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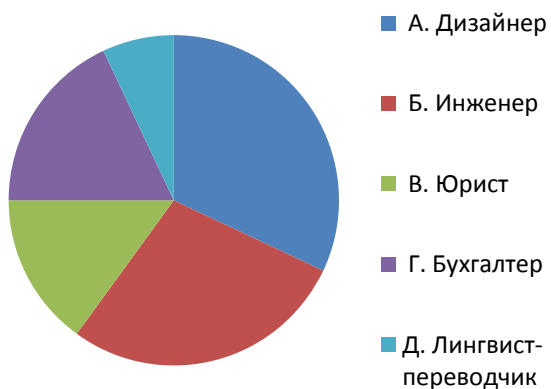
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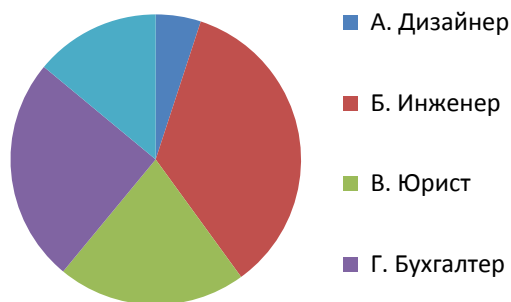
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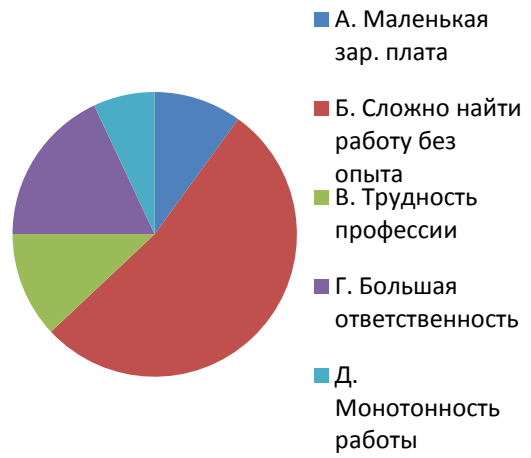
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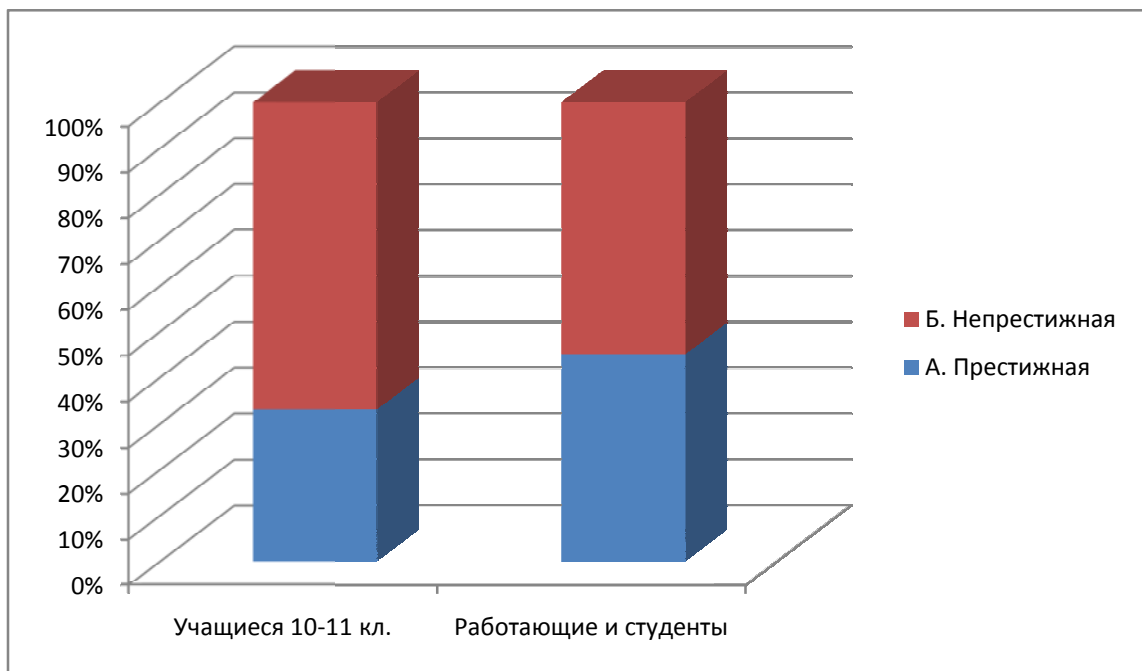
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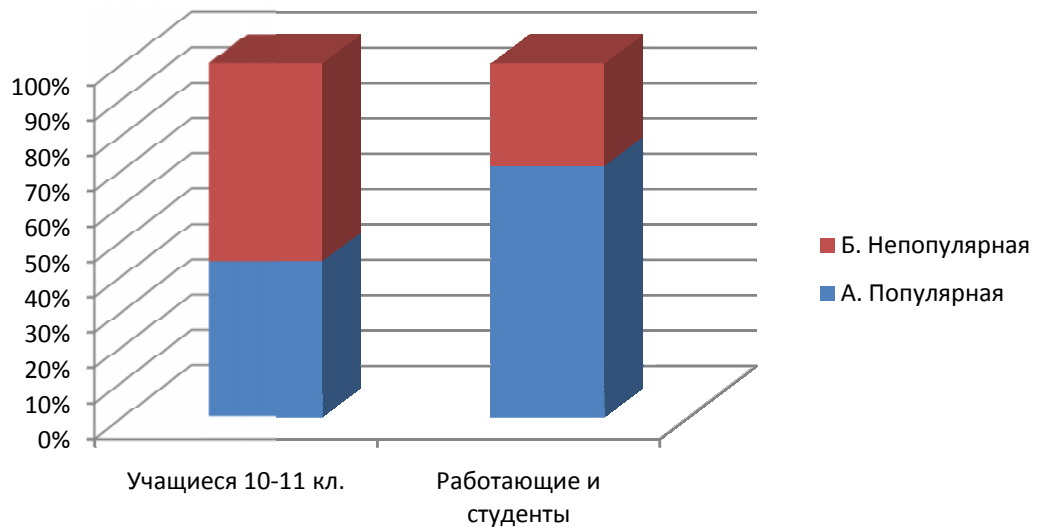
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PROBLEMS OF DEVELOPMENT AND PROMOTION OF ACCOUNTING PROFESSION IN RUSSIA

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Abstract. The main goal of this paper is to examine the problems of the development of the accounting profession in Russia and solutions, as well as defining the requirements for highly qualified specialist in the field of accounting. The article presents the results of a poll of young people regarding the strengths and weaknesses of the accounting profession and draw conclusions about the opportunities to promote it.

Keywords: accountant, accounting, promotion of the profession, public opinion poll.