

Research on the Problems and Countermeasures of Compound Accounting Talents Training under the Background of Digital Economy

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Keywords: Digital economy, compound accounting talents, problems and countermeasures

Abstract: Under the background of digital economy, the cultivation of compound accounting talents faces many problems. What the financial management of the enterprise needs is to have the big data thought and the skill compound talented person. However, the current education system still follows the traditional education method, neglecting the training of accounting personnel's digital skills and data analysis ability. This paper analyzes the new demand for the cultivation of accounting talents in the background of digital economy and the problems faced by the cultivation of compound accounting talents, and these problems on the quality of accounting personnel training and social needs, and put forward targeted countermeasures and suggestions to improve these problems, improve the quality of the training of complex accounting personnel, to meet the needs of the digital economy.

1. Demand of accounting talents training in digital economy

1.1 Information technology ability

With the rapid development of information technology, more and more information technology is needed in accounting work, accounting personnel need to have a certain amount of information technology skills, can skillfully use a variety of accounting software and information systems.

1.2 Ability to analyze data

With the development of digital economy, the importance of data is becoming more and more obvious. Accountants need to have the ability to analyze data to extract useful information from huge amounts of data, support the decision-making of the enterprise.

1.3 Financial knowledge

With the rapid development of financial technology, there is a growing demand in the financial market for qualified accountants, ability to understand and use financial products and services.

1.4 High comprehensive quality

With the globalization of economy and the aggravation of market competition, accountants need to have high comprehensive quality, including communication ability, leadership, team cooperation ability and so on.

2. The problem of training compound accounting talents under the background of digital economy

2.1 The lack of information technology ability

With the rapid development of information technology, accounting work needs to use more and more information technology, but at present many accountants lack the necessary information technology ability and cannot use the accounting software and information system effectively, which restricts the development of enterprises to a certain extent. [5]

2.2 Lack of data analysis ability

With the development of digital economy, the importance of data becomes more and more obvious, accountants need to have certain data analysis ability, however, many accountants lack the ability of data analysis and cannot extract useful information from massive data, which also restricts the development of enterprises to some extent. [4]

2.3 Lack of financial knowledge

With the rapid development of fintech, there is an increasing demand for accountants in the financial markets, but at present many accountants lack the necessary financial knowledge, failure to understand and use financial products and services, to a certain extent, has affected the development of enterprises.

2.4 Lack of comprehensive quality

With economic globalization and increased market competition, accountants need to have a high level of comprehensive quality, including communication skills, leadership, teamwork and other aspects, however, in the current accounting personnel training, too much emphasis on professional skills and neglect of the comprehensive quality and ability of students, resulting in students' career development is limited.[1]

2.5 Lagging education system and unreasonable curriculum

With the development of the digital economy, the traditional accounting course can not meet the needs of the practical work. But the current education system can not adapt to the development of the digital economy in time, the curriculum and teaching methods are relatively backward, this is mainly reflected in the lack of timely updating and adjustment of the curriculum. It leads to a lack of practical work needs and a lack of necessary interdisciplinary knowledge and skills among students, which has affected the development of enterprises to a certain extent.

2.6 Lagging teaching methods

At present, most of the teaching methods, whether multimedia or the popular so-called reversal of

the classroom, have been unable to meet the training needs of complex accounting personnel. It is necessary to adopt more practical and innovative teaching methods to cultivate the comprehensive quality and ability of accounting students, especially to give students a broad platform and scene. In other words, practice teaching can not be limited to the campus, nor can it rely only on corporate internships, these low-cost internships and the school's theoretical curriculum and training goals are seriously separated.

2.7 Lack of practice and poor quality of practice

Accounting is a very practical discipline, students need a lot of practice opportunities to improve their practical ability and problem-solving ability. But at present, the practice opportunities of many colleges and universities are seriously insufficient, which can not effectively deal with the challenges in the real work. This is mainly reflected in two aspects, including lack of practice and poor quality of practice.

2.8 Insufficient teaching capacity

As the digital economy evolves, there is an increasing demand for accounting teachers, given the cross-disciplinary knowledge and skills required to develop a multi-disciplinary accounting workforce, the requirements for teachers are relatively high, but at present, many universities lack of teachers with cross-disciplinary knowledge and practical experience.

To sum up, in the context of the digital economy, the problems that compound accounting talents face include the lack of information technology ability, the lack of data analysis ability, the lack of financial knowledge, the lack of comprehensive quality, the backwardness of education system, the unreasonable curriculum, the backwardness of teaching methods, the lack of practice opportunities and the shortage of teachers, measures need to be taken to improve it.

3. The influence of the problems faced by the cultivation of compound accounting talents on the quality of talents cultivation and social needs under the background of digital economy

Under the background of digital economy, the problems faced by the cultivation of compound accounting talents have an important impact on the quality of talents cultivation and social needs, it mainly includes the following aspects.

