

The impact of Accounting information on Enterprise Financial Management

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Keywords: Accounting Informationization, Enterprise Financial Management, Improvement Countermeasures

Abstract: The development of Information technology has led to qualitative changes in many areas, and has been promoting the improvement of enterprise management efficiency. In this case, accounting informatization has emerged and gradually becomes an irreversible trend, which has a significant impact on the financial management of enterprises. Therefore, this paper analyzes the impact of accounting informationization on enterprise financial management, and puts forward improvement measures, hoping to provide a reference for the reform and innovation of enterprise financial management.

1. Introduction

The accounting informationization mainly uses the computer information technology and the Internet, and carry on the operation to the traditional form financial personnel's record and the work through the computer and other equipment .Using the computer to carry out the relevant accounting work relieves the pressure of the accountants and effectively improves the overall efficiency of the accountants. At the same time, computer technology can reduce the frequency of financial staff errors, making financial work more clear, specific, easy to analyze. By means of computer and financial system, the collection, analysis and calculation of data are transformed into computer operation to realize the standardization, information and integration of enterprise financial management, and to improve the level and quality of enterprise financial management.

2. The concept and main characteristics of accounting informationization.

Accounting information is financial operations carried out through the Internet and computer information systems, such as the preparation of financial statements, accounting records, etc. This has the advantage of replacing manual operations with computers, thus improving the efficiency of the accounting profession and reducing human error. The collection, analysis and accounting of data through the computer financial system can make the financial information management of enterprises more standardized, thus promoting the enterprise to develop better and faster, and making the enterprise's financial management more convenient. In the background of financial management, the company must improve the speed of accounting information to meet the rapid development of the current market economy. Therefore, we should combine the market situation to strengthen the internal financial management, and constantly adopt new information technology to

do a good job of enterprise financial management in the process of enterprise development.

Accounting Informatization has the following main characteristics: (1) universality. From the perspective of the development of accounting information, modern information technology can be widely used in any field of accounting management, eventually resulting in the development of information widely accessed by all institutions and a complete financial management system. (2) integration. The accounting informationization carries on the new reorganization to the related accounting data, thus realizing the enterprise organization inside and outside information conformity. (3) real-time. The accounting information in the accounting informationization is collected dynamically, and the external and internal financial data produced during the operation of the enterprise can be stored, calculated and released in real time. Therefore, the accounting information can reflect the development of the enterprise. (4) gradualism. It is a gradual process for enterprises to realize accounting informationization. First of all, the accounting system established by accounting information can be used for timely accounting of the financial situation of enterprises. Secondly, the traditional accounting mode of enterprises can be well integrated with modern information technology, so as to further expand the application scope of information technology in enterprises, and gradually realize the comprehensive information of enterprise accounting through information technology. Finally, the use of information technology to reform the traditional accounting model of enterprises, enterprises to achieve comprehensive financial information.

3. The influence of accounting informatization on enterprise financial management

3.1. The influence of accounting informatization on enterprise traditional accounting

The traditional forms of accounting work mainly include the generation, transmission, accounting and management of information. The generation of accounting information has a certain impact on these work. First of all, in the generation of information data, the traditional form of accounting work collects accounting vouchers through the manual way, and then compiles, integrates and processes information data. With the large-scale application of information technology, financial personnel are using information technology to prepare electronic evidence and convert it into electronic evidence. Secondly, accounting information can be used paperless office, reasonably use the Internet and computer, and improve the efficiency of financial information flow. Third, accounting information can meet the needs of enterprise modernization and meet the needs of relevant personnel. It can make the financial information analysis more transparent, and make the related personnel to understand the report content more. Finally, the realization of accounting informationization also affects the management function of the enterprise to a certain extent, so that the financial department can participate in the day-to-day management of the enterprise, which can effectively improve the position of financial management in the development of the Enterprise.

3.2. The impact of accounting informatization on the internal enterprise.

Accounting informatization has an important impact on the key control work within the enterprise. The accounting informationization has changed the traditional manual work form, and gradually becomes the finance department to carry on the accounting work the important way. In the past, the manual worksheet only needed the management of the enterprise personnel, but the accounting work using information technology not only meant the management of the enterprise personnel, but also the management and control of the accounting Information system. To a certain extent, it also enhances the management risk of the enterprise. With the implementation of accounting information, it is necessary for enterprises to carry out relevant reconciliation work and review work with computers, which puts forward higher requirements for the integrity of financial

Information data and how to enter relevant accounts into computers in detail. In the system, the workload and difficulty of financial management increase, and the accuracy of information input is also very strict.

