

Analysis on the Quality Characteristics of Accounting Information under the Internet Background

Zhang Yan

Northwestern Polytechnical University Ming de College, Xi'an, 710124, China

Keywords: the Internet, Accounting Information, Information Quality, Feature Analysis

Abstract: in the Internet Era, Social and Economic Development is Rapidly Developing, Accounting Business Types Are Increasing Rapidly, and the Structures Are Becoming More and More Complicated. Relevant Departments Have Stricter Requirements on the Quality of Accounting Information. Even So, There Are Still Many Deficiencies in the Development of Accounting Information, Which Has Affected the Sustainable Development of the Accounting Industry. Therefore, It is Necessary to Analyze the Characteristics of Accounting Information Quality in the Context of the Internet to Support the Improvement of the Quality of Accounting Information and the Development of the Accounting Industry.

1. Introduction

With the Advent of the Internet Era, the Internet Ecosystem Formed by the Construction of Advanced Information Technologies Such as Big Data and Cloud Computing Has Been Integrated with Accounting At an Extremely Fast Speed [1-4]. the Internet is Different from the Tools That Only Supported Accounting in the Past, But Has Become an Important Driving Force for Accounting Reform [5]. Accounting Has Ushered in a New Era-the "Internet + Accounting" Era [6-7]. for This Reason, with the Advent of the "Internet + Accounting" Era, We Must Pay More Attention to the Quality of Accounting Information and Actively Adopt Various Advanced Processing Technologies to Make Accounting Work More Smoothly in the Future.

2. Quality Characteristics of Accounting Information in the Internet Context

In the context of the Internet, the quality of accounting information has its own unique characteristics. At present, China has clarified the measurement indicators of accounting information quality, that is, reliability, relevance, understandability, comparability, emphasis on substance, importance, prudence and real-time as in Figure 1.

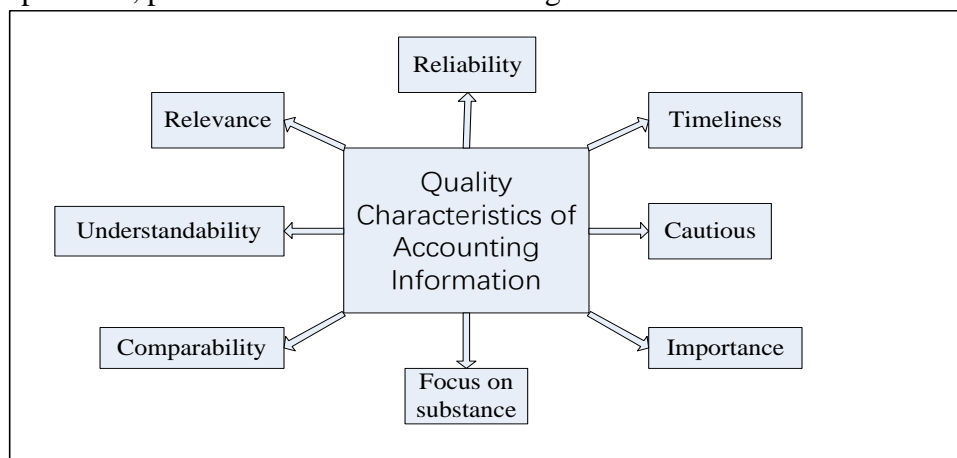


Fig.1 The Measurement Indicators of Accounting Information Quality

2.1 Reliability

Reliability refers to the fact that accounting information needs to be able to truly record the

economic activities and business events of the company in the course of its operations, and it must also reflect the results of the company's handling of economic events. It must be objective when recording. From a perspective, personal opinions should not be mixed in. The reliability of the quality of accounting information is the primary feature, which can not only ensure the use value of accounting information, but also effectively avoid corruption and corruption.

2.2 Relevance

Relevance refers to that the content in the accounting report needs to be fully in line with the operating conditions of the enterprise, and at the same time it can provide a reference for managers to make business decisions and ensure the value of accounting information. In addition, the correlation characteristics of accounting information can also provide useful reference for investors and creditors' business decisions.

2.3 Understandability

Understandability means that the content of accounting information should be concise and easy to understand to ensure that non-professional accounting information users can also understand it accurately. The expression of accounting information should be as popular as possible. At the same time, the relevant characteristics of accounting information should also be referenced. From the user's perspective, the practical value of the information content should be guaranteed.

2.4 Comparability

Comparability refers to the fact that accounting information needs to conform to the unified management regulations formulated by the government. When business accountants record activities, they must strictly abide by national laws and relevant system requirements to ensure that the accounting information provided is comparable. This can not only promote communication and resource sharing between industries, but also help improve the management level of government departments.

