

Problems and countermeasures of transformation from financial accounting to management accounting in the era of big data explored

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ABSTRACT

The digital era is an era of opportunities and challenges, in the digital wave of enterprises need to adapt to the development of the times and constantly improve their own shortcomings. Due to the continuous innovation of technology, the scope and content of the traditional financial work is constantly compressed, the traditional financial accounting has been unable to meet the needs of the current stage of development of enterprises, must be transformed to management accounting. This paper analyses the current financial accounting to management accounting transition problems, and puts forward corresponding countermeasures, hoping to bring different thinking for traditional accountants, not only to help accountants successfully complete their career transition, but also for the development of enterprise decision-making to provide effective analysis and support.

Keywords: Financial Accounting; Management Accounting; Transition; Problems and Countermeasures

1INTRODUCTION

The progress of the times and the rapid development of the economy and society have provided a strong and effective environmental foundation for the arrival of the big data era. With the continuous development of big data, the massive amount of information has also brought greater challenges to the accounting of enterprises, accelerating the transformation of financial accounting to management accounting has become an inevitable trend [1]. At present, there are certain problems in the transformation of financial accounting to management accounting, which requires strengthening research efforts to explore effective measures and paths to achieve the effective transformation of financial accounting to management accounting, to ensure that enterprises can achieve more stable development [2].

2 ISSUES FACED IN THE TRANSITION FROM FINANCIAL TO MANAGEMENT ACCOUNTING

2.1 Incomplete information construction

The transformation of financial accounting into management accounting is an inevitable trend in the era of big data. However, at present, China's enterprise accounting information construction is not perfect, the vast majority of enterprises do not have perfect cash management equipment and software facilities, the enterprise's existing equipment and

facilities are not in line with the current digital conditions of the enterprise's financial management needs. At the same time, for some of the enterprises with complete modern financial management software, they are in the daily financial work, just to complete the most basic operating procedures, failed to combine the actual situation of the industry in which the enterprise is located with the environmental changes in the industry, only through the scientific application of cloud computing and big data and other media to analyse, so that the construction of information technology on the surface [3]. The continuous improvement of enterprise information construction, for the enterprise daily management work has greatly increased the difficulty, making it difficult to change the traditional accounting to management accounting direction. The impact of a variety of factors has led to the transformation of enterprises in this regard is not ideal, and still need to be improved.

2.2 Lack of awareness of transformation concepts

At present, the majority of enterprises on the transformation of financial accounting to management accounting only stays in the vague theoretical knowledge, in the development process, are more focused on short-term benefits, and not from a long-term perspective on the development of enterprises to carry out scientific and reasonable planning, but also did not recognise the importance of the transition to management accounting, resulting in the financial work period, the use of the traditional financial accounting mode of work, to the development of the enterprise lagging behind the development trend of the times, and directly to the competitiveness of the enterprise to enhance the development of the future has brought about a negative impact.

2.3 Non-standardisation of job duties

In the process of transforming financial accounting into management accounting, the biggest problem that arises is the lack of standardisation of job responsibilities. The lack of standardisation of job responsibilities leads to an unclear division of labour among financial staff in daily business activities, and financial staff do not understand the content of the work they are responsible for, for example, there is an imbalance in the workload or the difficulty of the work, and so on [3]. In the process of transformation, management accounting is unable to analyse the relevant data and information more accurately, which in turn prevents it from integrating perfectly with the scope of work of financial accounting. Thus, in this case, the transformation of financial accounting into management accounting does not provide useful assistance in the formulation of strategic development goals of enterprises. In summary, in order to promote the depth of cooperation between the two, it is necessary to clarify the division of functions, the content and scope of work, and then promote the accounting staff to deal with the corresponding tasks in a smooth, orderly and efficient manner.

2.4 Transformation efforts are divorced from reality

In the process of transformation from financial accounting to management accounting, only by ensuring that the transformation is operable and in line with the actual situation can the goal of transformation be truly realised [3]. However, some enterprises in the transition work, due to excessive attention and the pursuit of economic benefits, ignoring the law of development of enterprises, blindly formulate the transition plan, resulting in the transformation of financial accounting to management accounting value is missing, not only can not promote the stable development of enterprises, and even bring a lot of financial management problems, which will bring the impact on the development of enterprises. Therefore, enterprises in China must be rooted in China's actual national conditions in the

transition work, combined with the actual situation of the enterprise itself, to promote the smooth implementation of the transition work.

2.5 Insufficient professionalism of finance staff

In the process of promoting the transition from financial accounting to management accounting, the availability of sufficient management accounting talents is an important foundation and prerequisite for achieving effective transition. However, the current reality is that there are not many, or even a lack of, existing talents in this area in China, and there are still many problems in the construction and training of talents. The accounting industry is characterised by a low threshold for entry, and the basic accounting staff has reached a state of serious saturation, but the number of high-level elite accounting staff is seriously inadequate [4]. As a result, when the transformation work is carried out, there are not enough high-tech talents to participate in it, and there are not enough human resources to promote the progress of the work. In the era of big data, a considerable number of financial personnel often lack of Internet management thinking, over-reliance on the previous bookkeeping methods, and thus the use of accounting information technology in the application of many problems [5]. At the same time in the training of management accounting personnel, the enterprise lacks a certain degree of attention, and did not develop a reasonable training programme and system for the training of management accounting personnel, resulting in a lack of management accounting personnel, which will inevitably affect the progress of financial transformation.

