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**Sharada Bhansali**

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## Q&A:

**What advice would you give to female college students about the opportunities for women in the accounting profession?**

Certainly, having in-depth knowledge of your subject matter is important, but that alone is not enough. Being techno-savvy and keeping ahead in technology is a skill set many of your colleagues may not have. Since appropriate use of technology is crucial for keeping a firm competitive, helping your firm find new ways to use technology will make you a stronger contributor for the growth of your firm.

**What advice would you give accounting firms on things they could do to better retain and advance more qualified female staff?**

I believe one of the challenges in working at accounting firm is the long working hours, particularly during the tax season. That makes it difficult for women who want to raise a family and keep a work/life balance.

Use technology to provide women professionals more flexibility in their work schedule. Cloud technology enables accountants to work more efficiently from home using a flexible schedule than working in the office under a regimented schedule.

Create an environment that enables employees to keep the right work/life balance. That keeps team members excited and makes them more productive.

**How have you managed to balance your professional and personal life obligations, whether that includes family, etc?**

Keeping a work/life balance is important to me. When I am at work, I focus 100% on work. When I am at home, I try to devote 100% of time to family with the exception of checking emails occasionally.

## How mobile are you regarding your work? How have mobile devices and apps

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Obviously the mobile apps my team has developed for accounting, payroll and practice management are my most favorite apps.

**What do you like to do when you actually have free time without any obligations to work or family? (Examples: reading, wine and movies, tv, art, travel, exercise, cooking, etc).**

Reading, Yoga, Socializing, cooking.

Technology

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