3.1 The quality of talents decline

Due to the lack of clear training objectives, backward curriculum, single teaching methods, lack of practice opportunities, etc., the training quality of compound accounting talents is affected, and the quality of talents declines, which can not meet the needs of the society.

3.2 Increasing difficulty in obtaining employment

Due to the lack of clear training objectives, students' lack of comprehensive quality and interdisciplinary knowledge, the difficulty in obtaining employment has increased and they are unable to adapt to the needs of society.

3.3 Business operations are hindered

By the lack of comprehensive quality of accounting staff, information technology and data analysis capabilities, and the inability to achieve digital transformation and upgrading.[3]

3.4 Social needs cannot be met

Due to training model problems and bottlenecks, the social demand for complex accounting talent cannot be met, which affects not only the development of enterprises, but also the economic development of society.

These problems not only affect the career development of students and the competitiveness of enterprises, but also restrict the development of accounting and adapt to the needs of the digital economy era. Therefore, we need to take appropriate measures to improve these issues, improve the quality of the training of complex accounting personnel to meet the needs of the era of digital economy.

4. Measures to improve the training quality of compound accounting talents in the era of digital economy

4.1 Clear training objectives

Colleges and universities can make clear training objectives by formulating clear training programs for compound accounting talents, pay attention to the training of students' comprehensive quality and ability.[2]

4.2 Adjust the curriculum according to needs

Institutions of higher learning can work with relevant enterprises to better understand the actual needs and trends of current accounting work, and adjust the curriculum according to needs, we will increase interdisciplinary courses such as information technology, data analysis and financial knowledge to meet the requirements of the digital economy era and improve the employment competitiveness of students.[6]

4.3 Adopt a variety of teaching methods

Colleges and universities can adopt a variety of teaching methods, such as case teaching, project teaching, team teaching, etc. When colleges and universities adopt various teaching methods, they should pay attention to the effect of implementation, evaluate students' learning situation and feedback, and adjust teaching methods and strategies in time. [7]

4.4 Strengthen practical teaching

Universities can work with enterprises to establish practical bases and provide more practical opportunities for students to learn and apply knowledge in practice, and improve their practical and problem-solving abilities.[8]

4.5 Strengthen the construction of teachers

On the one hand, universities may introduce teachers with cross-disciplinary competence and practical experience, on the other hand, it can also strengthen the training of teachers, improve the professional quality and practical ability of teachers to meet the new teaching needs and improve the quality and level of teaching.

4.6 Promote industry-university-research cooperation

Universities can collaborate with enterprises in research and development projects, promote industry-university-research cooperation and provide more practical and employment opportunities for students, to improve students' practical ability and innovation ability, but also to provide enterprises with talent in line with demand.

To sum up, in view of the problems existing in the cultivation of compound accounting talents, colleges and universities should adopt clear countermeasures and suggestions, it includes making clear the training goal, renewing the curriculum, adopting various teaching methods, strengthening the practice teaching, strengthening the construction of teachers, promoting the cooperation of production, teaching and research, etc., to meet the needs of society.

5. Conclusion

Under the background of digital economy, the training of compound accounting talents is facing new challenges and needs. At present, there are some problems in the cultivation of multi-disciplinary accounting talents, such as lack of clear training objectives, backward curriculum, single teaching methods, lack of practice opportunities, etc. These problems lead to the quality of personnel training is not high, can not meet the social needs of the problem. In order to deal with these problems, we need to take corresponding countermeasures. First of all, colleges and universities should be clear about the training objectives of complex accounting personnel, pay attention to the training of students' comprehensive quality and ability. Secondly, colleges and universities should update and adjust the curriculum in time to meet the needs of the development of digital economy, increase information technology, data analysis, financial knowledge and other interdisciplinary courses. Third, colleges and universities should adopt a variety of teaching methods, pay attention to practice and innovation, improve students' practical ability and innovation. Fourthly, colleges and universities should strengthen practice teaching, provide more practice opportunities, enable students to learn and apply knowledge in practice, improve practical ability and problem-solving ability. Finally, colleges and universities should strengthen the construction of teachers, the introduction of cross-disciplinary ability and practical experience of teachers, improve the quality and level of teaching. At the same time, colleges and universities should actively cooperate with enterprises, promote the cooperation of production, teaching and research, provide more practice opportunities and employment opportunities for students, and also provide talents to meet the needs of enterprises. Through the implementation of the above countermeasures, we can improve the status quo of the training of complex accounting personnel, improve the quality of personnel training to meet the needs of society. At the same time, it can also provide inspiration and reference for other professional personnel training.

Acknowledgement

This paper is funded by the 2023 teaching research project of Liaoning University of Science and technology-research on the training model of multi-disciplinary accounting talents under the background of digital economy (project number: LKJY202323) and the 2023 teaching research project of Liaoning University of Science and technology-research on the undergraduate talents training mode of digital economy in Liaoning province(project number: LKJY202327) and the 2022 undergraduate teaching reform project of Liaoning University of Science and technology-the teaching reform and practice of the training of "Digital intelligent" accounting talents in application-oriented universities.

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