2.5 Focus on Substance

Emphasis on substance means that during the period of confirmation, measurement and preparation of financial reports, accountants should not only work in compliance with national laws and regulations, but also effectively connect with the actual situation of the enterprise. Generally, the accounting information is the same as the corporate transaction method, but in special circumstances, it may have different phenomena. For example, in a financial lease, its accounting information is significantly different from the corporate business transaction method.

2.6 Importance

The importance characteristics are mainly manifested in the following two aspects: the first is to ensure the validity of accounting information content, which can bring practical value; the second is the cost of accounting information. Due to the various types of business of modern enterprises, the accounting information reflected by different business activities is also different. This requires classification and processing according to the situation, and highlights relatively important business activities.

2.7 Cautious

As modern enterprises encounter different types of risks during the development process, when facing various uncertain factors, accountants must be cautious and cautious, make accurate judgments on the current development situation, and at the same time Make accurate judgments of risks and provide corresponding risk assessment reports to help business managers control losses to a minimum.

2.8 Timeliness

The content of the accounting information must be able to accurately show the current business

development of the enterprise, complete the financial report within the prescribed time, and submit it to management personnel to provide a reference basis for the smooth implementation of the next management work. It should be noted that the timing of the completion of the financial report should be well grasped. If it is too early, it will miss the opportunity to handle and record unexpected events; if it is too late, the financial information will lose its reference significance.

3. Influencing Factors of Accounting Information Quality in the Internet Context

3.1 Professional Accounting

Many accountants lack professionalism and lack of understanding of the accounting system. As a result, accountants do not have a deep understanding of relevant laws and regulations of the country. They are unreasonable in applying relevant laws and regulations, and eventually lead to the occurrence of wrong accounts. In addition, accounting personnel also have the following behaviors: first, intentional tampering; second, forgery; third, fabrication; fourth, false reporting; The behavior of accountants greatly reduces the quality of accounting information and cannot meet the needs of users.

3.2 Vagueness of Accounting Information

The ambiguity of accounting information is actually that accounting information is not clear and accurate in describing accounting objects, nor does it have uniformity. The number of accounting objects is very large, and neither the quality nor the quantity can be accurately expressed. There are many factors that cause the ambiguity of accounting information. There are internal factors and external factors.

3.3 Accounting Reform Lags

Nowadays, the economic development speed is very fast, but the accounting reform cannot keep up with the pace of economic development, and the traditional accounting work concepts and models cannot meet the development requirements of enterprises. The steps of accounting reform under “Internet + Accounting” are: one is the analysis of new economic conditions; the other is the study of accounting theory; the third is the practical application of accounting. In the Internet era, the lag of accounting reform will definitely affect the quality of accounting information and hinder the development of the accounting industry. Under “Internet + Accounting”, accounting information can be regarded as a kind of commodity. Naturally, there are buyers and sellers of goods. Sellers are accounting entities. Buyers are enterprises with demand. Enterprise managers hope to be able to extract them through financial reports. Valuable information to support business decisions.

4. Development Countermeasures of Accounting Information Quality Characteristics under the Internet Background

4.1 Improve “Internet + Accounting” Laws and Regulations

Under “Internet + Accounting”, if you want to improve the quality of accounting information, relevant state departments must improve the laws and regulations related to accounting information, introduce advanced technology, regulate online transactions, and reasonably learn from the advanced experience of Western countries in light of domestic actual conditions. China also needs to formulate a unified accounting information management system, to control accounting information at a macro level, improve the utilization rate of information, ensure the smooth flow of information, and truly provide support for corporate managers to make decisions, reduce the operating costs of enterprises, and provide enterprises with Create value. Many enterprises have realized the importance of improving the quality of accounting information, coordinated various departments, balanced the relationship between various departments, and promoted the rapid development of enterprises. The Accounting factory was shown in Figure 2.

