

Analysis of the Influence of Network Companies on Financial Accounting Based on Accounting Value Evaluation

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Abstract: The Internet has changed the way people handle information and transfer resources. The emergence of big data and cloud storage has further changed the operation and management of modern enterprises. The analysis scope of financial accounting information of enterprises has expanded to different departments such as production, management and marketing. In the process of vigorous development of Internet enterprises, network technology has become an indispensable part of enterprise financial operation, which is of great significance to the sustainable development of China's economy in the future. Enterprise managers should innovate the financial accounting management mode in time, introduce advanced accounting management software and hardware technology, meet the challenges brought by the Internet, and improve the efficiency and quality of financial management. This paper discusses the necessity of financial accounting innovation of Internet enterprises based on accounting value evaluation, analyzes the obstacles of financial accounting innovation of Internet enterprises, and puts forward specific strategies for financial accounting innovation of Internet enterprises.

1. Introduction

Financial accounting is a very important management content for any enterprise, especially under the background of the ever-increasing competition among enterprises, which has become a key link to determine the success or failure of enterprise competition [1]. Internet has changed the way people handle information and transfer resources. The emergence of big data and cloud storage has further changed the operation and management of modern enterprises. The analysis scope of financial accounting information of enterprises has expanded to different departments such as production, management and marketing [2]. The construction of information superhighway marks that mankind has entered the information age, and this information revolution has greatly promoted the transformation of production methods, especially for enterprises as socio-economic cells, which will undergo profound changes in all aspects [3]. To some extent, the management characteristics and related contents of traditional enterprise financial management can no longer meet the development requirements of Internet enterprises. Having an excellent enterprise financial management mode is the guarantee for the orderly operation of the enterprise and the basis for its development [4]. In order to further promote the good development of Internet enterprises, it is suggested that financial accountants must abandon the previous management concepts and management models and do a good job in enterprise financial management under the Internet economy [5].

With the rapid improvement of domestic social and economic level, the market competition situation becomes more and more severe under the market economy environment, and various enterprises gradually begin to attach importance to the internal management of enterprises, how to minimize costs and expenses, improve enterprise productivity, and further obtain maximum economic and social benefits for enterprises [6]. In the running process of an enterprise, it is necessary to understand its own financial situation and carry out effective financial management. In the face of practical operational problems, it can ensure the efficient flow and balance of funds

within the enterprise and minimize the loss of economic benefits of the enterprise [7]. The lag of financial accounting innovation makes financial accounting become the short board of building the core competitive advantage of Internet enterprises, which seriously restricts the healthy development of Internet enterprises. How to innovate financial accounting has become a subject that must be deeply considered in the development of Internet enterprises [8]. The financial accounting innovation of Internet enterprises can not be achieved overnight. From the current situation, the obstacles and difficulties faced mainly come from many aspects and angles such as operation management, informationization, accounting talents and organizational structure [9]. This paper discusses the necessity of financial accounting innovation of Internet enterprises based on accounting value evaluation, analyzes the obstacles of financial accounting innovation of Internet enterprises, and puts forward specific strategies for financial accounting innovation of Internet enterprises.

2. The Necessity of Financial Accounting Innovation in Internet Enterprises

2.1 Adapt to the Needs of the Internet Environment

Traditional financial accounting reports are mainly analyzed according to the financial information of monetary measurement. However, financial accounting under the background of Internet breaks through the limitations of currencies among different countries, and transactions can be conducted whenever and wherever there is a network, which impacts the monetary hypothesis in traditional accounting analysis. Based on the network environment, the financial information of enterprises is more open. Therefore, accounting managers need to use the network for remote reimbursement, audit, submission of statements and audit, and their work scope and content are further refined and enriched. Internet enterprises require that financial management should be based on the business characteristics of their own enterprises, make rational use of Internet technology and information technology, and realize the requirements of information sharing and interaction [10]. At present, it is difficult for Internet enterprises to adapt to the requirements of the Internet environment in terms of financial accounting. The typical features of the Internet environment are real-time information sharing, flat communication channels and high informationization. These characteristics require financial accounting to be innovated and reformed, so as to ensure that financial accounting innovation can develop in the direction of information sharing and communication flattening.

