

Research on problems and Countermeasures of enterprise accounting Digital transformation in the era of Big data

Xinyao Yue

University of Bath Britain BA2 7AY

Abstract: With the rapid development of Internet technology and the popularity of various intelligent devices, the era of big data is coming quietly. In this era, enterprises are facing more opportunities and challenges, how to adapt to this era, the use of big data technology to promote the digital transformation of enterprises has become one of the key issues in every field. In the enterprise, accounting department is a very important department, it is responsible for the financial management and decision support of the enterprise, it is particularly necessary to carry out the digital transformation of accounting department. Based on this, this paper first analyzes the necessity of digital transformation of enterprise accounting in the era of big data, and then discusses the practical problems and effective countermeasures faced by digital transformation of enterprise accounting, in order to provide reference for the development of related work.

Key words: Big data era; Enterprise; Accounting digital transformation; Problems; countermeasures

Introduction

At present, the data generated by enterprises in the process of operation is more and more huge, the traditional manual record and statistics have been unable to meet the needs of modern enterprise management. Therefore, the digital transformation of enterprise accounting has become an inevitable trend. In the actual work, relevant personnel should establish the awareness of big data, actively learn and draw lessons from new accounting methods, and effectively promote the digital transformation of enterprise accounting.

1. The necessity of digital transformation of enterprise accounting in the era of big data

Digital accounting transformation, can promote the enterprise accounting work from the traditional manual operation to automation, digital and intelligent direction. Under the background of big data era, digital accounting transformation has become the inevitable choice of enterprise development. First of all, digital transformation can improve efficiency. Traditional manual bookkeeping mode is prone to data errors and requires frequent repeated operations, while adopting digital bookkeeping mode can effectively reduce repetitive work and improve work efficiency. For example, after switching to digital bookkeeping mode, accounting software can be used to automatically identify invoice information and automatically generate accounting vouchers, reducing the daily workload of accountants and allowing them to have more time for financial analysis and decision support. Secondly, digital transformation can improve quality. Digital bookkeeping mode can provide more accurate data, avoid human operation errors, errors and omissions, and improve the accuracy and accuracy of bookkeeping. Digital transformation can effectively strengthen the supervision and control of financial management, and provide more comprehensive, real and reliable financial information, which has important value for the decision-making and growth of enterprises. Thirdly, digital transformation can improve transparency. Digital transformation can enable all financial information of enterprises to be centrally managed, avoid information dispersion, information island and other problems, convenient for enterprises to carry out unified management and control. At the same time, digital transformation can also ensure the security of financial data, enhance the confidentiality of enterprise information, avoid the risk of leakage and loss.

2. The problems faced by digital transformation of enterprise accounting in the era of big data

(1) Enterprises lack of understanding of digital transformation, affecting the transformation process

In the era of big data, digital transformation of enterprise accounting is very necessary, however, many enterprises still have insufficient understanding of digital transformation. Some enterprises think that they only need to transfer the traditional manual accounting work to the spreadsheet, that is, digital transformation. In fact, digital transformation is much more than that. Digital transformation requires enterprises to redefine financial and accounting processes and optimize them in conjunction with big data technology. In addition, some enterprises do not fully understand the benefits and necessity of digital transformation, resulting in a slow process of digital transformation, poor results, or worried that digital transformation will lead to information leakage or data loss, so they have little enthusiasm for digital transformation.

(2) Inconsistent data sources lead to statistical analysis deviation

With the continuous popularization of big data technology, accounting in many enterprises has gradually realized digitalization. However, the digital transformation of enterprise accounting is not achieved overnight, often need to go through the process of continuous improvement and continuous improvement. Among them, the inconsistency of data sources is a problem that cannot be ignored, resulting in the deviation of statistical analysis. Enterprise accounting involves a wide range of data sources, including the company's internal financial data, social and economic data. And these data may come from different systems, different departments, different time periods. If companies can't manage and integrate this data effectively, it will lead to the problem of inconsistent data sources. For example, many enterprises have problems such as inaccurate data collection, inconsistent data format and delayed data update. If these problems cannot be solved in time, the accuracy and reliability of accounting data will be affected.

(3) Data processing is too time-consuming, affecting the timeliness of data

In the era of big data, the speed of data processing has increasingly become a major problem faced by enterprises in digital transformation. Especially in the field of accounting, with the expansion of enterprise scale and the growth of business volume, the amount of accounting data has become more and more large. As the traditional manual processing of data gradually can not meet the business needs, enterprises must adopt the digital way to process data. In the process of digital transformation, the time consuming problem in the process of data processing is an important factor affecting the effectiveness of accounting work. Data processing is too time-consuming, often affect the timeliness of data, resulting in its support for enterprise decision-making reduced. For example, financial statements, balance sheets, etc. need to be updated almost every month, but if the data processing time is too long, it will lead to a delay in the update cycle, affecting the decision maker's judgment timeliness.

(4) Lack of data analysis ability, the mining and application of big data is insufficient

With the application of big data, enterprises need to conduct in-depth analysis of data to dig out value from it. However, the internal staff of some enterprises still lack sufficient data analysis ability, which means they cannot make full use of data resources. People who lack data analysis ability are often unable to accurately understand big data, find potential business value from it, and provide due support for enterprise decision-making. The lack of data analysis ability of internal personnel in the enterprise and the lack of big data mining and application are easy to lead to the lack of accuracy in the development of strategic decisions. Therefore, enterprises must incorporate the development of internal personnel's data analysis ability into their digital transformation plans, and provide appropriate training, education and other support to employees when needed.

