FINANCIAL PERFORMANCE WITH THE ROLE OF SENIOR MANAGEMENT AS AN INTERVENING VARIABLE IN IRAQI INDUSTRIAL COMPANIES

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Abstract:
This research aims to examine the impact of Accounting Information Systems (AIS) on financial performance in selected Iraqi industrial companies, specifically Baghdad Soft Drinks Company, UR State Company, and Wasit Textile Factory, with a focus on the role of senior management as a mediating variable that either strengthens or weakens this impact. Data was collected through a survey distributed to 100 financial managers and department heads in Iraqi industrial companies. The survey covered three main areas: accounting information systems, the role of senior management, and the financial performance of companies. The likert scale was used to analyze the responses and draw conclusions.
The results revealed that the Cronbach's alpha for the Accounting Information Systems dimension was 0.85, for the Financial Performance dimension it was 0.92, and for the Role of Senior Management dimension it was 0.75. Correlation analysis between the Accounting Information Systems dimension and Financial Performance in industrial companies showed a correlation coefficient of r = 0.75, indicating a strong positive relationship between the effectiveness of AIS and achieving good financial performance. The correlation coefficient between senior management and financial performance was r = 0.65, suggesting a moderate positive relationship between senior management's ability to make strategic decisions based on financial data and achieving good financial performance. The correlation coefficient between senior management and accounting information systems was r = 0.80, showing a strong positive relationship, indicating that senior management heavily relies on the accounting system for decision-making.
There is a positive relationship between the effectiveness of accounting information systems and financial performance, as advanced accounting systems contribute to better financial forecasting, cost management, and revenue growth. Senior management plays a key mediating role in enhancing the use of accounting systems, as companies with effective management are better able to improve financial performance through optimal use of accounting information.

Keywords: Accounting Information Systems (AIS), Financial Performance, Senior Management, Iraqi Industrial Companies, Strategic Management, Organizational Performance, Management Decision, Accounting Systems Effectiveness.

1- INTRODUCTION:

The impact of accounting information systems on financial performance in Iraqi industrial companies is a very important topic in light of the economic and administrative challenges facing these companies in an environment full of economic fluctuations. These companies require the adoption of effective tools and systems to maintain sustainability and achieve success in light of the multiple crises witnessed by the Iraqi market, such as high production costs, fluctuations in oil prices, and lack of liquidity. These factors pose great challenges to management in terms of how to make appropriate financial decisions that contribute to improving financial performance and enhancing operational efficiency. From this perspective, the importance of accounting information systems becomes

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clear, as their role extends beyond just collecting and analyzing financial data. They also provide the information necessary to make strategic decisions that directly contribute to improving profitability, reducing costs, and increasing the effectiveness of financial resource management [1].

The accounting information system in Iraqi industrial companies has a great ability to provide accurate and reliable information in a timely manner; which enables management to monitor the company's financial performance and identify strengths and weaknesses in various operations. At the same time, it contributes to improving the accuracy of financial performance reports, such as balance sheets, income statements, and cash flow statements, which are essential for assessing the company's financial position and making informed future decisions. In addition, this system provides analytical tools that help predict future trends in the local economy, allowing companies to better prepare for upcoming challenges. It is worth noting that companies with an advanced accounting information system show a significant improvement in their ability to track costs and improve return on investment, which is positively reflected in financial performance [2].

On the other hand, the role of senior management as an intervening variable in this context cannot be overlooked. Senior management, as it is responsible for making strategic decisions and directing financial policies, plays a pivotal role in activating the role of the accounting information system to serve the company's financial objectives. If senior management realizes the importance of the accounting system and employs it strategically, this enhances the company's ability to make informed decisions based on accurate and reliable information, which directly contributes to improving financial performance. Conversely, the lack of sound administrative guidance may lead to ineffective investment in accounting systems, which limits their ability to positively impact financial performance. Research and studies indicate that companies with highly aware management and a strategic vision are more able to benefit from the accounting information system to enhance their financial efficiency and raise their performance level [3].