3 COUNTERMEASURES FOR THE TRANSFORMATION OF FINANCIAL ACCOUNTING TO MANAGEMENT ACCOUNTING IN THE CONTEXT OF BIG DATA

3.1 Enhancement of accounting information technology

Enterprises should combine the new achievements of digital construction such as cloud accounting, use modern development thinking, build their own network work platform, tailor a set of application system for themselves according to the actual situation of the enterprise itself, and promote the innovation of financial management work. Through this platform, a database can be constructed to enrich the circulation of economic information, strengthen the information exchange of various departments within the enterprise, improve work efficiency and enhance the effectiveness of the transformation work [6]. Through the establishment of the relevant platform, the information of each department and each circulation link of the enterprise is collected, and supervision is carried out from the source. When problems arise in the work of an enterprise, it is often not a problem of a single department, and the solution of the problem requires the participation of several related departments. Management accounting guides the construction of accounting information technology, and information technology provides theoretical support for management accounting [7]. Management accounting work can not be carried out without the informatisation of accounting, the informatisation construction of accounting will free the accountant from the tedious and repetitive work and enhance the value of accounting work.

3.2 Transformation of financial management concepts

In the context of the development of big data, the financial accounting of enterprises has put forward higher requirements, the old and backward financial management concepts have not been able to keep up with the development trend of big data, and even affect the

improvement of work efficiency and quality of work, which requires the abandonment of the traditional backward thinking and concepts of financial accounting, and a deep understanding of the positive role of management accounting. Business leaders must strengthen the comprehensive understanding of management accounting, change the concept of financial management, and constantly improve their own financial analysis capabilities, scientific prediction of the development of enterprises and decision-making, and effectively avoid the occurrence of financial risks; at the same time, it is also necessary to strengthen the popularity of knowledge and concepts related to management accounting, and timely transformation of the financial personnel's work philosophy, to promote the transformation of the traditional work function, to comprehensively strengthen the management of funds, to ensure the stable development of the enterprise, to ensure the stable development of the enterprise. management of funds to ensure the stable development of enterprises [8].

3.3 Standardise job responsibilities

In the process of transformation of enterprise financial accounting to management accounting, it is necessary to clarify the scope of work of financial personnel. A strict division of labour will not only avoid the waste of human resources, but also make the financial work orderly and methodical. Since China's practice in this area is still in the exploratory stage, there is no perfect system and experience to provide reference, so it is particularly important to have a clear goal in the exploratory stage and to practice gradually and steadily according to the established goals [9]. Remember not to work in a chaotic and blind manner, so that financial accounting not only can not be successfully transformed, but will lead to financial information disorder, many financial problems, resulting in financial crisis. This requires the leadership of enterprises and accounting personnel to establish a correct financial awareness, before carrying out the transformation work, strict division of labour for the relevant positions, the scope of work and functions of each position to make clear instructions.

3.4 Clarify objective transformation goals

Promoting the transformation of financial accounting is not only a response to the call for national accounting reform, but also an inevitable choice for enterprises to seek development and increase their competitive advantages in the digital era. In the process of transformation, enterprises should have clear, scientific and reasonable goals, in combination with the actual situation of the enterprise itself, to promote the smooth implementation of the transformation work.

3.5 Cultivate high-level financial talents

Human resources play an important role in the transformation of enterprise financial accounting to management accounting, and in the era of big data, the competition between enterprises is still the competition between talents in the final analysis, so enterprises must strengthen the training of professional accounting talents [10]. For enterprises, the training of high-level accounting personnel can be mainly from the following two aspects: on the one hand, enterprises in the company selected potential reform spirit of the financial personnel, organisations to cultivate and learn, improve the professional knowledge and skills of talents, while focusing on strengthening the training of knowledge and skills related to big data, to ensure that can be reasonably applied to the financial work of big data technology; on the other hand, the enterprise On the other hand, the management should reasonably introduce high-level innovative financial management talents to inject new vitality and bring new ideas for the transformation of enterprises.

4 CONCLUSION

In summary, in the context of the development of big data, if enterprises want to get more stable and long-term development under the new development situation, they must master the development of big data and accelerate the transformation of financial accounting to management accounting. In the face of the existence of imperfect information technology construction, transformation concept awareness is not in place, job duties are not standardised and other issues, through strengthening the construction of accounting information technology, changing the concept of financial management, standardising job duties and other effective strategies to deal with. This can provide an important guarantee for the development of enterprises, in order to continuously improve the sustainability of enterprise development.

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