

Research on the Opportunities and Measures of Financial Accounting in the Era of Big Data

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Abstract: As the times progress, the level of world economic and social development and technological conditions have also been greatly improved. The era of big data has also arrived. The arrival of big data technology has brought great changes to the social and economic structure of the world. People's Daily lives have also been revolutionized by big data. At the same time, people's business relations and business management methods have also changed. The basis of the market is the enterprise, and market regulation is the basis for the survival and development of enterprises. The sudden birth of information technology for big data processing makes our country enterprise gained certain advantage in the field of management. And as society changes, the company's management model is also changing. It is also essential to specially train talents and human resources for enterprises. Under these conditions. China's accounting industry has also taken a big hit. Facing the market economy in the era of big data. How the accounting profession in China should address and act on these challenges, a brief analysis is carried out below.

Keywords: Economic Market; Accounting Industry; Big Data Era

Introduction

From now on, big data technology has begun to be integrated into our normal life and work. So as an important department and responsibility post in Chinese enterprises. Accounting occupation has an important relationship to the operation and development of enterprises in our country.

It also plays an indispensable role in the sustainable growth of Chinese enterprises, and with the in-depth and continuous promotion of big data analysis more prominent. In the current historical background of the development of big data processing. I will study and summarize the characteristics of the accounting industry, opportunities and challenges for development. It analyzes how the accounting industry adopts the reasonable method to deal with the opportunity and the challenge and gives the correct suggestion to our country accounting industry whole construction and the consummation.

1. Employment opportunities for accounting personnel profession

The status of accounting industry in enterprises, accounting personnel are government organs, Accounting firms and major enterprise units to cultivate good ideological quality and noble professional ethics, solid foundation and strong business ability, strong foreign language proficiency and creative thinking of accounting and financial management professionals. For our country accounting profession overall development and the consummation provides the rationalization suggestion. This paper describes the important role of management accounting in the era of big data, and the growing problems of management accounting. Explains how the company can solve these problems. The decisive factor is whether it promotes rapid development. The accounting sector in general is the industrial and service sector, It is also a major component of data processing. There are also opportunities for the accounting profession and its experts, because accounting must exist in the current operation of global enterprises. Success requires not only hard work. You need the right opportunity, in the era of big data. It is a challenge of The Times for accounting practitioners. Accountants must be calm, objective, to face the challenges of these times fairly, seize this opportunity to "break the cocoon into a butterfly".

1. The status of the accounting profession and its importance

1.1 The status of accounting industry in enterprises

Accounting is the center of all economic business, it can make corresponding improvement for the management measures of enterprises. The accounting industry is the key to the operation of a business. For our country accounting profession overall development and the consummation provides the rationalization suggestion. In accordance with the growing problem of management accounting. Explains how the company can solve these problems. The decisive factor is whether it promotes rapid development. The accounting sector in general is the industrial and service sector, it is also a major component of data processing. There are also opportunities for the accounting profession and its experts, because accounting must exist in the current operation of global enterprises.

1.2 The position of the accounting profession in society

The accounting profession is a product produced through the social and economic development of commodities. Improving the status and influence of accounting profession in society will be an inevitable choice for our country's economic development from planned economy system to socialist market economy system. At the same time, it is a necessary way for the economy of our country to move toward globalization and for the development of enterprises to move toward globalization.

1.3 Development prospects of accounting industry

To sum up, with the progress of social economy and standardized financial management. There are more enterprise units in the society for the demand of accounting will gradually increase. Accounting is going to be a hot job, giving young people more job prospects, graduates may engage in auditing, finance and other industries.

2. Challenges faced by accounting practitioners

Citizens lack awareness of the requirements of the law. The Internet age is developing rapidly. However, relevant laws on the Internet have not been supplemented and improved in time. So when accountants use the Internet to deal with economic problems, they will provide an opportunity for criminals. Using a loophole in the network, destroy economic development, thus affecting the economic development of the country.

2.1 Replace legal challenges to accounting supervision with power

At present, many enterprises still implement the management mode that the leaders of the units directly take over the financial work. This model is very easy to appear in the form of rights. The bad phenomenon of weight pressure method occurs, it is a very difficult obstacle to the work of the accountant.

2.2 Challenges to the basic standards of accounting work caused by imperfect or even conflicting policies and legal systems

The internal supervision system of some units is not sound. You may not even have a system for managing finances and some units have systems, but never perfect, not down to earth, the management system is in a relaxed state, it will lead to a large number of violations of discipline.

2.3 Challenges in which professional ability and personal quality requirements become more stringent

The personal qualities of the accounting profession, to a certain extent, it reflects the overall level of a work team. Accounting has become more important in business, because now a special position is required to collect and analyze market information. With the continuous development of big data technology and changes in economic and trade markets, the professional skills and personal quality of accountants will be further improved. First, for better development and risk reduction. Enterprises can accurately collect and analyze market information. At the same time, the company can better find

benefits and development opportunities. Strong technical experience and personal qualities are essential requirements for accountants. In order to provide accurate and timely market information for enterprises, and ensure fast and effective data support, business managers must develop appropriate management measures.

2.4 Changes in the nature of professional positions

Today, with the development of big data technology, accounting experts are playing an increasingly important role in businesses, this will also drive new changes in the accounting industry. In the company, accounting experts not only develop relevant market information for companies, and participate in the daily management of enterprise operations. This has led to a significant increase in the authority and status of the profession.

These opportunities bring challenges, Because accountants not only have the expertise and technical skills needed for proper accounting. He also has excellent management and organizational skills. This allows the company to change market conditions at any time, find better and more suitable development opportunities, and steady action and progress in the era of big data.

3. In the face of opportunities and challenges, accounting practitioners should make response methods

As mentioned above, In the special case of the big data era. There must be obvious opportunities and challenges for the accounting profession and its professionals. With so many opportunities and challenges, accounting professionals are required to respond to rapidly changing market conditions and special requirements:

Big data technology is bound to make continuous progress in the future. In the information age, the wide application of the Internet and big data has penetrated into all fields of people's life and work. the analysis and application of big data has been widely used in accounting management and management accounting challenges and opportunities. And concrete measures to overcome these challenges and opportunities. With the gradual increase in the correct use of big data technology in market information search. Accounting professionals must gradually improve their professional and technical level. The status of accountants in enterprises will be rapidly improved. The nature of professional jobs and skills is bound to change over time, accounting information becomes more important in economic markets and enterprises. It will encourage accountants to continuously improve their personal skills and ethics. On the one hand, they are responsible for the normal operation of the company and fair competition in the market. The other side is also responsible for other competitions. Therefore, it will build a solid foundation for its own career development direction.

Conclusion

In short, in the era of big data, the accounting profession and its experts face great opportunities and challenges. However, in addressing these opportunities and challenges, accountants must be honest and reliable, rather than just solving them. But also constantly find their own shortcomings. Always find their own shortcomings and mistakes with the market, slowly change yourself, improve yourself, become more and more successful. Only with this change, we can successfully find the space for survival and development, t his will definitely promote our professional progress.

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