

A New Theory of Accounting Control -- Research on Accounting Real-time Control

Chai Yan

Sichuan Vocational and Technical College, Sichuan, 629000, China

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Abstract: With the wide application of information technology and the formation of new concept of value chain management, enterprise management has changed from traditional management to information and value management. This change, on the one hand, challenges the traditional accounting control, on the other hand, provides an opportunity for the development of accounting control theory. This article is Information technology In order to enrich accounting theory and make accounting real-time control play a role in enterprise management especially in value chain management.

1. Introduction

Under the background of economic globalization, Chinese enterprises have both new development opportunities and greater challenges. Because of the influence of economic globalization, if Chinese enterprises want to improve their comprehensive competitiveness and occupy a place in the market, they should pay attention to the management of accounting work. The application of information technology to realize the real-time control of accounting can effectively help enterprises to expand their business scope and broaden their development space, so as to ensure the rationality and optimization of various resource allocation of enterprises and make our enterprises improve their economic benefits effectively.

2. The Connotation of Accounting Real-Time Control

In Internet Financial and accounting personnel in the environment use modern technical means and three quantities of information to make real-time comparison and real-time analysis of the process of enterprise business activities, through guidance, regulation, restraint promotion and other links to intervene in the business operations of enterprises, in order to achieve the ultimate goal of improving operational efficiency and efficiency to achieve value-added (Fig.1).The concept of accounting real-time control is a kind of enterprise financial management concept, it takes the traditional management mode of enterprise to information and value management, the theory of value chain was first put forward by Michael Porter, its core idea is that if the enterprise carries on the value creation activity centered on the customer, it is beneficial to improve the economic benefit of the enterprise, the various links of this activity constitute the value chain, they play a different role in the whole economic activity.[1]. Value chain accounting is a kind of ability to process information, through collecting, processing, summarizing and analyzing the relevant economic information to reflect the business results and development of the enterprise, to ensure that the enterprise value chain can operate effectively and stably, so as to help the enterprise to complete all kinds of management work better. At present, the research of value chain accounting at home and abroad mainly tends to accounting management, the central idea of value chain accounting is to ensure the continuous operation of enterprise value chain through the method of accounting management, and gradually improve the operation efficiency of enterprise value chain, so as to help the long-term and stable development of enterprises, and constantly optimize the allocation of various resources of enterprises. Value chain accounting excavates the deep financial information behind the development of enterprises, which can reveal the intrinsic value and law of enterprise development, and apply these information to combine the long-term strategic development goals of

enterprises to help enterprises manage various projects. Applying value chain accounting to enterprise cost management is the choice to conform to the trend of the times. The traditional accounting model and cost management model are no longer applicable to the current economic environment. The development of enterprises in our country is in an era when the economic market changes rapidly and the economic information explodes, not only the industrial structure of enterprises should follow the trend, but also the internal accounting system and the cost management system of enterprises should conform to the trend. How to ensure the authenticity and reliability of economic information under traditional accounting even can't keep up with the speed of production information? If the cost management is made according to this kind of financial information, and the decision of various economic affairs is carried out, the development of the enterprise cannot be guaranteed at all, so the establishment of accounting real-time control work through value chain accounting is the inevitable trend of financial management in our enterprises.



Figure 1 Value chain accounting

3. The Framework System of Accounting Real-time Control

3.1. Establishing and Perfecting the Theory System of Value Chain Accounting

Value chain accounting is the theoretical basis for real-time accounting control. Although many managers and scholars at home and abroad have studied value chain accounting, there is no complete and sound system for the application of value chain accounting in the cost management of enterprises in China. Therefore, if enterprises want to apply value chain accounting to enterprise cost management, they must establish and perfect the theory system of value chain accounting. First of all, the establishment of the value chain accounting theory system is not accomplished overnight, enterprise managers should invest a lot of manpower and material resources to it, cannot ignore or even ignore it because the establishment of the value chain accounting system is a hidden benefit. Secondly, the establishment and perfection of the value chain accounting system should be carried out step by step. In order to make it more suitable for the individual characteristics of the enterprise, the process of establishing the value chain accounting system should adhere to the principle of concrete analysis of specific problems.

