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**THE STRATEGIC PERSPECTIVES OF MARKET FOR ACCOUNTANTS: A CASE
OF SRI LANKA**

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ABSTRACT

This research study is about the strategic perspective of market for Accountants in Sri Lanka.

Sri Lankan Accounting education is consist with both academic and professional education. In Academic education sector for both Government and foreign universities student registration is higher in field of Accounting. Today most of the foreign Accounting education providers are partnering and providing Accounting qualifications for Sri Lankan market.

This research is focusing to identified the strategic perspective of market for Accountants. This research is addressing on areas of reason behind why students are more preferred to select Accounting subject than other management subjects in Sri Lanka, what is the reason Engineering and other students are obtaining Accounting qualification in addition to their main career qualification, Level and current demand for Accounting Professional and Academic education in Sri Lanka, Identifying the Industry players offering Accounting education for the Sri Lankan market, what is their history, Nature of the business, current demand, target customer group, current and future strategies for Sri Lankan market, Identifying the most appropriate strategy for market for Accountants in Sri Lanka.

Keywords: Accountants market, Career Qualification