3.3. The impact of accounting informatization on the enterprise financial personnel

The traditional accounting work only requires the accountant to know the related knowledge of accounting, but the accounting informationization requires the accountant to be higher. Accounting staff not only need to understand the basic accounting knowledge, but also to understand the relevant knowledge of computer. Because accounting informatization mainly operates on computers, if computers are not used, then work cannot be carried out. In addition, accountants should also be involved in financial management. In this respect, the use of accounting information has increased the difficulty for accounting staff and also puts forward higher requirements for the comprehensive quality of accounting personnel.

3.4. The impact of accounting informatization on the financial objectives of enterprises

With the continuous improvement of the social and economic level, the scale of production and operation of enterprises is also expanding, and the cooperation and trading activities between enterprises are becoming more and more frequent, especially the delivery of funds and pooled projects. If enterprises want to grasp the financial status and aging in time and effectively, they must realize accounting informatization to improve the efficiency of obtaining financial information effectively. In the process of obtaining financial information accurately and quickly, enterprises need to effectively compile their financial statements through accounting informatization and various kinds of financial software, clearly provide financial information to decision-makers, and then make scientific and reasonable financial decisions to improve the financial management level and efficiency of the company. Leaders should fully understand the financial objectives, combine the actual work of the enterprise's financial personnel with the problems arising in the work, improve the financial objectives in time, and ensure the successful and timely completion of the financial indicators of the enterprise, realize the maximization of enterprise development benefit, and promote the over-fulfillment of enterprise financial goal.

3.5. The impact of accounting informatization on the realization of financial internationalization

As the trend of economic globalization becomes more and more intense, the competition of financial information in the international market becomes more and more intense, which brings unprecedented pressure to the development of accounting informatization of Chinese enterprises. Chinese enterprises should improve their competitiveness in the international market. We should fully understand the relevant requirements and standards for the development of the international accounting profession, and learn from the advanced experience of foreign financial information. We should continuously improve the accounting level of enterprises, and constantly summarize the development data and information at home and abroad. We should fully understand the advantages and disadvantages of their own financial information development, take a series of targeted measures to improve China's accounting information level, strive to reach the international financial standards, and then carries on the effective link with the International accounting related standard.

4. The enterprise financial management improvement countermeasures under the background of accounting informatization

4.1. Innovate the concept of financial management.

Under the background of accounting informationization, enterprises need to constantly update the concept of management, establish the concept of informatization, and strengthen the ability to accept new technologies and new ideas. Enterprises should be people-oriented, constantly give play to the subjective initiative of employees, put themselves into enterprise financial management work, and gradually improve the effectiveness of enterprise financial management. At the same time, the financial managers of enterprises should also learn to set up the concept of scientific financial management and risk prevention and control. According to the changes in the network information environment, enterprises can strengthen the prevention and control of various financial risks to reduce the loss caused by the financial risk of the enterprise.

4.2. Clear financial management objectives

In the traditional financial management of our country, the main purpose is to pursue the maximization of the company's interests. However, with the development of accounting information, the setting of this goal cannot meet the needs of the current economic development. Therefore, the enterprise needs to be based on their own needs and the actual financial situation to formulate the new objectives of the enterprise. When the new goal is set, the enterprise also takes into account the benefits of social, shareholders and investors, so as to be able to formulate a realistic and light-hearted goal.

4.3. Improve financial management system

In the context of accounting information, enterprises need to constantly improve the existing financial management system to adapt to the development of the information age. First of all, they should form a strict and effective responsibility system and reward and punishment system, and then urge financial managers to clear the work content, do their jobs, and give full play to the role of invisible supervision. Secondly, enterprises need to implement effective incentive mechanism, encourage employees to play their work enthusiasm, take the initiative to improve their own shortcomings, maintain a responsible attitude to face the work, combine the company's interests and personal interests, and gradually improve their work efficiency.

5. Conclusion

The development of accounting information has a dual impact on the financial management of enterprises. Therefore, in order to improve the effectiveness and timeliness of financial management, enterprises need to take a positive view of the impact of accounting informatization, to understand the deficiencies of their own financial work, to innovate financial concepts, enrich financial content, and strengthen the construction of enterprise system, talents and technology. The above measures can promote the development of enterprise financial management to meet the needs of current accounting informatization and promote the smooth development of various financial management tasks.

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