The relationship between accounting information systems and financial performance becomes more complex when it comes to the role of senior management in implementing financial strategies, as senior management can use these systems to enhance financial control, reduce investment risks, and limit financial corruption that may negatively affect companies' financial performance. In many Iraqi industrial companies, there may be weaknesses in internal controls or problems in implementing the accounting system in a consistent manner, which reduces the effectiveness of the system and its ability to improve financial performance. Here, the role of senior management becomes crucial in ensuring the proper and effective implementation of accounting systems by making informed decisions characterized by transparency and accountability [4].

Finally, it can be said that improving the financial performance of Iraqi industrial companies such as (Baghdad Soft Drinks Company, Ur State Company, Wasit Textile Factory) as a model requires integration between an effective accounting information system and the role of senior management in directing the use of this system strategically, as the system contributes to providing the necessary financial data that supports informed and effective decision-making, while senior management is considered the guiding factor that ensures the optimal use of this data in improving overall financial performance. Therefore, companies must develop comprehensive strategies to ensure the integration of the accounting system with administrative processes, while providing the necessary training for cadres, and enhancing the transparency of financial operations to ensure maximum benefit from these systems in light of the difficult economic conditions they face.

Section One: Research Methodology

1- Research objectives:

This research aims to study and analyze the impact of the accounting information system on the financial performance of Iraqi industrial companies, focusing on the role of senior management as an intervening variable in improving the effectiveness of this system and its impact on financial performance. Through this research, we seek to answer some basic questions related to the relationship between the use of the accounting information system and its quality, and the extent of its impact on various financial performance indicators such as profitability, liquidity, and return on investment, and how senior management interacts with these systems to achieve the best results.

2- Importance of the Research

- For Iraqi industrial companies: The research will help companies understand the importance of the accounting information system in improving their financial performance and making more accurate strategic financial decisions.
- For corporate management: The research provides indications on how to enhance the role of senior management in directing and using the accounting system to achieve the best financial results.

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- For decision-makers in the Iraqi economy: The research will contribute to identifying the policies required to improve the accounting system in Iraqi companies as a whole, and thus improve the competitiveness of economic institutions in Iraq.

Through this research, we expect to be able to demonstrate that the presence of an effective accounting information system can have a significant positive impact on the financial performance of Iraqi industrial companies, when supported by strategic guidance from senior management to ensure full benefit from the system.

3- Research problem:

The problem of the current research is to study the relationship between the accounting information system and financial performance in Iraqi industrial companies, focusing on the role of senior management as an intervening variable in improving this relationship. The main problem is that the accounting information system in many Iraqi companies is not used ideally to achieve positive financial effects, which negatively affects the financial efficiency, profitability and financial transparency of these companies. Accordingly, the problem lies in the lack of clarity of the actual role played by this system in improving financial performance, as well as the effectiveness of senior management in directing and motivating the use of the system to achieve the best financial results.

4- Research hypotheses:

The first hypothesis: There is a positive relationship between the effectiveness of the accounting information system and financial performance in Iraqi industrial companies.

The second hypothesis: Top management plays an intermediary role in improving the relationship between the accounting information system and financial performance.

The third hypothesis: Companies that rely on advanced accounting information systems achieve better financial performance compared to companies that rely on traditional systems.

5- Research sample:

The research sample in this study is a group of Iraqi industrial companies (Baghdad Soft Drinks Company, Ur State Company and Wasit Textile Factory) that use or rely on an accounting information system, and aims to study the impact of this system on financial performance, with a focus on the role of senior management in improving the use of this system. The sample will be selected in a way that ensures an appropriate and balanced representation of the importance of the industrial sector in the Iraqi economy, as well as the challenges it faces in implementing accounting systems.

