

The accounting information quality impact on the efficiency of the enterprise investment research and countermeasures

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Keywords: The accounting information quality, Enterprise investment efficiency, countermeasures.

Abstract. Enterprise financial management system, the main part can be divided into investment, financing and dividend distribution, among them, the enterprise investment activities and the development prospects of closely related, and had a profound impact on the operation and management of enterprises. Therefore, the enterprise in order to realize the sustainable development of its own, we must constantly improve their own investment efficiency. And improve investment efficiency must rely on the basis of the timely and effective information, modern economy to better optimize the property of enterprise resource configuration, conform to the changes in the market. Along with the advance of social economy, the accounting information has become one of the important link, so the quality of accounting information and corporate investment efficiency are closely related. So, on this basis, this paper aimed at the effect on the quality of accounting information on the enterprise investment efficiency more in-depth research, puts forward some constructive suggestions for the development of enterprises.

1. Introduction

With the continuous development of social economy, the enterprise to further expand the scope of its investment, and improve investment efficiency, you need to skillfully master the company's financial management information. Be able to provide management accounting information enterprise at present all the economic information, effectively reflect the actual operating conditions of enterprises, make the company's investment activities more smoothly. But if a false accounting information and errors, will be to the enterprise management personnel's guidance, which hinder the building more scientific and perfect enterprise management investment arrangements.

2. Summary of the accounting information quality

As early as in 1966, American accounting association has proposed the usefulness of accounting information related views, and accounting information quality evaluation standard for the relevant limit. With the sustainable development of social economy, the accounting information quality gradually evolved into explicit and implicit the sum total of the utility. In the current economic society, the effectiveness of the financial information is the main basis of evaluation standards of accounting information. Financial information is the enterprise management to enterprise's economy is the important basis of decision for, find related financial accounting in the enterprise accounting information, mainly in order to optimize the enterprise's financial resources allocation, for the enterprise production and management to provide effective help. In view of the level of accounting information exploration in the past, mainly is the quality of accounting information and accounting production mode to explore. But in today's social economy, the enterprise also gradually strengthen the attention to the level of accounting information, accounting information level of enterprise has had a huge impact, the prospect of development of accounting information level is now exploring the main content of the accounting information quality. People gradually strengthen the study of standard for accounting information, accounting information level on the development trend of the enterprise will produce what kind of impact? Scope of the accounting information

quality have how old? These are the levels to explore one of the main content of accounting information.

2.1. The meaning of accounting information quality

Accounting information quality impact on managers' decisions are critical, especially in the study of modern accounting, financial data and accounting information quality may decide the enterprise development in the future. Accounting information quality is the ability to express and implied needs of accounting information of the integrated embodiment. Quality of accounting information is from the financial data, is in order to promote the smooth progress in economic activities, thus providing enterprise managers can refer to data information.

2.2. The development trend of the accounting information quality research

Early research on accounting information quality mainly focused on the definition, characteristics and produce in the way of accounting information, but with the rapid development of economy in our country, the study of quality of accounting information more and more embodied in the predictive, can predict the development of the market, and provides reference for investment value, but also can provide work for the enterprise internal control of guidance. Think about how the quality of accounting information in the enterprise play their value become the main content of corporate research, it become the main development trend of the accounting information quality research.

2.3. Discusses the necessity of the accounting information quality influence on enterprises investment efficiency

To obtain certain in the fierce competition of the market position, you need to expand the capital, but the enterprise the management are for-profit, so how much profit investment have a close relationship with the enterprise, the quality of accounting information plays an important role. Business owners need to according to the quality of accounting information to judge the investment direction, and conclude that investment is effective at the same time, therefore, the veracity and reliability of accounting information quality is the premise and foundation of enterprise with good judgment.

3. Factors influencing the quality of accounting information

3.1. The influence of accounting conservatism

Enterprises to improve the efficiency of the loss recognition, after this income confirmation, to ensure that accounting conservatism, in a certain way reflects the quality of surplus, is the enterprise accounting information for cautious, in response to the economic environment of instability, so as to effectively reduce the risk. Accounting conservatism face losses, to suppress the increase of surplus radical, objectivity, truly to measure of quality of accounting information, plays an important role in improving the quality of accounting information, offer certain reference basis for management of investment decisions. Accounting conservatism, the better the earnings quality is higher, the enterprise investment will greatly improve efficiency.

