

Exploration and Development of Financial Accounting

Management in the Digital Era

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Abstract: With the development and application of information technology, it has become increasingly widespread. Any socio-economic entity, especially a company that pursues profit and creates economic value, should integrate data assets into financial management and make them an important component of financial accounting. How to promote the effective utilization and development of information resources, confirm and calculate data assets, and explore the development and application of accounting information technology, thus finding a feasible approach. Enterprises also need to adapt to the times and carry out financial management reforms, seeking higher development.

Keywords: Information Technology; Financial Management; Data Accounting

1. Introduction

The continuous development of the internet economy and digital economy has brought enormous pressure, impact, and challenge to traditional financial accounting. Financial accounting must keep up with the trend and adapt to the development trend of the internet economy through transformation. In the era of Big data, the management needs of decision support, enterprise internal production and operation, and external market competition constantly improve the efficiency and efficiency of financial management. Fundamentally speaking, financial accounting is also a tool and means to create value. Therefore, the financial data that financial accounting faces is also an enterprise asset.

2. Methods of Financial Accounting Transformation

2.1 Transition from Management to Strategy In traditional management activities

Financial accounting has always been defined as the execution level that has little impact on the strategic planning of management accounting. Corporate finance should transform its role as a strategic designer and participant, playing a role in strategic planning and design, analysis and implementation, adaptation and evaluation. For example, in the specific development planning and demonstration process of major projects in the company, financing plays a leading role in the preparation of asset management assurance action plans, setting quantitative goals for the efficiency, safety, return, and quality of asset management. Based on goals, evaluations, and challenges, the "DuPont analysis method" is adopted for hierarchical decomposition. Focusing on the efficiency and efficiency of asset operation, we further accelerate asset turnover efficiency and improve asset profitability. Starting from budget management, benchmark management, and value management, we allocate asset resources around high-quality development, efficient operation, and high return, and promote benchmarking to tap into the potential of asset management, Promote income management based on asset connotation to achieve faster, more efficient, and higher quality asset management. On the basis of financial data, management accounting has a greater demand for business data, which requires terminating the data monopoly of company departments and eliminating information silos between departments. Only through close contact and communication between finance and the enterprise can business and financial data be shared, comprehensive management of the enterprise's business be achieved,

and management accounting be done well. Only by transforming financial accounting into management accounting can more detailed and rich data be provided with information.

3. Guarantee conditions for financial restructuring

3.1 Integration of finance and logistics

The research on the value requirements of steel enterprises requires the application of financial management accounting in logistics business. We should consider starting from the aspect of high logistics costs, conducting in-depth research on logistics centers, combining business chains with value chains, studying general and different issues of logistics business, integrating the concepts of strategic cost management and activity-based cost management, proposing appropriate improvement suggestions and plans, coordinating the productivity of existing logistics, continuously preparing plans for the use and investment of logistics funds, strengthening resource management and prudent logistics investment. Optimize the logistics layout, build an efficient and reasonable logistics model, promote resource sharing, reduce logistics costs, adhere to informatization, apply the "Internet plus" technology, stimulate and release the new impetus for the logistics development of steel enterprises through scientific and technological innovation, and build smart logistics. From procurement, storage, transportation, loading and unloading, production, sales and other processes, we strive to improve operational efficiency, reduce operational consumption, utilize operational cost information to develop resource utilization plans and allocate unused resources, and increase the value of logistics operations.

3.2 Integrate funds and research and development

Based on the current high cost pressure faced by steel enterprises and the low profitability of most steel products, it is necessary for steel enterprises to cooperate with finance and technology research and development, start examining the design and development sources of new products and processes, propose product varieties, design production processes, optimize product structure, improve product quality and competitiveness concepts and technical methods.

3.3 Integration of Finance and Production

Reduce production organization and deeply promote the production organization model of "on-demand production, simple production, preventive response, and rapid response".