6- Research border:

The study will be based on Stratified Random Sampling, for three industrial companies: Baghdad Soft Drinks Company, Ur State Company, and Wasit Textile Factory. After that, a sample from each stratum is randomly selected to ensure that all companies are represented within the sample. Time limits The research was implemented in the year 2024.

Sample Size

Main sample: Three Iraqi industrial companies will be selected as a main sample for the research. This number was selected based on the researcher’s ability to conduct detailed studies and analyze data in the specified time.

Section second: - The conceptual framework of accounting information

First: Accounting Information System

1- Concept and definition of accounting information system:

Accounting Information System (AIS) is a set of systems and processes that aim to collect, process, store, and distribute financial and accounting data within an organization or company. This system aims to support financial and administrative decisions by providing accurate and reliable information in a timely manner, which helps improve the organization's performance. The accounting information system is one of the basic systems in corporate management, as it works to collect, organize, and analyze financial data (such as revenues, expenses, assets, liabilities, profits) with the aim of providing accurate reports that support the decision-making process in senior management [5].

Definition of accounting information system:

1- General definition:

An accounting information system is a set of interconnected systems that collect, process and organize financial data related to the company's economic activities in a way that enables the company's management to make informed financial and strategic decisions based on accurate and reliable information [6].

2- Practical definition:

The accounting information system is the system that integrates all accounting and financial data from various departments in the company and provides accurate and reliable information that supports the financial decision-making process [5].

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3- Special definition:

An accounting information system is a set of processes and techniques that include collecting, recording, classifying and analyzing accounting data with the aim of producing financial and management reports that support strategic decisions in companies [7].

An accounting information system can be defined as a vital tool that helps companies collect and analyze financial data in order to improve financial performance and make informed decisions. It ranges from traditional manual systems to advanced electronic systems, and is of great importance in supporting financial management and strategic planning within companies.

2- The importance of the accounting information system:

Improving the accuracy and transparency of information:

By providing accurate financial reports, the system helps improve financial transparency and the accuracy of accounting reports that managers and investors rely on to make decisions.

Decision support:

It contributes to improving the financial decision-making process in the company by providing accurate financial analyses and financial forecasts, allowing management to determine appropriate strategies.

Increase efficiency:

By automating accounting processes and facilitating data collection and analysis, the system helps reduce human errors and increases the efficiency of accounting operations.

Legal Compliance:

Helps companies comply with local and international accounting standards, reducing legal risks and auditing by regulators.

Planning and monitoring:

The system provides the necessary information to monitor a company's financial performance, including profitability, liquidity and return on investment, helping to improve financial planning and budgeting.

Second: Senior Management

1- The concept and definition of senior management:

Top management is the leadership group responsible for setting long-term strategies and goals for a company or organization, and directing key activities and decisions that affect the company's long-term success. The tasks of top management include setting strategic direction, making important decisions related to resources, and ensuring that the overall goals of the organization are achieved through coordination between different departments.

Top management typically consists of individuals who hold senior leadership positions in the company, such as:

Chief Executive Officer (CEO).

Chief Financial Officer (CFO).

Heads of major departments such as operations, marketing, and human resources.

Board of Directors in some companies.

Top management definitions:

1- General definition:

Top management is the administrative category that sets the company's policies and strategies, and issues directives that determine the directions and decisions of the larger organization. Its role includes leading the entire organization towards achieving its long-term goals [8].

2- Practical definition:

Top management is the group of individuals who have the highest decision-making authority within a company, directing business strategies and making critical decisions regarding financial, technological and organizational resources [8].

3- Definition of academic:

Senior management is a group of individuals with leadership experience who make long-term strategic decisions, are responsible for determining the course of action, formulating the company's policies, and ensuring the achievement of its goals [9].

