

The Practice Strategy of Management Accounting Personnel Training in the Intelligent Era is Explored

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Abstract: In 2015, the concept of “Internet” was born, and soon set off a storm of intelligent application in all walks of life. The characteristics of artificial intelligence and cloud data of the Internet have realized the imagination of online data office in ancient times. However, in the accounting industry, which is based on digital, the level of enterprise intelligence is uneven, and colleges and universities have not yet realized the importance of intelligent talent training. At the same time, with the development of the times, human resources also put forward new challenges to the working ability of accounting practitioners. Accounting work is no longer limited to data calculation, but to develop decision-making consciousness based on data. In response to this challenge, this paper is based on the cultivation of intelligent management talents, and puts forward effective strategies from several aspects such as university teachers, curriculum system, accounting training, and retraining of accounting talents in enterprises, it is hoped that the accounting industry can seize the “Internet” era and coruscate new vitality.

Keywords: Intelligent era; Management accounting talents; Transformation of personnel training direction

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The accounting industry has existed since ancient times, and with the development of the times, it has gradually formed a systematic independent industry. In the trend of intelligence, the basic accounting work of the accounting industry is facing the risk of being replaced by artificial intelligence. The rapid development of enterprises has not carried out necessary reforms to the financial industry. Therefore, under the background of intelligence, financial workers are generally Faced with the problems of low work efficiency and low work value, the transformation of financial talents needs to be completed urgently.

1. The current situation of management accounting personnel training in the era of intelligence

In the traditional accounting work, accounting talents are mainly responsible for the review of monthly, quarterly and annual financial statements, and obtain limited information from relatively scarce data. Through personal long-term accounting experience, accounting with long working hours and high business level can put forward reasonable suggestions for the development of the company, while most new accountants with short working hours are difficult to form a strategic understanding of the development of the enterprise, the effective prediction and risk avoidance suggestions for the development of enterprises are put forward from the accounting major. This situation is not the lack of accounting business ability. The fundamental reason is the lack of training methods for management accounting talents in the intelligent era, which makes most accountants in The learning stage fails to get good intelligent training, and the training of accounting talent management ability is relatively lagging. As a result, accounting practitioners are even more powerless under the dual test of intelligent and managerial tasks. Secondly, the degree of enterprise intelligence and the management accounting personnel training funds, equipment, awareness, etc. are also different, but also to a certain extent limit the transformation of intelligent management accounting personnel.

2. The Significance of Training Management Accounting Talents in Intelligent Era

The era of intelligence is the online technology relying on the Internet, such as big data, cloud computing and other artificial intelligence technologies in all walks of life are in full swing, realizing the steady transformation of all walks of life from rapid development to high-quality development. The introduction of intelligence in each industry has caused the storm of industry revolution and improved the vitality and activity of the industry. Therefore, the popularization and use of intelligence in the accounting industry is an inevitable historical development. Through the cultivation of intelligence and management awareness, accounting personnel can break through the mechanical and computational nature of traditional accounting and put forward key suggestions for enterprise development and decision-making from the perspective of accounting profession, so that financial workers can transform to management jobs in the future career development. At the same time, the intelligent working mode makes the accounting work more evidence-based, scientific and efficient use of statistics to plan the company's finance.

3. Practical Strategies for Training Management Accounting Talents in the Era of Intelligence

3.1 Construction of Intelligent Management Accounting Curriculum System in Universities

The change of enterprises and the times means that the way of personnel training in colleges and universities should be changed accordingly. Colleges and universities should start from three aspects: teaching materials, teachers and teaching methods, and comprehensively innovate the goals and policies of high-efficiency personnel training. First of all, on the basis of clarifying the laws of market development, establish a talent development concept that keeps pace with the times. Schools should realize that the traditional accounting knowledge and skills necessary for traditional accounting talents are very likely to be introduced by scientific algorithms. Artificial intelligence is replaced, but this does not mean that the professional needs of accounting are reduced. On the contrary, it means that accounting talents must master more complex management accounting thinking in addition to basic accounting abilities and skills, the use of intelligent office system to complete the traditional accounting work such as data calculation and analysis more quickly and conveniently, and put the main energy on the forecast of data forward-looking, decision-making and other work that is more strategic for the development of the company. Therefore, it is necessary to upgrade the traditional professional courses comprehensively, or to develop management accounting into an independent discipline. The change of course content also requires teachers to have relevant knowledge or experience in order to better present the comprehensive accounting professional content to students.

