

# *Discussion on Innovation of Enterprise Accounting Management under the Background of New Economy*

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**Abstract:** China's economy is in the stage of rapid development, the economic system is constantly improving, and some new economic forms are emerging, which makes the domestic economic environment constantly changing. Accounting management is an important part of all economic activities of an enterprise. Good accounting management will promote the rational and effective development of accounting business. Under the background of new economy, enterprises need to constantly explore the innovation of accounting management to meet the requirements that the traditional accounting management cannot cope with the new economic environment, and need to continuously improve the accounting management system to enhance the comprehensive level of enterprises and enhance their competitiveness in the new economic environment.

With the reform and opening up in China, our economy has developed rapidly and people's material and spiritual life have been greatly improved. And various new economic forms have emerged in China. Under the background of the new economy, the traditional accounting management model can not meet the requirements of various new economic systems. In order to develop the enterprise in the future, we must remove the old management model with low efficiency and high cost, and that exploring the new model of enterprise accounting management under the new economic background has become an inevitable trend. This paper discusses the problems existing in the accounting management under the new economic background, the requirements of the new economic environment for the accounting management, and the innovative methods of the accounting management under the new economic background.

## **1. Problems in Accounting Management under the Background of New Economy**

### **1.1 Outdated accounting management ideas**

The economic system is constantly changing, and one of the important points is the protection of intangible assets. The old accounting management of intangible assets only stays in the protection of documents. For example, for intangible assets such as monographs, patents, honors and logos of enterprises, only the protection of documents is considered, and it is easy to invade the intangible assets of enterprises. In the context of the new economy, accounting management should ensure that intangible assets are protected from documents and that they should be formed a comprehensive

assessment of their true value to achieve a comprehensive protection measure.

## **1.2 Traditional management method**

After entering the 21st century, the economy tends to be globalized, the forms of accounting activities of enterprises are diverse, and the internal links are closer, which makes the work of accounting more complex and diversified. In the context of the new economy, many companies have undergone changes in their accounting activities, which are significantly different from the traditional accounting processes. In addition, many enterprises have gradually turned into modern enterprises, and the phenomenon of economic exchanges across countries and regions has emerged in an endless stream. In view of the above phenomenon in the new economic background, the traditional accounting management methods obviously cannot meet the requirements of corporate accounting management. For example, traditional accounting management methods use hand-written methods to process accounting data, accounting data and information are all dependent on manual processing, which is obviously inconsistent with the development of modern enterprises<sup>[1]</sup>. Therefore, accounting management innovation should focus on solving the problem that accounting management methods do not meet the requirements of modern enterprises. Technologies, such as E-commerce and Internet information, are developed under the background of new economy, and their existence satisfies the management of accounting materials by modern enterprises. The innovation methods of accounting management should be considered in conjunction with e-commerce and Internet information technology.

## **1.3 Low comprehensive quality of accounting management staff**

Enterprises also have the problem of low comprehensive quality of accounting management staff under the background of new economy. It is embodied in the fact that accounting management employees are prone to job-hopping. In terms of individual employees, the knowledge of accounting management is more complicated in the new economic context and is updated quickly, and employees have limited financial management knowledge. The individual ability can not meet the requirements of modern enterprise accounting management personnel, which is equivalent to a phenomenon that employees have not met the financial management position [2]. Hence, it cannot develop according to the corresponding trajectory, and it cannot really play the role of innovation although the enterprise has carried out reforms of the economic system such as accounting management. The consequence is that although enterprises have reformed their financial management system, they can not develop in accordance with the corresponding trajectory and can not really play an innovative role. Employees are the driving force of the whole financial management. The rapid changes of employees and the loss of excellent employees will inevitably have a serious impact on the financial management structure, making it difficult for enterprises to develop benignly under the new economic background, losing sufficient competitiveness and hindering the progress of enterprises.

## **2. Requirements of New Economic Environment for Accounting Management**

### **2.1 Requirements of the market economy system in the context of the new economy**

The development of economy can not be separated from the market. Market economy is still the theme of economic development under the background of new economy. The efficiency of the enterprise gives the enterprise economic benefits in the market economy, and the development of the enterprise is affected by the fluctuation of the market economy. In the market supply and

demand system, the lack of protection of intellectual property rights by traditional enterprises leads to the lack of competitiveness and vitality in the market, which leads to the reorganization or bankruptcy of enterprises<sup>[3]</sup>. Market economy system requires enterprises to speed up the reform of management system to adapt it to modern economic system and to ensure the normal operation of capital chain of enterprises.