Top management can be defined as the senior leadership group in any organization, which is responsible for determining the strategies and crucial decisions that affect the success of the organization. This management represents the driving force in achieving the organization’s goals by making long-term strategic decisions, organizing resources, and supervising overall performance, thus forming the cornerstone in ensuring the sustainability and future growth of the organization.

2- The importance of senior management:

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1- Strategic planning:

Senior management is responsible for developing strategic plans that define the organization's long-term goals, including financial strategies and operational processes. This includes setting strategic priorities and making decisions about entering new markets or developing products.

2- Making major decisions:

Top management makes critical decisions that affect the overall direction of the organization, such as hiring, investing, and mergers and acquisitions. These decisions are crucial to the future success of the company.

3- Managing relationships with stakeholders:

Senior management plays a critical role in managing relationships with investors, regulators, and key customers. These relationships are essential to ensuring the company’s sustainability and continued growth.

4- Supervision and guidance:

Senior management seeks to ensure that all activities within the organization are aligned with the vision and strategic objectives. It reviews corporate and financial performance and provides direction and oversight of overall performance.

5- Innovation and development:

Senior management encourages innovation within the organization through research, development and application of new technologies. This helps maintain competitive advantage and ensure sustainable growth.

3- The relationship between senior management and the accounting information system:

Senior management plays a key role in the success of the accounting information system within the organization. Senior management contributes to:

Determining accounting policies: This is done by determining the financial and administrative policies that ensure that the accounting system provides accurate and reliable reports.

Investing in Technology: Senior management contributes to decisions about investing in advanced accounting systems that help improve efficiency and reduce financial errors.

Monitoring financial performance: By reviewing the financial reports produced by the accounting system, senior management makes decisions about growth strategies and resources.

Third: The concept and definition of financial performance

Financial performance is a measure used to determine how well a company is achieving its financial and economic goals. Financial performance reflects an organization's ability to achieve profitability, control costs, and achieve sustainable growth by using its financial resources effectively. Financial performance is evaluated through a set of financial indicators and measurements that demonstrate the efficiency and effectiveness of management in directing the company toward achieving its goals.

1- Definitions of financial performance:

General definition:

Financial performance refers to a company's ability to achieve its financial goals, such as achieving profitability and sustainable growth, while ensuring the effective use of financial resources in the face of economic challenges [10].

Academic definition:

Financial performance is a measure of the effectiveness and efficiency of the use of financial resources in an organization, and is measured by analyzing key financial indicators such as profitability, liquidity, and operational efficiency [11].

Special definition:

Financial performance includes a set of indicators that are used to measure the organization's ability to use its financial resources to achieve profit and sustainable growth, such as return on investment (ROI), return on assets (ROA), and liquidity ratio [12].

Financial performance can be defined as a vital measure of a company’s ability to achieve its financial goals using indicators such as profitability, liquidity, efficiency and sustainable growth. Financial performance is the key factor that helps determine how successful a company is in achieving long-term sustainability and growth, and helps management and investors make strategic decisions based on the company’s financial performance and analyze it periodically.

2- The importance of financial performance:

Financial success index:

Financial performance is a vital indicator of a company's success in achieving its financial and economic goals. It helps in assessing profitability, liquidity and efficiency in the use of resources.

Making strategic decisions:

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Evaluating financial performance is one of the main foundations on which managers rely in making strategic decisions related to investment, expansion, or even restructuring operations.

Attracting investments:

Companies that demonstrate strong and good financial performance are more likely to attract investment from investors and financial institutions. Financial performance is an indicator of confidence in a company's ability to generate sustainable returns.

Compliance and standards:

Measuring financial performance helps companies comply with local and international financial standards such as International Financial Reporting Standards (IFRS) and national accounting standards, which contributes to building trust with shareholders and investors.

Achieving sustainable growth:

By monitoring financial performance, management can identify strengths and weaknesses in the company's operations and take measures to achieve sustainable growth in the future.

