Innovative Management Study of Financial Accounting in The Information Age

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Abstract. Due to the vigorous development of the network information age, the financial accounting business has put forward a great challenge, and the financial accounting work also needs to be improved with the development of the times. Therefore, the significance of strengthening the innovative management work of enterprise financial accounting is great, not only can make the orderliness of the matter unit financial accounting management get reasonable protection, but also can make the financial accounting management of small and medium-sized enterprises an effective change. In this essay, the current unit of financial accounting work of innovative management work issues are discussed.

Keywords: Information age; financial accounting; innovation management.

1. Introduction

Financial accounting mainly includes the recognition, reporting and measurement of transactions in enterprises. In these processes, traditional accountants spend a lot of time and put a lot of effort into their work, but by bringing information technology into financial accounting, the work of the accountants can be saved to a greater extent by organising and recording the work, and more thinking and analysis of data can be carried out to provide more reference information for external users of the enterprise. Therefore, in the innovative management of enterprise financial accounting, more integration of the relevant thinking on information technology can ensure the smooth and efficient development of work and can also better play the analytical advantages of accountants, and better overall management of the enterprise.

2. Problems in our financial accounting work

2.1 Traditional accounting has not kept pace with the times

With the development of society, financial accounting in China has been reformed. As one of the core elements of modern accounting, the checking of accounting information plays a very crucial role in modern financial accounting operations. It mainly refers to the modification of the data contained in accounting information by means of special determination methods, so as to prove whether it is correct and legal. As the six basic elements of financial statements, data must be measured before the information is presented in traditional financial reports. And with the advent of the e-commerce era, the introduction and binding of the internet will have a significant impact on the traditional reporting business. This clearly means that the fixed elements of traditional financial statements must also change. With the advent of e-commerce, allowing much of the information in traditional financial accounting to be reused, statement measurement loses its traditional meaning.

2.2 Uneven distribution of market resources

In order to enable the sector to allocate capital in a reasonable manner, it is necessary to rationalise the allocation of capital through financial and accounting operations, and perfect financial reports and budgets are important factors in making the sector attractive to investors. This can lead to a certain degree of asymmetry or incompleteness in the processing of financial information, which can pose a great risk to the sector's capital in market decisions, making it unattractive to investors and causing a break in the sector's capital, thus affecting the normal operation of the sector. In the digital age, the

management of government financial information is crucial, but if not properly managed, it can have a significant negative impact on the operation of the sector.

2.3 Old concepts in the financial accounting sector

With the booming development of modern enterprises, the management industry has introduced a number of accounting management systems for company finances. However, because many company personnel are old-minded and unfamiliar with the application of accounting systems, they are not able to apply the accounting management system to their normal operations. This will lead to more difficulties in the development of the company's financial accounting management. Furthermore, as most companies prioritise their immediate interests, they are unwilling to invest in the construction of financial management information technology, thus seriously limiting the innovative development of financial accounting management.

2.4 Low degree of informationization of enterprise financial management

Contemporary Chinese society has entered a new era of information technology development and Internet + information technology, all kinds of use management software and modern enterprise management technology has gone into all walks of life. At present, Chinese company finance and accounting are still in the Chinese traditional stage, although China has gradually adopted computer technology in the internal affairs of enterprises to manage, but its management means are still in the stage, even to the extent that some enterprises' accounting is by part-time or or the company and its relatives to practice, which will bring great damage to the financial operation. First of all, due to the lack of information technology financial management tools, in the actual financial operation will form the financial information opaque, as well as the cumbersome query accounts, consuming a lot of human and material resources. Moreover, the lack of effective monitoring mechanisms makes it likely that financial misappropriation will occur, which will have a negative impact on the business. The quarterly or even annual general ledger for financial management often requires a large number of paper reports to be reviewed and summarised, which must consume a large amount of human resources, making the management of accounting cumbersome. Corporate financial management is also unable to integrate into the company's finances in a timely manner. The company's growth must also keep up with the times, and an innovative financial management system is a necessary driving force for the company's sustainable growth. The root cause of the company's lack of modern management is the lack of modern financial management facilities, the lack of financial accounting staff in the field of information technology and the inability to apply financial software skilfully, resulting in a serious lack of financial information technology.[1] This has resulted in a serious lack of financial information.

3. The need for innovation in financial accounting in the information age

At present, many companies are using network information systems to operate their business, so the original financial management accounting system has been unable to fully adapt to the company's current development of financial accounting needs. With the further development of China's market economy and companies, the financial accounting business does not only include the general accountancy profession, but also a wider range of fields, which requires the relevant units to strengthen the research work on the analysis of the company's financial situation and make the specific financial management operation more in line with the needs of the company and society. China is a relatively late starter in the construction of a market economy and its financial accounting work is not yet sound, so it is still a long way from the developed countries. In order to follow the pace of developed countries and comply with the international development trend of the Chinese economy, it is necessary to strengthen the reform and innovation of the accounting business.