## **2.2 Requirements of economic globalization for accounting management**

Since the beginning of the 21st century, economic globalization has become an inevitable development trend, which has not only brought opportunities for modern enterprises, but also caused serious blows to traditional enterprises. With the development of economic globalization, production efficiency has been greatly improved, products have become internationalized, transactions between enterprises have increased, and capital flows have become large, and accounting management has become more important. Companies are required to innovate in accounting management to prevent the challenges arising from economic globalization, and to meet the opportunities brought about by economic globalization, so that enterprises can develop better and better.

## **3. Strategies for Accounting Management Innovation in the Context of New Economy**

### **3.1 Cultivating advanced accounting management thoughts**

Most of the traditional enterprises focus their work on the operation of the company's actual capital chain. This kind of enterprise concept is not feasible under the new economic background, which is the problem of the old enterprise management concept. Compared with the traditional accounting management of enterprises, enterprises under the new economic background strive to focus on the protection of intangible assets which can increase the value of enterprises from a certain point of view. So the protection of intangible assets by law is of great significance. The intangible assets of enterprises are the focus of enterprises' attention under the new economic background, and they should be put on the top of their work<sup>[4]</sup>. The rapid development of economy leads to the diversification and complexity of economy. In order to cope with this phenomenon, only accounting management innovation can ensure the healthy development of enterprises to cope with the new economic system, new economic policies and new economic development model.

### **3.2 Promoting the electronic commerce and networking management of enterprise accounting**

Under the modern economic system, the various departments of enterprises are basically connected by the network. It is urgent to promote the e-commerce and network management of enterprise accounting. With the rapid development of modern information technology, the current modern information technology has been fully able to design a system to meet the needs of enterprise accounting management. The establishment of accounting management system can meet the information exchange of various departments of the enterprise, and it is easy to find various problems in accounting management. The various problems that arise in the report are reported in a timely manner, and solutions are proposed to prevent the effects. In the old accounting management, there is often a situation in which the processing is not timely, and the networked accounting management mode will be able to timely and effectively handle the dynamic financial business under a static condition, which simplifies the manpower and speeds up the speed of solving problems. When the accounting management of enterprises is at a high level of technology, it can certainly drive the development of enterprises in all aspects.

### 3.3 Improving the overall quality of accounting management personnel

In the context of the new economy, the future development of the company is bound to be closely related to the employees of the company. On the road of accounting management innovation, enterprises need to regularly train internal personnel of accounting management to improve their professional knowledge and to familiarize themselves with the use of modern information technology. In addition, they should encourage relevant personnel to communicate with each other in a timely manner to improve the work cohesion of accounting management personnel. Furthermore, they should strengthen cooperation of accounting management personnel, so that all parts of the work can be carried out reasonably and effectively<sup>[5]</sup>. At the same time, in addition to strong professional knowledge, accounting management staff must also possess strong physical fitness, excellent quality, and ability to think clearly and correctly. And the thoughts of rational and standardized accounting management should be established to meet the needs of the modern economic system. Only the enterprise improves the quality of accounting management staff can the management level of accounting be improved significantly, which can promote the active exchanges and cooperation between the staff of various departments, increase economic efficiency for enterprises, and improve the competitiveness of enterprises in the new economic background. The improvement of the quality of corporate accounting management personnel will directly affect the accounting management of enterprises, and the management of accounting will directly affect the future development of enterprises. Therefore, it is of great significance to improve the sense of responsibility of employees and to motivate their sense of team work.

### 4. Conclusion

In short, in the context of the new economy, the development of China's market economy still relies mainly on enterprises. And the sound development of enterprises plays an important role in the prosperity of the national economy and the stability of society. The benign development of enterprises is inseparable from the management of enterprises. Only management with science, reasonability and effectiveness can promote the development of enterprises. Among them, accounting management is the focus of enterprise management. Under the new economic background, traditional accounting management has problems such as backward concepts, outdated management methods and low management quality of employees. In order to obtain sufficient competitiveness in a highly competitive new economic market, it is necessary for enterprises to cultivate advanced accounting management ideas and then transform the corporate system; to improve the accounting management methods of enterprises to transform accounting management into e-commerce and networking; to enhance the overall quality of accounting management personnel and improve the overall level of enterprises to enable enterprises to have a place in the new economic background.

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