3. Countermeasures for digital transformation of enterprise accounting in the era of big data

(1) Strengthen the cognition of digital transformation and strengthen the transformation promotion

With the advent of the era of big data, enterprises are facing more challenges and opportunities, and digital transformation has become an inevitable. In the process of digital transformation, enterprises need to establish digital consciousness, strengthen the cognition of digital technology, and actively promote digital transformation. Specifically, if enterprises want to win in the competition, they must strengthen the digital awareness, pay attention to the cultivation and introduction of digital talents, improve the digital technology and process, in order to enhance the core competitiveness of enterprises. First of all, enterprises need to understand the significance of digital transformation. Digital transformation can not only bring more efficient, more economical and more accurate accounting data processing capabilities for enterprises, help enterprises find problems in time and improve decision-making efficiency, but also effectively reduce costs and improve profit margins. Therefore, only by deepening the cognition of digital transformation and actively promoting the application of all kinds of digital financial technologies, can enterprises obtain more benefits. Secondly, enterprises need to reserve digital talents. Digital transformation needs the support of professional and technical talents, and enterprises need to strengthen the cultivation, introduction and retention of talents. Cultivating accounting talents with digital skills is an important guarantee for enterprises to promote accounting digital transformation and adapt to the characteristics of the era of big data. Finally, enterprises need to gradually improve the digital technology and process, through process optimization and management standards and other measures to promote the rapid landing of digital transformation.

(2) Standardize the data collection process to ensure complete, consistent and accurate data sources

Standardizing the data collection process is the key to ensure the success of digital transformation. In the era of big data, enterprises should pay attention to the standardization and digitalization of accounting data. First, enterprises should improve the data collection process to ensure that data sources are complete, consistent and accurate. By establishing a specialized financial data platform and integrating financial software and management information system, enterprises can manage all kinds of financial data in a unified manner. At the same time, the responsible person should be clearly defined to ensure that the data is effectively collected in the first time. Secondly, enterprises should optimize the financial data processing process and increase the use of advanced technological means, such as big data analysis and artificial intelligence, so as to scientifically and effectively mine financial data. These technologies can help enterprises realize automatic extraction, classification and sorting of financial data, improve the quality of data, and have great significance for the improvement of the effectiveness of enterprise financial work. Finally, enterprises should strengthen data management and quality control. Enterprises need to formulate strict data management norms and security policies, strengthen data backup and protection, and enhance the traceability and auditability of data; Data quality control should be strengthened to ensure the accuracy and reliability of data through data verification and other methods. Practice shows that in the process of digital transformation, standardizing the data collection process is a very important link.

(3) Introduce big data processing tools to improve the efficiency and timeliness of data processing

As the amount of accounting information data involved in the development of enterprises gradually increases, it becomes more and more difficult to deal with and analyze these data in time, and the traditional manual processing can no longer meet the needs of enterprises. Enterprises should introduce big data processing tools to improve the efficiency and timeliness of accounting data processing. Data processing tools can process huge amounts of data in real time, automatically analyze data and mine value information, so as to provide accurate, timely and comprehensive decision-making basis for enterprises. The adoption of data processing tools can greatly shorten the data processing time, avoid the occurrence of human errors, reduce the cost and risk of enterprises. At the same time, data processing tools can also provide enterprises with more accurate data analysis and prediction, which is very important for the decision makers of enterprises. Through data analysis, companies can better understand themselves, their markets, and their consumers. According to the data analysis results, enterprises can make effective decisions for the market and improve their competitiveness. In the process of digital transformation,

enterprises need to gradually change from traditional manual processing to technical digital data processing mode, and use advanced data processing tools to improve efficiency and quality. This requires enterprises to strengthen the support of digital technology and build more perfect digital equipment and processes.

(4) Training enterprise internal personnel data analysis ability, improve the level of data analysis

The digital transformation of enterprise accounting cannot be separated from the support of talent team, so it is very important to train internal staff's data analysis ability and improve the level of data analysis. In order to ensure the smooth progress of accounting digital transformation, enterprises should improve the data analysis skills and levels of internal employees through training and other ways. First of all, enterprises need to provide relevant training and education for their employees, which can be online learning, self-study or vocational training courses. Relevant learning resources can provide accountants with more knowledge of data analysis, including data statistics, data mining, data visualization, and so on. Secondly, enterprises should actively introduce a variety of data analysis tools, improve the software and hardware foundation of accounting digital transformation, and create conditions for employees to practice their new skills. These new accounting tools can help staff better process and analyze data, and provide more information and support for accounting decisions.

Epilogue

In short, the digital transformation of enterprise accounting in the era of big data has been an irresistible trend. The adoption of digital accounting mode, improve efficiency, quality, transparency and innovation ability, is the only way to digital transformation of enterprise accounting, but also the key to maintain the competitive advantage of enterprises. Enterprises should strengthen the cognition of digital transformation, standardize the process of data collection, cultivate the ability of internal personnel to analyze data, and prepare for digital transformation from different levels.

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