3.2. The influence of surplus smoothness

Surplus management of enterprises to a certain extent determines the quality of accounting information, to judge by surplus smoothness. The relationship between the enterprise surplus and earnings smoothness is surplus, the surplus the higher smoothness, represents the enterprise surplus and earnings volatility is larger, with the decrease of the accounting information quality also, for enterprise management state is difficult to accurately judge, also increases the risk of investment, reduce the efficiency of corporate investment.

4. Summary of corporate investment efficiency

With the continuous development of social economy, the enterprise investment efficiency are also paid great attention by people gradually. Investment is the source of enterprises make more economic benefits, so the investment efficiency is one of the most concerned topic for corporate investment staff. Productive investment is the main mode of business investment, is the use of cash into or inherent assets to create more economic benefits. So to some extent, the investment efficiency and success rate is proportional to the. Enterprises to choose the right investment orientation, use abundant funds to invest, to obtain the actual economic benefits, is the high efficiency of investment performance. But some enterprises, also easy to appear the poor efficiency of investment. Investment efficiency status mainly refers to the enterprises exist the condition of inadequate or excessive investment. The first is because enterprises have no abundant funds to earn more economic benefits; The second is because enterprise management decision-making errors, making the actual enterprise investment efficiency is low.

5. The quality of the accounting information's impact on investment efficiency

5.1. The accounting information quality influence enterprise to the investment direction and the judgment of risk

Because investment direction errors of judgment is easy to cause the failure. So the accounting information level significant influence on investment personnel's investment direction. First of all, the investment direction and investment are closely related to their investment risk, but the risk of investment judgment mainly is the enterprise's actual investment interests and their own economic strength as the main basis. But all forms of assessment, and the study of accounting information are inseparable. So the quality of accounting information and the relationship between the investment risk is also very close, even can also affect the investment are the assurance of pair of investment direction. Second, in view of the external investment, choosing the right business investment, investors need to study to the enterprise the economic information released by. But these economic data, the investment are the most attention is the enterprise accounting information, so the enterprise accounting information can effectively reflect the estimated value of investors and reflect the value, can carry on the correct choice to the investors' investment choice. So, when investors to invest in the need to collect plenty of accounting information, to help investment personnel to correct judgment. No matter adopt what kind of investment way, even the fixed assets increase, all need the top decision-making of the enterprise, to say the decision-making behavior is a normal behavior, is to determine the investment returns and risk, and estimates of future business activities of enterprises. Both to the investment decision and understanding of their own strength, all need to finance department can provide reliable data, extract the valuable information quality, and the important basis of judgment as an enterprise reference. According to these information, enterprise top judge the risk degree of the specific investment behavior, to determine the next step of economic activity.

5.2. The amount of accounting information quality influence corporate investment

Less investment capital, making the enterprise investment benefit cannot ascend, but money is more, also not easy to obtain higher enterprise benefit. So how much of your capital to the enterprise has had a profound impact on investment efficiency. But the level of accounting information to the enterprise investment funds will also have a major impact. First, because the accounting information can effectively reflect the enterprise management personnel's financial position, so the enterprise management personnel to the accounting information to determine how much of your capital. Therefore, if the poor level of accounting information, financial statements reflect in the enterprise financial situation, may appear distortion, so as to make the enterprise investment fund problems. Second, because the accounting information is directly reflect to the enterprise's financial situation, so the enterprise management personnel is on the basis of accounting information to

determine whether to continue to invest. So, to join the accounting information is not accurate, so enterprise in the process of investment benefit is likely to be false. If appear this kind of situation, will make the enterprise managers to reduce investment or continued investment in interest already saturated condition. So the quality of accounting information on the amount of investment, also has the important influence. Once the quality of accounting information can not accurately reflect the enterprise's actual situation, the financial and accounting work will happen problem, enterprise's investment expected profit will not be secure.