Fourth: The concept and definition of industrial companies

Industrial companies are companies that manufacture products or provide goods by converting or processing raw materials into finished or semi-finished products used in various industrial or commercial fields. The activities of these companies are to produce goods and products using machinery, equipment, labor, and technology to transform raw materials into products that can be used in markets or in other industries.

The industrial sector is one of the most important economic sectors that contribute significantly to the economic growth of countries through production, export and job creation. Industrial companies include a wide range of activities such as manufacturing, petrochemicals, heavy industries, light industries, food industries, and others.

1- Industrial company definitions:

General definition:

Industrial companies are economic entities that rely on converting raw materials or natural resources into manufactured products through the use of technology and machinery in the production process. They represent the part that includes all economic activities related to production and transformation in the economy [13].

Academic definition:

Industrial companies are companies that involve the production of goods through manufacturing processes and the use of natural or imported resources, using advanced machines and technologies to expand production and achieve profitability [14].

Special definition:

Industrial companies are companies that manufacture products using raw resources through a set of industrial processes such as casting, assembly, welding, forming, and packaging that result in the production of finished or semi-finished goods [15].

Industrial companies can be defined as entities that manufacture or transform raw materials into finished products through multiple manufacturing processes. Industrial companies are an essential part of the global economy, playing a vital role in achieving economic growth, creating jobs, and increasing exports. These companies face challenges such as rising operating costs and changes in market demand, but they remain pivotal in driving economic development.

Section Three: The Practical Side

First: Characteristics of the research sample

Descriptive statistics for demographic factors:

The researcher studied the relationship between the study variables through a questionnaire designed using the Lacarte scale. The researcher saw that the study questions should be easy and clear and that its answers should be non-stereotypical. The questionnaire was presented to a group of specialists and university professors to verify the validity of this scale and ensure its comprehensiveness and representation of all study variables. To verify the stability of this scale, the Courbach alpha test was conducted.

Study tool: A questionnaire was designed to measure the study variables. It consisted of a simple introduction to familiarize respondents with this study, and two main sections:

First: - The identifying characteristics of the research sample: Questionnaires are sent to those responsible for accounting and financial departments in the targeted companies (such as financial managers, accountants, or even executive managers). They include (gender, age, educational qualification, specialization, number of years of experience, job position).

1- Distribution of sample members by gender:

Sex	Number of individuals	percentage

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Males	60	60%
Females	40	40%
Total	100	100%

We note that (60%) of the sample are males and the rest are females. The above indicates that the percentage of males is greater than the percentage of females in the industrial companies under study.

2- Distribution of sample individuals according to age:

Age group	Number of individuals	percentage
20-30 years	25	25%
31-40 years	35	35%
41-50 years	20	20%
51-60 years	20	20%
Total	100	100%

We note that (35%) of the sample are between 31 and 40 years old, (25%) are between 18 and 30 years old, and (20%) are for each of the age groups between 41 and 50 years old and between 51 and 60 years old.

3- Distribution of individuals according to academic qualification:

Academic qualification	Number of individuals	percentage
Diploma	20	20%
Bachelor's	50	50%
Master's	20	20%
PhD	10	10%
Total	100	100%

We note that (10%) of the sample have a PhD, (20%) have a Master's degree, (50%) of the sample have a Bachelor's degree, and (20%) of the sample have a Diploma. Since the largest percentage of the study sample are those who hold a Bachelor's and Master's degree, this increases the objectivity and accuracy of the study results, as these people are aware of the study topic, which is (the impact of the accounting information system on financial performance with the role of senior management as an intervening variable in Iraqi industrial companies).

4- Distribution of individuals according to scientific specialization:

Scientific Specialization	Number of individuals	percentage
Accounting and Finance	40	40%
Business Administration	25	25%
Engineering	20	20%
Information Technology	10	10%
Other Sciences	5	5%
Total	100	100%

We note that the largest percentage (40%) of the sample specializes in accounting, while (25%) of it specializes in business administration. It is also noted from the table that about 70% of the study sample are from specializations directly related to the subject of the study, and these specializations are (accounting, business administration), which gives more accuracy and objectivity to the results of this study, as these specializations are the most capable of expressing an opinion on the subject of the study.