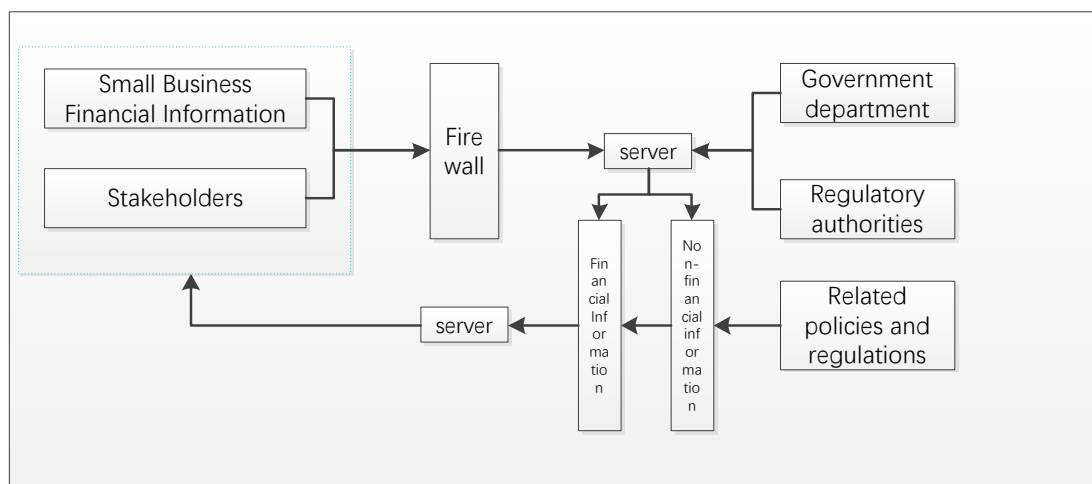


Fig.2 The Accounting Factory

4.2 Improve the Comprehensive Literacy of Accountants

At present, many companies outsource their accounting business to accounting companies, and companies and financial institutions form a trust relationship, which in turn leads to the problem of agency. In the entrusted relationship, the company will give all decision-making power to the agency, and the professionalism and quality of the accounting staff of the agency are uneven, and the quality of accounting information cannot be guaranteed. In response to this problem, first of all, enterprises should set up independent accounting departments internally, give accounting departments decision-making authority, improve the evaluation standards of accounting personnel, and strengthen the training of accounting personnel. Enterprise accountants should also strengthen their sense of responsibility, accurately position their roles, and improve their professionalism through continuous learning and practice. Secondly, if an enterprise cooperates with an accounting agency, it must clarify rights and obligations between the enterprise and the accounting agency, increase awareness of risk prevention, and implement it strictly in accordance with relevant agreements. Finally, colleges and universities are the key place to export talents to the society. Colleges and universities should combine the actual development of society and enterprises to cultivate professional talents, improve the professionalism of accounting personnel, and then improve the quality of accounting information.

4.3 Optimize the Accounting Environment

The development and changes of accounting under “Internet + Accounting” are all affected by the environment. To improve the quality of accounting information, we must optimize the accounting environment. Accounting information must strictly follow national accounting standards. The accounting model under “Internet + Accounting” includes: first, economic resources, and second, participants in economic events.

4.4 Increase Security Awareness

Under “Internet + Accounting”, if you want to improve the quality of accounting information, you must strengthen security awareness and strengthen risk management. Risk management is reflected in the following points: one is to prevent losses; the other is to reduce losses; the third is to make up for losses. Accountants should also remind corporate managers to increase their security awareness and ensure the normal operation of the enterprise.

5. Conclusion

The advent of the “Internet +” era has led to a better development of the national economy, which has also led to major changes in the accounting industry. The Internet ecosystem has been deeply integrated with the accounting industry. In this situation, “Internet + Accounting” has

become a major trend. With the help of Internet technology, the utilization of accounting information can be improved, thus meeting the actual needs of users. This research mainly discussed the characteristics of accounting information quality under “Internet + Accounting”, hoping to promote the further development of the accounting industry through the rational use of Internet technology.

References

- [1] Karyotaki E, Riper H, Twisk J, et al. Efficacy of self-guided internet-based cognitive behavioral therapy in the treatment of depressive symptoms: a meta-analysis of individual participant data[J]. *JAMA psychiatry*, 2017, 74(4): 351-359.
- [2] Josephine K, Josefine L, Philipp D, et al. Internet-and mobile-based depression interventions for people with diagnosed depression: a systematic review and meta-analysis[J]. *Journal of affective disorders*, 2017, 223: 28-40.
- [3] DeFond M, Erkens D H, Zhang J. Do client characteristics really drive the Big N audit quality effect? New evidence from propensity score matching[J]. *Management Science*, 2016, 63(11): 3628-3649.
- [4] Peters M D, Wieder B, Sutton S G, et al. Business intelligence systems use in performance measurement capabilities: Implications for enhanced competitive advantage[J]. *International Journal of Accounting Information Systems*, 2016, 21: 1-17.
- [5] Lodhia S, Stone G. Integrated reporting in an internet and social media communication environment: conceptual insights[J]. *Australian Accounting Review*, 2017, 27(1): 17-33.
- [6] Abduljalil K M, Zainuddin Y. Integrating technology acceptance model and motivational model towards intention to adopt accounting information system[J]. *International Journal of Management, Accounting and Economics*, 2015, 2(5): 346-359.
- [7] van Niekerk A, Rudman R. Risks, controls and governance associated with internet of things technologies on accounting information[J]. *Southern African Journal of Accountability and Auditing Research*, 2019, 21(1): 15-30.