Research on Accounting Evolution and Intelligent Finance under the Background of Big Data

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Abstract: The impact of big data on various industries is getting deeper and deeper, including financial management of enterprises. The financial management department of enterprise is one of the core departments of the enterprise, which is related to the orderly operation of the whole enterprise. Entering the era of big data, the work content and focus of the financial department of enterprises have changed greatly. When most of the data information is stored in the virtual space, the focus of the financial staff becomes to process and manage the data, lack of strong control of the flow direction of the data, as for the unexpected situation of the accounting work, there is also a lack of decision-making ability to make determination. In the face of such a situation, some experts and scholars put forward that it is necessary to promote the transformation of enterprise financial work and better adapt to the social requirements for enterprise financial management. This paper discusses the two aspects of enterprise accounting transformation and intelligent finance under the background of big data, and puts forward corresponding optimization measures according to the current situation of enterprise financial management.

Keywords: Big Data; Accounting Evolution; Financial Management; Intelligent Finance

The financial management work in the era of big data, because of the help of information technology, has greatly improved the quality and efficiency of work. But with the big data environment, the financial department contacts more and more data, the work of financial management also faces a series of new problems. Promoting the transformation of enterprise accounting and the construction of intelligent finance is the trend of the development of the times, and it is the higher requirement of the new market environment for financial work. Looking at the modern mode of financial management mode, on the one hand, the establishment of intelligent finance has greatly improved the efficiency of financial management and financial cooperation, on the other hand, accounting transformation and intelligent finance based on the statistical role of big data, can timely find problems, deal with problems, solve problems. The integration of big data technology and enterprise financial management can not only avoid the financial risks in the development of enterprises, but also better promote the continuous development of enterprises in the new market environment.

1 Current situation of accounting work under the background of big data

1.1 Further and more comprehensive data analysis

In the traditional accounting work, most of the data is only archived and stored, and the utilization degree of data analysis is far from enough. In the era of big data, the division and processing of huge data systems through information technology means can have a more comprehensive and in-depth understanding of the data results, not only can analyze the overall results of the data " good" and "bad ", but also through the different types of data, different uses, different time periods of multi-angle comparison, to

obtain more useful data reference for enterprise's optimization and upgrading. This is the background of big data, the great significance of enterprise's intelligent financial management is that the accounting work is closely combined with the enterprise development, the financial department is no longer the traditional sense, can only provide logistics services, accounting workers can stand in the strategic front-end of enterprise development to plan ahead, overall planning.

1.2 Financial management is more convenient and efficient

Affected by the big data environment, the financial department of modern enterprises needs to process more and more data, but why do not make many mistakes? One of the important reasons is that the way accounting works has changed. Traditional data statistics and storage mainly rely on manpower, using tables, calculators and other input statistics, while modern intelligent financial management systems, mostly combined with the in-depth application of information technology, intelligent technology has a stronger ability to analyze data more efficient execution, and more efficient implementation This is also why, in the financial management work of modern enterprises, accounting work pays more attention to the division of labor and clear division of labor, so that different people are responsible for different work links, the implementation of personal responsibility system and double check proofreading system, the financial management work of modern enterprises does not emphasize the overload work of accounting individuals, but pays attention to the scientific nature and efficiency of the work.

1.3 More accurate and standardized data information

Referring to the financial management work of the enterprise, many internal employees of the enterprise will feel very cumbersome, a small reimbursement should be examined and approved layer by layer, the amount of money must be accurate. In fact, in the usual work coordination, the financial department and other departments of colleagues to do a good job of communication, so that they understand the rigor of financial work, understand that the data problem is an important issue in financial problems, really can not be negligent. In the traditional data statistics and proofreading process, manpower statistics, usually a lot of people review and check, in order to some extent to avoid mistakes. In the modern accounting work, information technology can not only quickly statistics data, but also greatly improve the accuracy, reducing the workload of some human proofreading. More importantly, the management of data through intelligent finance can also avoid others maliciously falsifying untrue data and bring risks to accounting work.

In the current financial management of enterprise, most of the employees are mainly responsible for statistical data, statistical funds, resulting in the inefficiency of intelligent management of data and funds. Lead to this phenomenon, mainly the lack of new ideas, new thinking, new methods in the work of financial personnel, some financial personnel because of the older age, also are unwilling to accept new things, learn new financial management content. But from the point of view of the long-term development of the overall economic benefits of the enterprise, the financial workers in the new period should update the knowledge reserve with the times and learn how to better carry out the intelligent financial management work under the background of big data.

2. Research on intelligent finance under the background of big data

2.1 Pay attention to talents: Let professional people do professional things

In the process of enterprise's development, the financial management system is also constantly optimized. Modern enterprises in the financial management work, although rarely as in the past, choose their relatives to be competent for important financial posts, but still lack of attention to the training of professional personnel. The management concept of modern enterprises emphasizes the professional people to do professional things, so that things can be done better and better, and people's professional ability can be continuously improved. In order to further cultivate the professional talents of intelligent financial management, enterprises should constantly create learning opportunities and establish and improve the talent promotion mechanism. In the traditional thinking of the past, the finance department is the most stable department of an enterprise, and the employees can be safe and stable for a few years when they come in, without much internal competition. Under the requirement of modern financial management, financial personnel should participate more in the planning of enterprise strategic development and realize more intelligent financial management content for enterprises, which reminds the vast number of financial workers to come out of the old thinking, to be aggressive and constantly adapt to the needs of enterprise development.

2.2 Out of limitations: Keep up with future trends

Enterprise management is not the management of which department, but the coordinated management of each department. As the finance department of modern enterprises, we should not only complete the work of this department with quality and quantity, but also actively cooperate with the work of other departments under the requirements of the overall development of enterprises. The

traditional work system of financial department, relatively closed, often people from other departments to the financial department to communicate, few people in the financial department to communicate with other departments. Out of this limitation, in addition to the internal active financial work in the enterprise docking, coordination and other processes, but also pay more attention to industry information, more understanding of the latest policies, keep up with the future development trend, constantly improve the financial department intelligent management work content.

2.3 Accept more advice: Innovate the concepts of financial management

Some enterprise managers, on the one hand, feel that the work of the financial department is not excellent enough, lack of innovation, on the other hand, too despotic to listen to new ideas and suggestions, which is very contradictory, and is not conducive to the development of enterprise financial intelligence management. Only by listening to the advice of front-line staff can we understand the most real situation and better improve the way we work, which is equally applicable in the finance department. The new era of business manager should not only listen to more advice, but also encourage financial workers to make more suggestions, through mailbox, mailbox and other channels, especially the advice of the younger generation of financial workers, their suggestions are often more thoughtful, more characteristic, worthy of corporate reflection.

3. Conclusion

To sum up, modern enterprises implement financial intelligent management, and build data and information storage, sharing platform, which is not only conducive to the transformation and upgrading of the work of the financial department, but also conducive to the rapid and healthy development of the enterprise as a whole, is a new trend of the development of the times. In the process of implementing financial intelligent management, on the one hand, enterprises should attach importance to the training and further study of professional talents in the field of finance, on the other hand, they should also be vigilant about the application security of information technology, and avoid unnecessary financial risks caused by the security problems of information technology application.

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