As time changes and the shortcomings of China's existing economic system become more apparent, Chinese companies need to adapt to the needs of society. At this stage, many companies in China are

making drastic efforts to restructure their businesses, one of which is the management of corporate accounting information. Only if the managers are efficient can the company's accounting work be carried out in an orderly manner, so that the company can obtain more accurate financial information. This part of the finance will bring data to support the development of the company, thus ensuring that the company is moving forward on the scientific path. Over time, the company's sustainable development goals will be achieved. Therefore, the technological innovation implemented in the way the company supervises and manages the day-to-day work of the accountants is more in line with the company's internal transformation needs [2] The company's technological innovation in the way it supervises and manages the daily work of its accountants is more in line with the company's internal transformation needs.

4. Innovative management of financial accounting in the information age

4.1 Improve the financial management system

The company insists on innovative financial thinking, fully considers the importance of the domestic financial system and the need for an innovative financial system, comprehensively improves the financial system and forms a perfect new domestic financial and accounting system. For the characteristics of the company itself, it must establish and strictly implement regulations and processes that are conducive to the growth of the company and form a certain reward incentive mechanism to enhance the motivation and initiative of the employees of the financial accounting department of the company, in order to ensure that the financial accounting department of the company accomplishes certain tasks. And in this way to promote the company more rapid, more healthy economic growth, and will improve the company's market competitiveness.

4.2 Actively attract and introduce high quality financial accounting professionals and strengthen talent training

In a period of booming computer technology, it is particularly important to upgrade the level of training and competence of accounting staff. Companies need to strengthen their financial technology training and continuously enhance the teaching and technical training of the company's accounting staff to improve the technical skills of their financial staff. In terms of staff recruitment, companies need to recruit a large number of mature talents, thus reducing internal training costs. The company should establish an internal personnel recruitment and training programme for the current situation of the company and establish a sound talent training system to provide internal motivation for the company. In the context of the information age, financial accountants should fully understand the opportunities and challenges they face, face their shortcomings, actively learn new information technology and strive to integrate it with their work. The company should improve its financial system by improving its talent incentive mechanism. Make the company work to bring accurate data to the company and promote the long-term development of the company.

4.3 Integration of information technology and financial accounting

The basis for financial accounting innovation in the information age is the integration of information technology. Accounting information management can improve the transparency of a company's funds and thus regulate its behaviour. Furthermore, as financial accounting contains many data and information, such as the company's financial position, business management results and cash flows. It can therefore improve the management of a company's operations from many angles and thus realise the benefits of its operations. By combining modern information technology with traditional financial accounting methods, through the full use of modern computer technology, data information can be properly classified and stored, thus obtaining a large amount of reliable data information to assist the company's business managers in formulating business policies, and by using modern information technology appropriately to enhance the effectiveness of data retention and use, thus improving the quality of accounting information. Due to this, financial accountants will have a

longer period of time to do a good job of establishing key information to ensure the accuracy of the information, while performing the positive function of accounting information in ensuring the authenticity of the information and allowing society to understand the actual information of the company. The top management of the company should therefore pay attention to the quality of the information created and should make extensive use of modern accounting systems. All information should be sorted into categories and reports should be implemented in stages to achieve more comprehensive and efficient information control, to enable company managers to have a more direct view of the company's financial situation, to obtain detailed information about the data and to maintain the accuracy of the data and information in order to achieve sustainable company management [3].

4.4 Building an information management concept

Digital forward, is a trend, is inevitable, but as each of China's financial accounting staff, must be awake to this, and must keep pace with the development of the times, the establishment of the correct management of enterprise financial accounting work digital concept, the current state of China's accounting information technology and China's accounting business information for organic integration, and the full use of good digital, in order to Further improve our country's financial accounting management level, so as to improve the accuracy of our country's financial accounting work information, so as to continuously promote the forward scientific development of the company's accounting career. In addition, we should pay attention to the changes in our accounting policies in real time and change our accounting system in real time in accordance with the relevant national regulations, so as to actively respond to the changes in our accounting and create better accounting services for the company's operation.[4] The company will be able to respond positively to the changes in our accounting system and create better accounting services for our operations [5].

5. Summary

The application of information technology in all industries of the economy and society provides a shortcut to the development of all sectors within the enterprise. At the same time information-based financial management is a core component of the work of SMEs and plays an important role in maintaining the order of their formal industrial production operations. Innovations in financial management will provide more benefits to the enterprise, thus legally and reasonably reflecting the best interests of the company, and can well provide advisory services for the strategic development of the company. Only in this way can the operating unit have a leading edge in the midst of fierce competition and the company can achieve the goal of healthy, sound, lasting and effective flourishing in its operations.

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