3.4 Transition from result to process

In terms of product benefit management, the finance department of steel enterprises should improve the evaluation mechanism for the research and development benefits of new products, and compare the unit benefits of steel products. The unit efficiency of the product should follow the principle of "two below", that is, not lower than the industry average level and not lower than the average level of the same technical conditions and scale of the enterprise. Implement existing product benefit management, conduct research based on comparative research on product unit benefits, propose the best countermeasures, and promote implementation according to the plan. Products with unit efficiency higher than the average level of similar products within the same price range should be recognized as "high productivity" and competitive products, and efforts should be made to promote the scale and expansion of such products; Products that are lower than the average level of similar industries are considered low productivity products and lack competitiveness, and strategies such as quantity control, cost reduction, and price increase are implemented in a timely manner; Products that generate losses should develop specific loss reduction plans or implement exit arrangements. For simple asset management, the finance department of steel enterprises should implement full lifecycle management of newly added assets, verify from the source, start with project approval, strengthen investment decision analysis, emphasize input-output ratio, establish limit standards, and provide a basis for configuration evaluation.

3.5 Conversion from data to assets

Steel companies use financial data to reflect important issues such as market conditions and internal governance, identify the reasons for differences from different perspectives, propose remedial measures, identify the causes of long-term harm, and propose strategies to increase product prices or reduce production costs. Iron and steel enterprises need to create

multi-dimensional analysis matrices based on real-time data, such as industry, price, quality, product, market, brand, etc., establish reference systems, and analyze their development decisions. Create a KPI 30 financial indicator system, analyze key financial indicators horizontally and vertically, identify weak links, compare tables, and strive to break through. Analyze and predict the impact of future investment plans and funds, propose capital expenditure control measures, ensure sufficient and reasonable capital flow, and improve financial returns.

3.6 Artificial Intelligence Transformation

Overall planning and creation of a new generation enterprise resource planning (ERP) integrated management information system, strengthening supply chain management, optimizing operation mode and resource allocation from the supply chain scope, improving enterprise business processes, and enhancing enterprise core competitiveness.

4. Innovation mode of financing companies

4.1 The closed accounting system established

Under the traditional double entry bookkeeping method is still an important part of the accounting system, which makes the accounting system change from closed innovation to Open innovation.

With the rise of blockchain technology, significant changes in blockchain data storage are fundamentally changing the current closed accounting system. This is because blockchain is basically a shared ledger and database, where the stored data has characteristics such as hiding, full traceability, transparency, and collective maintenance. Based on these characteristics, blockchain technology has established a strong trust foundation, established a reliable cooperation mechanism, and has broad application prospects, providing technical support for the innovation of financial reporting systems.

4.2 Transform financial work from an independent system to the integration of industry and finance innovation.

The characteristics of traditional financial management are financial independence and enterprise independence. Financial management belongs to static management. In the digital age, financial management requires the digitization of finance and commerce, and finance should be closely integrated with commerce. Accounting occurs before and during commercial activities, which requires the dynamic operation of financial management. Financial innovation requires the financial sector to be fully open, and financial management actively promotes business development.

4.3 The transformation of financial services from general innovation to individual innovation.

At present, the main method of financial services is to regularly present financial statements. Financial services do not distinguish between specific objects and users. The financial services in the digital era require in-depth research and utilization of financial information to meet the personalized needs of different objects, and to establish a people-oriented financial service concept through innovation.

4.4 Transition from severe delays to timely innovation

In traditional models, financial statements cannot reflect the company's performance and cash flows in a real-time, systematic, and comprehensive manner. The real-time financial information transmission in the digital era enables you to prepare financial statements in real-time, reflecting the company's cash flow status. The timely update of financial information ensures that the company conducts real-time accounting in a market economy environment and meets the decision-making needs of company managers.

Conclusion

Financial innovation in the digital era and the utilization of data value have become the direction and goal of advanced enterprise financial transformation. The digitization of enterprises involves changes in business philosophy, adjustments to organizational frameworks, and changes in corporate culture, requiring all employees to build digital thinking. Transforming from an unlinked information system to a digital system where various data units are interconnected in external market

operations, and from an information-based approach that reflects management thinking to a digital approach that focuses on market demand. Faced with the digitization of business operations and management activities, corporate finance needs to assess the situation, update financial concepts, technologies, and methods, accelerate the implementation of financial reforms, construct a new financial accounting management system and model, and innovate the development path of financial accounting management.

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