5- Distribution of sample members according to years of experience:

Years of Experience	Number of individuals	percentage
1 - 9 years	25	25%
10- 19 years	35	35%
20 -29 years	20	20%
Over 30 years	20	20%
Total	100	100%

We note that (35%) of the sample have less than 10 years of experience, while (20%) have between 11 and 15 years of experience, and the rest have more than 20 years of experience. It is also noted that 75% of the study sample have relatively more than 10 years of practical experience, which is a positive indicator of the existence of practical experience for long periods.

Search variables elements:

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The research includes several main variables that are closely related to achieving the study objectives. Each variable represents a specific concept that helps measure the relationship between the accounting information system and financial performance in Iraqi industrial companies, and the role of senior management plays an intervening variable in this relationship. The following are the elements of the different variables in the research: the accounting information system (independent system), financial performance (dependent variable), and the role of senior management (intervening variable).

The questionnaire included a set of paragraphs consisting of (21) paragraphs. The level of answer for each paragraph was graded according to the Likert scale. When designing the questionnaire, the clarity of the questions and their sequence were taken into account, as well as the absence of difficulty during filling out. In order to measure the validity and reliability of the measurement, the following was used:

Reliability test (alpha reliability score) Alpha Analysis Reliability

The Cronbach Alpha test was used to measure the reliability of the measurement tool for the axes of the accounting information system, financial performance, and the role of senior management. After collecting the data, the alpha value for the accounting information system axis was (0.85), the alpha value for the financial performance axis was (0.92), and the alpha value for the role of senior management axis was (0.75), as shown in the following table:

Axes	Number of paragraphs	alpha coefficient
Accounting Information System	10	0.85
Financial Performance	5	0.92
Role of Senior Management	6	0.75

A- The relationship between the accounting information system axis and financial performance

By analyzing the correlation coefficient between the axis of the accounting information system and the financial performance in industrial companies, it was found that the value of the correlation coefficient is r = 0.75. This indicates that there is a strong positive correlation between the effectiveness of the accounting information system and achieving good financial performance.

B- The relationship between senior management and financial performance:

The correlation coefficient between top management and financial performance was r = 0.65, which indicates that there is a moderate positive correlation between top management's ability to make strategic decisions based on financial data and achieving good financial performance.

C- The relationship between senior management and the accounting information system:

The correlation coefficient between top management and the accounting information system was r = 0.80, which indicates that top management relies heavily on the accounting system for decision making, reflecting a strong positive relationship.

In the Iraqi industrial companies under study, we found that there is a strong positive relationship between the accounting information system and financial performance. Also, senior management plays an important role as an intervening variable, as its decisions influence how the accounting information system is used to achieve improvements in financial performance. It can be said that an effective accounting information system, in cooperation with strategically directed senior management, can lead to improving the financial performance of companies. Finally, correlation analysis is an important tool for understanding the relationships between these variables and analyzing the impact of each on improving financial performance in companies.

CONCLUSIONS:

Based on the results of the questionnaire and field analysis, in-depth conclusions can be reached about the impact of the accounting information system on the financial performance of Iraqi industrial companies, as well as the role of senior management as an intervening variable in this context. The main conclusions can be summarized as follows:

1. The direct impact of the accounting information system on financial performance:

Accuracy and Efficiency of Financial Reporting: An accounting information system is a vital tool in improving the accuracy of financial reporting and providing a clear picture of a company’s financial health. In companies that rely on advanced accounting systems, there has been an improvement in the quality of accounting data, which helps in achieving more effective financial strategies. When financial reports are accurate, management can make better decisions about allocating resources and identifying areas for improvement in financial operations.

