

# ***THE GLOBAL FINANCIAL CRISIS AS INCENTIVE FOR ENHANCING ASSURANCE FOR FINANCIAL REPORTING***

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## ***Abstract:***

*The article aims to analyze world-wide financial crisis' impact and implications as regards assurance for financial reporting, starting with and comparing reactions of international accounting and audit professional organizations, as regards possible accounting professional's contributions to economical stability, and establishes the global crisis as incentive for enhancing assurance for financial reporting.*

***Keywords:*** assurance, financial reporting, economical global crisis;

***JEL codes::*** G, Z, M;