5.3. The accounting information quality influence enterprise to the investment effect judgment

The quality of the accounting information timeliness, neutrality and comparability directly reflect the influence of accounting information in enterprises, which can affect policymakers to investment behavior of the judgment. If the accounting information is not timely, policymakers will not be able to grasp the dynamic fast-changing market, the best time to invest information lag might measures; Accounting information is not neutral, it means the information in the process of the formation there are many uncontrolled factors, thus affecting the quality of accounting information real reliability; Excessive earnings management has many adverse impact on the quality of information. Visible, the quality of accounting information is to let investors in the right time grasp the best time, easy to avoid investment risk of failure.

6. According to the construction of accounting information management system of guarantee the quality of accounting information

On the basis of theory, the quality of the accounting information can help managers to make scientific and rational investment arrangement, improving investment efficiency and help the long-term development of the enterprise. According to the actual situation, the quality of the accounting information to enterprise's investment efficiency from the security personnel to supervise and manage the enterprise, reduce capital collection and to reflect the insider trading, etc.

6.1. The meaning of accounting information quality

The formation of the accounting information received rigorous and standardized accounting work procedures, to ensure the quality of accounting information, establish working system, to ensure that internal accounting environment. Emphasis on staff's risk consciousness, through the establishment of evaluation system to ensure that the accounting work each link, and to improve the accounting work to establish work standards and improve, make the use of accounting information efficiently.

6.2. Set up accounting information evaluation system to improve utilization of accounting information

Financial analyst is one of the enterprises in the process of financial and accounting work rely on talent, effect on the quality of accounting information plays an important role, through the establishment of evaluation system of accounting information can improve the quality of accounting information, this is the more effective method. This requires that enterprises can analyze the accounting information quality evaluation index and determine, let the related department to supervise, disclosure the company's operating condition, ensure the scientific nature and reliability of the information. Effectiveness evaluation system of accounting information has strengthened the information judgment, be able to select valuable information for investors, improve the efficiency of the use of accounting information, accelerate the judgment of the owner.

6.3. Ensure investment regulation of the enterprise in order to improve enterprise's investment efficiency

For most of the investment, some of the accounting information is to improve enterprise management efficiency and the main economic information. Therefore, the high quality accounting information can help enterprise managers play a supervision and practical utility. First of all, the right of supervision, can carry on the business investment for a long time for investment personnel to provide support. By the way, the enterprise can guaranteed funding, the economic benefits of enterprises but also to maintain. Second, because investment personnel regulation, enterprise managers in making decisions to be more precise, so should make full and reasonable use of funds, further enhance the investment efficiency of the enterprise. High quality of accounting information, therefore, can make the company's financial management more scientific and reasonable, make management personnel to make accurate investment, in order to enhance the efficiency of investment.

6.4. Reduce the financing capital to increase the investment benefit

Usually, the enterprise in order to get more money, just need to publish enterprise financial information in time, make investment personnel can find the real value of the enterprise. First, a high standard of accounting information to make some investment professionals with accurate judgment ability and investment institutions, also for the investment and investment institutions to achieve more economic interests. Second, open and fair investment are more willing to choose accounting information of enterprises to invest. Such companies do not need to spend a lot of energy and financial resources to fund collection, in order to better reduce the enterprise's fund collection. Third, if issued false and not timely accounting information, personnel will discourage investment for enterprise's investment confidence, makes the enterprise financing problems. As a result, a high standard of accounting information can reduce the enterprise's fund collection, and help enterprises to get more money.

7. Conclusion

To sum up, the quality of accounting information, not only have influence on the investment direction and risk management of the enterprise, and investment funds and investment efficiency of the enterprise also has important influence. According to the actual situation, the accounting information in there are a lot of economic data that are in accordance with the time development, has had a profound impact on economic decision-making of the enterprise. Improve the quality of accounting information of enterprises, therefore, not only can make enterprise gain more economic benefits, can also according to the actual situation of enterprises to help enterprises management personnel to carry on the correct judgment, improve enterprise investment efficiency, promote the long-term sustainable development of the enterprise. Therefore, enterprises need to improve the quality of accounting information, let the top management make more reliable judgment, to strengthen the construction of management system and perfect accounting information, and at the same time to strengthen the effective evaluation of accounting information, make the accounting information quality has improved, let the enterprise the management in line with market demand, rational and the correct investment decision, to promote enterprise sustainable, healthy.

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