

# On the New Trend of Financial Accounting and Management in Internet Age

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**Abstract:** In the current era, with the continuous development of Internet technology in China, for enterprises, we must put forward effective management plans according to the current development of the Internet and the requirements of financial accounting for enterprises, and constantly improve the efficiency and quality of accounting work. However, with the advent of the Internet era, there are still many problems and security risks for financial accounting and management. The relevant managers should constantly improve their own work consciousness and strengthen their grasp of financial accounting and management, so that the enterprise financial accounting and management can be optimized comprehensively according to the development of the current Internet era.

## 1. The Meaning of Financial Accounting and Management in the Internet Age

In the enterprise financial accounting and management work and the Internet to carry on the thorough fusion, is the present time development direction and the inevitable request, therefore enhances the enterprise financial accounting and the management efficiency comprehensively, the related management personnel should construct the relatively perfect and efficient financial management pattern, carries on the effective grasp and the analysis to our country present economic development direction, uses the Internet technology to carry on the omni-directional record and the accounting to the accounting financial data, unceasingly enhances the financial accounting and the management accuracy.

Table 1 Differences between financial accounting and management in the internet age

Data	Management	Operations
Static data	Static management	Static operations
Data on time dimensions	Spatial Dimension Management	Operation of Value Dimension

With the continuous development of Internet in China, financial accounting and management should be updated and optimized according to the development of Internet. In the financial accounting and management work in the Internet era, the related staff need to use the remote combination of computer data to calculate the data accurately, and continuously improve the accuracy and scientific nature of the financial accounting data.[1]At the same time, in the Internet environment for the financial work of enterprises, it is necessary to share each other's information, so as to effectively supervise the financial accounting work of enterprises, find out in time the shortcomings existing in the financial accounting management work, and highlight the advantages of the Internet in the financial accounting and management work. Compared with the traditional enterprise financial accounting work, in the Internet era, the content of enterprise financial accounting and management work is relatively complex and extensive, and the accounting service object of the enterprise is also changing. Therefore, more requirements are put forward for enterprise financial accounting and management.

## 2. A New Trend Analysis of Financial Accounting and Management in 2. Internet Age

### 2.1. Spatial Expansion of Financial Accounting and Management

In the Internet era, the type and quantity of relevant data are also increasing, for enterprises, the

information about financial accounting and management is also expanding, so it is necessary for the relevant managers of enterprises to effectively expand the traditional financial accounting and management space.[2]The original Internet financial accounting mainly refers to the digitization of accounting systems, which requires relevant managers to use Internet technology to process financial data. However, with the continuous development of the Internet in China, the advantages of digital information in financial accounting and management are becoming more and more prominent. In the process of expanding the financial accounting and management space, the relevant staff should make use of advanced information technology, intelligently compare the financial data in all directions, find out the risks existing in the financial data in time, and use the Internet technology to avoid these risks effectively, so as to meet the new requirements put forward by the current enterprises for financial management. In the Internet era, financial accounting information processing and transmission should change the past scattered work mode and work situation, improve the efficiency and level of financial accounting and management as a whole.

## **2.2. Improved Efficiency of Financial Accounting and Management**

With the development of our country's current Internet, in the enterprise financial accounting and management work, the relevant staff use advanced Internet technology to process daily data. On the whole, the efficiency of financial accounting and management in the context of the Internet is significantly improved.[3]. Relevant staff can use advanced Internet technology to automatically input data into the system, so as to facilitate financial managers to effectively manage and analyze the data, compared with the traditional financial accounting and management model, management efficiency and management quality has been greatly improved.

## **2.3. Financial Accounting and Management Implementation Network Online Management**

In the Internet, the relevant staff are no longer limited by space and time, and can handle the work in real time in the Internet platform. In addition, with the continuous development of the Internet in China, the risks faced in the Internet environment have gradually increased, and related enterprises have introduced security protection technology to effectively avoid the security problems faced in financial accounting and management. In the process of communication and communication with other departments, relevant financial staff can use online data processing and transmission to maximize the security of information. and has been the main development trend of current financial accounting and management.

# **3. Problems and Solutions of Financial Accounting and Management in the Internet Age**

## **3.1. Financial Information Security Aspects**

In the Internet era, the relevant financial accounting staff in the actual process of storing some data in the Internet for real-time processing and recording, but on the whole, with the continuous development of the Internet, the Internet environment is also developing in a complex and diverse direction, which has brought a lot of impact to the financial information security of enterprises. For the enterprise, the financial information of the enterprise belongs to the internal secret, if it is leaked or tampered with, it will have a very serious impact on the future development of the enterprise. But in the current network environment, computer virus and hacker technology are increasing, which leads to the security of enterprise financial data information is not high, it is easy to appear many hidden dangers in the process of data transmission and recording. In view of this problem, the managers of related enterprises should build a more secure and perfect network information and financial management platform. The managers of related enterprises can strengthen their investment in financial security management software and introduce the current advanced security information management technology. Improve the safety factor of financial accounting and management system comprehensively. At the same time, the relevant managers can arrange special personnel to maintain the security of the financial accounting and management system, regularly optimize the financial management system of the enterprise, effectively check the related security risks, and

manage and maintain the financial data of the enterprise in the aspects of data encryption and security identification, which can continuously improve the security of the enterprise financial information, and the relevant staff can safely handle the relevant financial accounting information effectively in the network platform.

### **3.2. Integrated Financial Staff Capacity**

In the Internet era, some managers of enterprises integrate Internet technology and financial accounting with management, which makes the content and scope of financial accounting and management of enterprises expand constantly, and the relevant staff should constantly improve their comprehensive quality and work level, and deal with the new problems of enterprise accounting and management in the Internet era. On the whole, however, in the enterprise financial accounting and management model, the comprehensive quality of the relevant staff has not been effectively improved, some staff in the actual work process, information technology work ability and financial professional processing ability can not reach the expected state, even some staff knowledge of computer finance and laws and regulations have some limitations, can not meet the actual work needs, in this case, the relevant enterprise managers should organize relevant training activities within the enterprise, effective adjustment of training content, Targeted enhancement of staff information technology processing capabilities, and also the introduction of information talent, so that financial accounting and management can follow the current pace of the Internet .

## **4. Conclusion**

Under the background of the Internet, the financial accounting and management of enterprises have undergone fundamental changes. Therefore, in order to make the financial accounting and management of enterprises improve their work efficiency and work quality according to the development of the current Internet era, relevant managers need to analyze the new trends of financial accounting and management in the Internet era, improve the comprehensive quality of financial staff, deal with the problems of financial accounting and management in the Internet era, and improve the financial level of enterprises as a whole.

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