

Research on the Digital Transformation and Development of Accounting Work

Yingchun Lv

Shandong Foreign Trade Vocational College, Taian 271000, China.

Abstract: The rapid development of the digital economy has caused a certain impact on accounting work. In order to meet the needs of the development of the times, the digital transformation of accounting came into being. Taking digital transformation as a starting point, this paper analyzes the value implications of digital transformation of accounting work and explores the new development model of digital transformation of accounting work.

Keywords: Digital Transformation; Accounting; Financial Sharing

1. The connotation of digital transformation in accounting

1.1 Digital transformation

Digital transformation is a process of digital technology as the core, from the optimization of social resource allocation, industry transformation to new empowerment of enterprises, leading to a new round of technological innovation. Digital technologies play a central role in social and industry-level change, triggering a strategic response from organizations that use digital technologies to change the value creation paths they previously relied on to remain competitive^[1]. With the development of digital technology, human society has gradually transitioned from the information age and opened the door to the digital age. Digital transformation has given enterprises new development momentum^[2], which can help enterprises achieve refined management of the whole process, promote the improvement of operational efficiency and reduce operating costs^[3], and improve the allocation of enterprise resources through the efficient flow of data^[4], which is a strong driving force for improving enterprise production efficiency^[3], so the high-quality development of enterprises is inseparable from the process of digital transformation.

1.2 Digitization of accounting

The transformation of accounting work mode, supported by technology, has mainly experienced the processes of manual accounting, accounting computerization, accounting informatization, industry-finance integration, intelligent finance, etc., and gradually moved towards digital transformation. The digitalization of accounting work is mainly the use of digital technology to efficiently account and supervise the economic activities of enterprises, free simple and repetitive work from it, and enable accountants to make corporate financial strategies with the help of data information provided by digital technology. In the process of digital transformation of accounting work, resources such as technology, processes and personnel are continuously integrated, improving efficiency and reducing various costs. With the continuous advancement of digital technology, accounting work can realize real-time decision-making support for economic business, build an integrated system of industry and finance, and continuously promote the efficiency of accounting work.

2. The value implications of digital transformation in accounting

2.1 Support the strategic management of enterprises

In the process of digital transformation of accounting work, the data-based and platform-based mode of enterprise management is

gradually realized, and the use of various technologies can improve the quality and efficiency of data collection. The management collects in a targeted manner, sorts, screens, processes, etc. the obtained information, stores it in the database, applies data mining technology, explores potential value, and outputs information that can be used for decision-making in combination with the actual situation of the enterprise^[5]. On the one hand, it enhances the perspective of strategic decision-makers and makes high-level strategic management strategies with the help of the financial value discovered behind big data. On the other hand, the optimized data integration system, rich database, and deepened industry-finance integration platform provide better assistance for the management of enterprise decision-makers.

2.2 Intelligently control operational risk

In the traditional financial management model, it mainly relies on the personal ability and experience of financial personnel to judge risks and losses, but there is uncertainty and concealment of risks, which makes it difficult for financial personnel to timely and effectively discover the operational risks of enterprises^[6]. With the help of digital technology, these problems can be solved. In the digital transformation of accounting work, a financial risk early warning mechanism is established, and through the monitoring of data, the causes of abnormal data are analyzed and potential risks are identified. The construction of the financial sharing platform fully grasps the operation of enterprise economic activities, and the epitome of enterprise economic operation is in the flow of data, so as to realize the management of risks and formulate risk prevention mechanisms, which is conducive to the stable operation of enterprises.

2.3 Optimize the financial sharing system

Financial sharing is the fuel for the digital transformation of accounting work. Integrate business and finance, and realize all-round management of enterprises with the help of digital technology. The establishment of the financial sharing platform can realize the close communication between business personnel and financial personnel. Better understanding of business matters and strategic decisions for the financial process; Business personnel can also improve service capabilities and quality in the process. With the help of the financial sharing platform, a series of tracking from the beginning, process and result of economic business can be realized, which is conducive to financial personnel understanding the depth and breadth of each link of business, and giving reasonable financial construction based on data analysis; Find out the possible risk points in each link and optimize the business process. It is no longer an independent business and financial matter, and the digital transformation of financial sharing is conducive to better playing the role of sharing, standing at an all-round height to help enterprises improve quality and efficiency and digital transformation of accounting work.

3. The development path of digital transformation of accounting work

3.1 Improve the digital literacy of accountants

Accountants have an important mission in the digital transformation of accounting work. The improvement of the digital literacy of accounting personnel has accelerated the process of digital transformation of accounting work, and can provide a digital model for digital transformation that adapts to the accounting profession. At the same time, the digital transformation of accounting work will greatly reduce the heavy workload of accounting personnel, improve work efficiency, optimize work mode, and enable accounting personnel to create greater value. Therefore, the digital transformation of accounting work should improve the digital literacy of accounting personnel. First of all, accounting staff should change their thinking and concepts. The work of accountants is not only limited to the realization of the basic accounting functions of accounting and supervision, but also needs to integrate and analyze data with the help of digital means, and gradually penetrate into forecasting, management, decision-making, etc., to realize the transformation to management accounting. Second, accountants should strengthen the learning of digital technology. To establish the concept of lifelong learning, solid accounting professional knowledge can no longer meet the process of accounting digitalization, and it is necessary to further familiarize yourself with the operation and maintenance of financial platforms, RPA, BI and other systems. Finally, accounting personnel should organize regular training and learning. In order to better adapt to the digitalization of accounting work, sequential training is carried out to further improve the digital literacy of accounting personnel based on the real needs of the company.

3.2 Build a complete digital financial operating system

The digital financial operating system is an important carrier in the digital transformation of accounting work. The development of accounting digitalization is not yet mature, and in the process of continuous transformation, it faces many challenges to combine traditional financial accounting work with modern intelligent digital technology. In the actual application of digital financial operating system in some enterprises, problems such as system instability occur, which has caused troubles to accounting and financial management. On the one hand, digital accounting staff are required to be able to identify and carry out manual intervention; On the other hand, the maintenance of the standardization and stability of the digital financial system needs to attract the attention of enterprises. The standardization of digital financial operating systems is the main force to ensure the digital transformation of accounting work. The most important of these is the security of the data. To prevent economic losses caused by data and other information leakage, improve the standardization of digital financial operating systems, formulate risk emergency plans, stably promote the digital transformation of accounting work, and promote the high-quality development of enterprises in the development of digital transformation of accounting.

3.3 Promote multi-party cooperation

The digital transformation and development of accounting work is not only about the transformation of the accounting industry, but also about the impact of accounting information users such as the government. Therefore, the digital transformation of accounting work requires the cooperation of multiple forces. Government departments should take the lead, and relevant government departments should encourage, support and guide the development of digital transformation of accounting work by formulating corresponding policies, attach importance to the digital transformation of accounting work, do a good job in technical support for the digital transformation of accounting work, and use digital technology as the driving force to ensure the smooth and sustainable development of digital transformation of accounting work. As an important place for the digital transformation of accounting work, enterprises should actively cooperate with the government's response to participate in the digital construction team, provide suggestions for the digital transformation of accounting work with their own practical experience, and continuously promote the high-quality development of accounting digitalization. The digital transformation of accounting work is indispensable to the participation of accounting personnel, schools and other continuing education and training bases should keep pace with the times, combine digital technology with financial expertise, and cultivate digital accounting personnel who adapt to market demand.

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