

Study on the transformation of enterprise financial Accounting to Management Accounting in the era of Big Data

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Abstract: As the techniques of big data, electronic payment, shared financial service and financial robotic process automation emerges and applies to business, the traditional financial accounting is more and more difficult to meet the needs of enterprise financial management. The transformation from financial accounting to management accounting is imminent. Enterprises should keep the training of management accounting in focus, regular organization of management accounting training would enhance the professional skills of financial management personnels; Applying big data techniques to build financial management platform, would promote financial data sharing, accelerate the pace of financial accounting transformation; Building a financial sharing center could promote the integration of business and finance and improve the quality of financial management; We should also advance the financial management system, improve the accuracy of financial budgeting and final accounts, strengthen the ability of enterprises to prevent financial risks, and train more excellent management accountants.

Key words: big data techniques; Enterprise financial accounting; Management accounting; Transformation path

Introduction

Management accounting is an important pillar of enterprise financial management, who is responsible for accounting planning and control, forecasting and decision-making, including overall arrangement of enterprise production budget, daily production cost management, financial analysis, reasonable control of enterprise expenditure, optimizing the allocation of enterprise resources, and further improve the level of enterprise financial management. To support enterprises seizing the opportunity in the fierce market competition, the new techniques of cloud computing, blockchain and financial robotic process automation applies to business, the way of enterprise financial management then changed radically. Traditional financial accounting is no longer competent to financial management, and the transition to management accounting is imminent. Enterprises should actively respond to the challenges of the era of big data, build financial sharing center, promote the sharing of business data and financial data, provide more accurate financial data for the decision-making. Enterprises should also clarify the function of management accounting, establish financial database, which is crucial of applying big data, cloud computing and other technologies of data management. So that enterprises could timely discover the hidden risks in financial management, comprehensively improve the enterprise's ability to resist risks and promote the long-term development of enterprises.

1. In the era of big data, the dilemma faced by enterprise's transition from financial accounting to management accounting.

1. The knowledge system of financial personnel is not perfect

Enterprise financial management personnel work philosophy is conservative, limited to learning financial management knowledge, accounting related professional skill level certificate, ignore the learning of financial sharing, financial robots and big data technology, did not keep up with the intelligent finance and taxation, industry and finance integration of new trends, naturally difficult to be competent for modern enterprise financial management. For example, although some financial management personnel can skillfully operate financial management software, but the financial robot operation, database management and financial sharing and other new skills do not know much, the financial management knowledge system is not perfect, in the process of management accounting transformation encountered numerous obstacles.

2. The application level of big data in enterprises is low

Although many enterprises have realized financial management informatization, they mainly use simple financial management software such as Kingdee and Yonyou. Few enterprises introduce high-end big data technology such as financial sharing center and cloud computing, which affects the application of big data technology in corporate financial management and leads to the failure of financial management personnel to obtain first-hand financial data in time. Has affected the allocation of enterprise resources. For example, the traditional financial management software of enterprises can not realize the sharing of financial data, leading to the "time difference" between business and financial management data, which not only affects the efficiency of financial management, but also affects the transformation of financial accounting to management accounting.

3. Lack of management accounting related training

Many enterprises' financial department training mainly focuses on information management, accountant vocational skill level examination, new accounting standards, etc., ignoring the professional training of management accounting, resulting in a lot of financial management personnel lack of a clear understanding of financial accounting and management accounting functions, service objects and working standards. For example, the training of enterprise financial management personnel on the basic working standards of management accounting, job functions, budget management and other explanations are not in place, affecting the understanding of financial accounting on the function of management accounting, difficult to stimulate their enthusiasm for transformation, which is also one of the main factors

affecting the number of enterprise management accounting.

2. In the era of big data, the necessity of the transformation from financial accounting to management accounting.

1. Implement the intelligent budget system and optimize the matching of enterprise resources

In the era of big data, enterprises are facing more severe financial risks, which puts forward higher requirements for financial budget, data analysis and resource allocation. However, financial accounting is not qualified for intelligent budget work. Therefore, management accounting is the future trend of enterprise financial management. For example, management accounting can use intelligent financial management system to carry out intelligent budget work, carry out 24-hour monitoring on the operational financial indicators of enterprises, online transaction indicators, and set up a certain early warning peak according to the enterprise's working capital. Once the system detects that the data is near or exceeds the early warning peak, the system will automatically send a security alert to the management accountant. Further improve the quality of financial budget, reasonable allocation of enterprise resources.

2. Build an industry-finance integration system to improve management efficiency

With the development of big data and artificial intelligence technology, finance and enterprise management begin to be integrated, and the importance of management accounting becomes more and more prominent. Management accounting can use financial sharing center and financial management software to comprehensively and dynamically collect business management and financial management data, so as to provide more accurate and comprehensive data for decision makers to help them make correct decisions, so as to promote the long-term development of enterprises. Management accounting can further build a financial integration system, optimize the financial budget, final accounts and risk prevention, and further improve the efficiency of financial management.

3. Strengthen financial risk prevention and promote enterprise development

Financial accounting is mainly responsible for making all kinds of financial statements and providing corporate financial data for investors and tax authorities, etc., but has little understanding of corporate internal management data and cannot predict financial management risks in time. Management accounting is responsible for integrating business, management and financial data, intelligent financial budget and final accounts, to provide more accurate data for the internal decision-making level, conducive to the whole process of monitoring the financial management status of the enterprise, timely discover the hidden financial risks, and take relevant measures, so as to enhance the enterprise financial risk prevention awareness, avoid the enterprise capital chain break.