3.2. Building Real-Time Control Information Technology Environment

Real-time control Information technology Environments typically include networks, databases and management software networks that provide the basis for information delivery and sharing; databases are a golden repository for storing and managing data[2]. In order to establish and improve the accounting real-time control work, the enterprise managers should establish a correct understanding of the accounting real-time control work, support the integration of accounting real-time control work with information technology such as big data system, introduce the corresponding information technology equipment and application software system, and construct the accounting real-time control information system based on cloud computing.

The degree of enterprise accounting real-time control information construction affects the level of enterprise accounting real-time control. In IT environment, enterprises should be good at using

cloud computing technology to construct accounting real-time control information system. Because the accounting real-time control work itself is the deep processing of the enterprise's financial data, different from the traditional financial accounting work, the accounting real-time control work should not spend a lot of practice on sorting out and summarizing the various economic data of the enterprise, but should deal with the financial data that has been sorted out and the statistics in a deep level, mining the internal relation between the various data, combining the enterprise's current operation result and the development situation, provide the financial guarantee for the enterprise decision-maker's operation decision-making[3]. And cloud computing technology is the basic accounting processing tool for accounting real-time control work. based on cloud computing platforms and big data systems, enterprises can achieve the collection and classification of financial information on various aspects of the enterprise, such as financial data, inventory situation, sales performance, production efficiency, cash flow, market fair value and so on (figure 2). These information can have an impact on the investment decision of the enterprise, and through the comprehensive and clear financial information given by the cloud accounting platform, the accountants can understand the business results and the current situation of the enterprise in detail, so as to make the most reasonable investment decision.

In addition, constructing the accounting real-time control information system based on cloud computing can realize the sharing of financial information within the enterprise and strengthen the connection of financial information between the various departments of the enterprise, which can greatly increase the timeliness and authenticity of the financial information of the enterprise. Especially for the large enterprises, because of the different accounting mode and management system of each subsidiary, the enterprises always face many difficulties in the work of preparing the consolidated financial statements. The establishment of a perfect accounting real-time control information system can realize the financial information sharing, avoid the mistakes of accounting work caused by human factors, and greatly improve the efficiency of financial information delivery at the first level.



Figure 2 Financial information sharing

3.3. Establishment and Improvement Real-Time Control of Value Creation Accounting Theoretical System

Accounting real-time control is a kind of ability to process information. By collecting, processing, summarizing and analyzing the relevant economic information, it reflects the enterprise's business achievements and development, and ensures that the enterprise's capital chain can run effectively and stably, thus helping the enterprise to complete all kinds of management work better[4].

Although many enterprises and scholars at home and abroad have studied the accounting real-time control work based on value creation, there is no complete and sound application system for accounting real-time control work in our enterprises. First of all, the establishment of accounting real-time control application system based on value creation is not accomplished overnight, enterprise managers should invest a lot of manpower and material resources to it, cannot ignore or even ignore it because the transformation of accounting real-time control work is a hidden benefit. Secondly, the application system of accounting real-time control based on value creation should be

carried out step by step, in order to make it more suitable for the individual characteristics of the enterprise, the establishment process of accounting real-time control application system should adhere to the principle of concrete analysis of specific problems. When applying to the specific departments and economic activities of the enterprise, the enterprise should encourage the corresponding staff to give advice feedback, point out the contradiction between the application system of accounting real-time control and the actual work process, so as to make it perfect and reasonable constantly[5](Figure 3).



Figure 3 Perfection and rationalization

In the actual work, the accounting real-time control system based on value creation should be combined with the cost control system and the budget management system of the enterprise, and the accounting real-time control system of the enterprise should provide the theoretical basis and financial guarantee to the enterprise, so the accounting real-time control work should be taken into account as a whole, and the financial information of the accounting real-time control processing should cover all the production and management links of the enterprise, such as the production department, the sales department and the management department, so as to deeply analyze the business development situation of the enterprise, and fully combine the cost management and budget management work of the enterprise.

4. Conclusion

Accounting real-time control view is a new accounting control view put forward in the process of enterprise management from traditional management to information management. It is not a castle in the air, but is closely related to IT environment, accounting real-time control method, accounting real-time control mode and so on. Only by carefully studying these elements and the relationship between them, can we play the role of accounting real-time control, make it jointly support the reality of accounting control objectives, and then jointly support the realization of the strategic objectives of enterprise management.

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