In many colleges and universities, accounting, management, and intelligence disciplines such as finance ai, business intelligence analysis, and big data finance have been set up, which has a clear focus on the training plan for accounting students every academic year. Enrich students' analytical skills in the face of specific financial data through multi-dimensional courses, and strive to improve students' decision-making, innovation and data analysis capabilities. Teachers, through the comprehensive teacher research institute organized in the school or go out for further studies, broaden their knowledge, enrich their knowledge structure, and obtain a corresponding degree. Through the "passing, helping, and leading" between the teacher team, they point out the college teacher career. The development direction optimizes the structure and strength of teachers, and guarantees the upstream teachers and curriculum strength of intelligent management accounting personnel training.

3.2 The implementation of the practice arrangement of intelligent management accounting in colleges and universities.

In addition to the necessary updating of teachers and curriculum system structure, schools should also ensure the development of students' abilities. Therefore, during the period when students are in school, the school should provide students with training opportunities. There are three reform ideas for training opportunities. First, through appropriate competitive competition activities, improve students' absorption and application of intelligent management accounting content; second, in the teaching process, teachers directly improve students' ability to analyze and make decisions through the application of situational teaching. Through the financial practice activities simulated in the teaching intelligent teaching software, strengthen the transformation process of students' knowledge to skills in class; third, through school-enterprise cooperation, provide a real and reliable platform for students' academic practice by means of integration of production and education.

For the above three training opportunities, schools and teachers play the role of guides. Especially in the mode of integration of production and education, through the school's own quality of running a school, attracting or actively contacting relevant enterprises and arranging students to enter the enterprise for practical training can not only realize the working ability of intelligent management

accounting compound talents, but also enable students to understand the specific operation mode of relevant enterprises of professional counterparts before formally entering the society, and combine professional knowledge with practice, analyze the new effects that intelligent management accounting talents may produce in the enterprise from a new perspective. At the same time, through school-enterprise cooperation, the school can deepen the cooperation with the enterprise, invite compound accounting professionals in the enterprise to enter the school, and take the market needs as the guide. Carry out certain experience sharing to help students build a scientific career development concept.

3.3 Re-training of Intelligent Management Accounting Talents in Enterprises

For the accounting personnel who have entered the enterprise work, with the intelligent popularization of the company and industry, the accounting personnel must also carry out the change of accounting professional concept, knowledge learning, and improve the professional ability of using information office. The company needs to hire compound talents to train the company's existing accounting practitioners to a certain extent, and formulate a more complete management accounting system to encourage accounting practitioners to improve the enthusiasm for the growth of intelligent management accounting talents. The approval of talents by enterprises should start with forecasting, control, decision-making, etc., clarify the assessment regulations of accounting management, and secondly promote the information processing ability of accounting talents with the intelligent construction of the enterprise itself. Increase the capital investment of enterprise intelligent office equipment, seize the national "Internet" era, and form an institutional synergy to promote the transformation of accounting talents.

In the specific implementation, the company has implemented a top-down intelligent reform, optimizing the clock-in to link designated "wifi" clock-in, conducting online assessment, introducing the information system managed by the company, transforming the traditional semi-offline mode of using wps and other office software into an online operation mode, eliminating the information difference of various departments through network chasing links, and improving office efficiency. Refine the work functions of the financial department personnel, so that accounting talents can clarify the direction of work development, establish a professional concept that is synchronized with the company's transformation, and guide accounting talents to start from the ideological transformation, develop professional skills and intelligent office capabilities, and finally realize the original talents. The re-training of the company meets the training of compound talents for enterprise development.

Concluding remarks

In the era of intelligence, all walks of life in our country have gone from a single spark to a prairie fire. The training of educational talents and the training of accounting professionalism cannot be separated from the assistance and learning of intelligence. Therefore, in the training of market-oriented management accounting talents, We must adhere to the application of intelligence and lay the foundation for the reform of the accounting industry through the training of compound talents.

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