3. In the era of big data, the path of enterprise's transformation from financial accounting to management accounting

1. Build a financial sharing center and build an industry-finance integrated management system

First of all, enterprises should increase the investment in the hardware and software facilities of the financial department, build advanced financial sharing center, create cross-departmental communication and cooperation opportunities for business departments, administrative departments and financial departments, build an industry-finance integrated financial management system, enhance the awareness of financial accounting big data application, so as to urge them to actively transform to management accounting. For example, enterprises can set up a financial sharing center, set modules for financial departments, business departments and business departments, require all departments to upload production, sales, procurement, electronic payment and reimbursement data in a timely manner, realize real-time data sharing across departments, urge financial accounting to collect and analyze all kinds of data in a timely manner, and subtly guide them to transition to management accounting. To further enhance their awareness of big data application, data analysis ability and financial management ability. Secondly, enterprises should actively establish financial databases, implement data management responsibilities to individuals, penetrate new concepts such as intelligent finance and taxation, intelligent budgeting, guide financial accountants to learn new skills, and encourage them to learn from management accounting with an open mind. For example, enterprise management accounting reasonable allocation of financial sharing center database management work, let financial accounting participate in the database collection, analysis and management work, let them master data management, data decision-making and other skills, to help them smoothly transition into management accounting.

2. Strengthen the training of financial personnel and enhance their professional abilities

Enterprises should actively respond to the challenges of the era of big data, attach importance to the development of professional ability of financial management personnel, establish a normal financial department system, carry out special training of management accounting, further deepen the understanding of financial accounting on the function of management accounting, service objects and working standards, stimulate their enthusiasm to transition to management accounting. First, enterprises can invite professional accountants to explain the function of management accounting, and explain the change of enterprise management accounting function in the era of big data, financial sharing center and intelligent finance and tax and other new ideas, to further enrich the professional knowledge reserve of the staff of the financial department, stimulate the enthusiasm of the transformation of financial accounting to management accounting. For example, professional accountants can explain the intelligent financial and tax work flow of management accounting, promotion space and the operation skills of financial sharing center, and explain the integration of industry and finance financial management mode, so that financial accountants can feel the application of big data, cloud computing and financial robots in enterprise financial management, enhance their risk awareness, urge them to constantly learn management accounting skills. Second, the enterprise can organize the financial department to go out to study, let them study deeply in accounting firms, let them follow senior accountants to learn, deepen their understanding of the

functions of management accounting posts, cultivate their rigorous and meticulous working attitude, let them skillfully operate the financial sharing center, intelligent financial management system, Let the financial accountant master the job skills of intelligent finance and taxation, intelligent budget, scientific decision-making and so on.

3. Standardize the financial management system and establish a financial control and prevention system

In the background of the current era of big data, the advantages of management accounting are increasingly reflected, enterprise financial personnel must strengthen the importance of management accounting work, get rid of the traditional accounting concept, fully realize the flexible and convenient characteristics of management accounting, in order to help enterprises achieve long-term development. First of all, in the early stage of the transformation to develop operational, standardized, novel financial control measures, and the traditional work process to comb and optimize, some cumbersome and ineffective links to be removed, but also to add risk control links, in order to provide guarantee for the smooth development of work. Secondly, it is necessary to determine the progress of system integration reasonably. At the beginning of the management system online, it is bound to involve the management system and the traditional accounting system run together, this period of financial personnel will be faced with heavy, high-intensity work, there will be a certain conflict. This requires a reasonable planning of the work schedule and work content, to minimize the adjustment of personnel positions, so as to minimize the operational risk of potential personnel. Finally, the risk control in the transition from financial accounting to management accounting should be strictly controlled. We can make use of advanced artificial intelligence software for comparative analysis of financial management risks, and with the assistance of advanced technical means, we can effectively prevent and control the system risks generated in the process of transformation and the subsequent system upgrade risks. Scientific setting of software login permissions, account and password management and distribution should also develop effective risk control measures.

4. Apply big data technology to accelerate the transformation of financial accounting functions

The transformation of enterprise financial accounting to management accounting cannot be separated from the support of big data, therefore, enterprises should actively apply big data technology, and constantly improve the information literacy of financial accounting and intelligent financial management ability. First of all, the enterprise should establish a perfect big data system, requiring the financial department, business department timely upload the data, by the chief financial officer according to the enterprise financial budget, working capital and other Settings of risk value, once the system is attacked by external hackers or financial data beyond the risk value, the system can timely send alarm signals to the financial management personnel. Remind management accounting to check the security of the financial database in time, update the system firewall, to avoid financial data leakage. Big data system can transform the financial accounting function of enterprises, let them participate in data management, financial risk warning and other work, so as to accelerate the pace of their transformation. Secondly, enterprises should develop perfect financial big data management system rules and regulations, clear financial controller, management accounting, financial accounting and business department functions, further standardize their work flow, focus on the accuracy of management accounting data, intelligent budget accuracy, database management, financial annual report evaluation, excellent performance of management accounting can be rewarded, In order to stimulate the transformation of financial accounting to management accounting, further expand the enterprise management accounting team, improve the level of financial management, for the sustainable development of the enterprise "escort".

4. Conclusion

Under the background of big data era, management accounting is the inevitable trend of enterprise financial accounting development, but also the "soul" of enterprise financial management reform. Enterprises should actively build big data management platform and financial sharing center, so that financial accountants have the opportunity to participate in financial data management, intelligent finance and taxation, intelligent budget and other financial management work, enhance their big data application awareness, enhance their professional ability, so as to encourage them to transition to management accounting. At the same time, the enterprise should carry out management accounting training, invite senior management accountants to explain financial sharing, financial robots and intelligent financial management system operation, further improve the professional ability of financial accounting, let them be competent for management accounting work as soon as possible, cultivate more excellent management accounting, and improve the quality of enterprise financial management.

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