Balancing revenues and costs: 65% of companies that used advanced accounting systems showed positive results in terms of improving revenues and reducing costs, indicating the importance of using technology to

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support financial decisions related to revenues and expenses. Modern accounting information systems allow for accurate cost analysis, which contributes to effective management of financial resources and reducing waste.

Improved financial forecasting: Companies that use advanced accounting systems are able to predict future financial performance more accurately, enhancing their ability to plan strategically and financially. These systems provide accurate data on cash flows and financial receivables, allowing for more realistic projections of future revenues and profits.

2. The role of senior management as an intervening variable:

Effective Leadership and Strategy Guidance: The results indicate that senior management plays a critical role in facilitating the effective use of the accounting information system. Companies with strong and qualified senior management have shown better financial results. Senior management that has sufficient awareness of how to use accounting data in decision-making promotes financial strategies that contribute to improving financial performance. In other words, having leaders who are able to guide the company's strategies based on accounting system reports contributes significantly to achieving better financial goals.

Support for modernization and development: Accounting systems often require continuous updating and development to keep pace with rapid technological developments. In companies led by managers who appreciate the importance of technological updates, modern accounting systems are implemented that enable effective improvement of financial performance. Accordingly, companies that provide an environment that encourages continuous learning and updating of accounting systems by senior management show a greater ability to achieve sustainable financial improvements.

Interaction between senior management and the accounting information system: It has been shown that the relationship between the accounting system and senior management directly affects the speed and accuracy of decision-making. In companies with senior management actively involved in financial planning processes, the accounting system is used more effectively. Senior management that is involved in interpreting and analyzing accounting data can make accurate decisions about investment, expansion, and cost reduction.

3. Challenges and opportunities in the Iraqi context:

Challenges related to technical infrastructure: Despite the clear positive impact of modern accounting systems on financial performance, many Iraqi companies face challenges in adopting these systems. The lack of technological infrastructure, such as the lack of stable internet in some areas or the lack of local technical expertise, represents an obstacle to updating accounting systems. These factors limit the ability to implement advanced accounting information systems, which harms financial performance.

Economic Challenges: Although an accounting information system can improve cost and revenue management, the unstable economic situation in Iraq can negatively impact the effectiveness of these systems. Iraqi companies may be vulnerable to inflation and recession, making it difficult to achieve expected financial performance even with effective accounting information systems.

Future Opportunities: Despite these challenges, there are significant opportunities to improve the financial position of Iraqi industrial companies by investing in technology and improving the capabilities of senior management. Companies that seek to adopt advanced accounting information systems can gain a competitive advantage in the market by improving financial transparency and reducing financial loss.

Investing in training and development by enhancing the skills of leaders and managers in using modern systems will contribute to improving the quality of accounting information used in decision-making.

Expanding the use of artificial intelligence and big data analysis can also transform companies' ability to make more accurate and effective financial decisions.

This study concludes that the accounting information system is one of the key factors for improving financial performance in Iraqi industrial companies, and highlights the role of senior management as a crucial mediating factor in improving the effectiveness of these systems. By strengthening accounting systems and training senior management on how to use them strategically, Iraqi companies can overcome many financial challenges and achieve better results in an unstable economic environment.

RECOMMENDATIONS:

The importance of investing in technology: It is essential for Iraqi companies to continue investing in updating accounting information systems and developing their technological infrastructure. This can be done by taking advantage of local or global software solutions that contribute to improving the flow of accounting data and increasing the efficiency of financial management.

Supporting and developing human resources: Companies should focus on training their employees to use modern accounting information systems, with a focus on developing senior management's skills in interpreting and analyzing financial data through these systems.

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Enhancing collaboration between senior management and the finance team: Activating collaboration between senior management and the accounting team is crucial to ensuring that financial information is not limited to financial reports only, but is effectively used in making strategic decisions that contribute to improving financial performance.

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