

# IIA holds seminar on 'top management's expectations from audit professionals'

*The Peninsula*

**T**he Institute of Internal Auditors Qatar (IIA) recently held a seminar on "Top Management's expectations from Finance and Audit professionals" at Oryx Rotana Hotel, in Doha.

Dr R Seetharaman, Chief Executive Officer of Doha Bank, said, "Audit function is part of the top management and hence cannot be alienated and looked in isolation.

"The rapidly accelerating pressures are fuelling the need for the internal audit profession to transform its thinking from financial controls-centric to shareholder value-centric. After being "Eyes" and "Ears", Internal Auditors are now expected to be the "Arms" of the owners. Yes, it's high time that Internal Auditors position themselves as true business partners and advisors," Seetharaman cautioned.

The business environment was presented with interesting statistics and profound insights

into areas such as economic rationalisation, how currency is redefining commodity prices, global growth rates, the impact of technology on banking and so on. The significant areas identified for auditors included the fact that vision to conceive long-term will mark the difference between success and failure.

"Internal Auditors should now understand to translate data analysis into real business language. Business reputation is critical asset to protect with the emergence of social media. Auditors should role model uncompromising intellectual integrity," he stressed

Hassan Al Mulla, IIA President, said, "The IIA seminars invariably are around core audit topics. The 2015 Global Common Body of Knowledge Study reveals how Auditors can perform better and positively impact by understanding the needs of organisations stakeholders. We should know the expectation gaps. Hence this seminar is very useful."



Participants at the IIA seminar pose for a group photo at Oryx Rotana Hotel, in Doha.