Under the traditional market economy environment, enterprises pay attention to the internal organizational structure when they carry out financial accounting management. On the basis of rational allocation of internal resources, they can better plan their development strategies and obtain greater economic benefits. Internet companies require that financial accountants should combine the requirements of refined management, deal with the contents involved in financial management reasonably, and achieve all-round refined management requirements as much as possible. In traditional financial reports, financial statements providing commercial information occupy a dominant position. However, in Internet enterprises, information disclosure can be said to be fatal to the development of enterprises. In addition to financial statements, information such as human resources contained in schedules in financial reports also need real-time protection. In the aspect of financial accounting innovation of Internet enterprises, we must closely focus on the characteristics and requirements of the Internet environment, so as to ensure that financial accounting can better adapt to the Internet environment through continuous innovation of financial accounting, and achieve the matching and fit between them.

2.2 The Need to Enhance the Financial Income of Enterprises

Under the modern Internet market economy system, enterprises need to analyze and forecast the cost, profit and financial situation of the enterprise by using the existing financial information to carry out economic activities, and make fine control in the financial management of enterprises to improve the utilization efficiency of different resources. Under the network environment, the scope

of financial accounting management has been further expanded, and external financial management has become an important part of it. At the same time, with the support of software and hardware such as Internet and computer equipment, the financial accounting work of enterprises breaks the limitation of time and space. Under the network environment, enterprise financial accounting management can effectively realize the collection and integration of some important related resources, and achieve business collaboration inside and outside the enterprise. Network information system is indispensable for the development of enterprises, and perfect information system is the standard of advanced enterprises. Innovating enterprise financial accounting management mode under the network environment requires leaders and accountants to make joint efforts, fully consider market changes, enterprise development strategies and other factors, strengthen the attention to enterprise financial accounting management, optimize the internal structure of enterprises, and thus promote the rapid development of enterprises.

The innovation of financial accounting of Internet enterprises is the objective need to improve the financial income of enterprises, and obtaining income is the main purpose of enterprise management, and it is no exception for Internet enterprises. Under the working mode of Internet informationization, the operator's control over financial accountants is simplified. To control the business risks in the process of enterprise development, it must be realized by everyone's hard work. This way of separating the production intelligence of accounting information from the inside is an effective incentive way for accounting practitioners in Internet enterprises. Under the constraint of the new working mode, the quality of enterprise financial accounting information will be greatly improved. Financial accounting innovation is the main means and way to increase the income of many enterprises. The adoption of traditional financial accounting mode by Internet enterprises will greatly affect the financial income level. For Internet enterprises, it is necessary to adhere to the basic principle of economy according to the need of improving financial income, and constantly promote the innovation of financial accounting, so as to achieve the improvement of enterprise financial income.

3. Financial Accounting Innovation Strategy of Internet Enterprises

3.1 Establish Perfect Accounting Management System

Under the Internet financial accounting mode, enterprises should have a certain sense of preparedness and contingency, and formulate corresponding plans to minimize the mistakes caused by the unfamiliar network environment of financial accountants. Enterprises should thoroughly change the existing financial management structure that does not meet the requirements of the Internet, and then make decisions by the Finance Bureau. This can not only improve the efficiency of financial accounting, but also ensure the correctness of financial accounting decisions in a complex working environment. Under the network environment, enterprises should give full consideration to various factors and formulate complete coping strategies for possible problems, so as to make the development of enterprises adapt to China's market environment and promote the better operation of enterprises.

The management mode of enterprises can not stay in the past, but should adapt to the network age, change the traditional decentralized management, and change towards centralized management. Not only that, system innovation is also a top priority. A set of three-dimensional network system can be established within the enterprise to achieve the purpose of centralized financial management and real-time supervision, and reduce the risk of enterprise operation. The data mining process in financial analysis of Internet enterprises is shown in Figure 1.

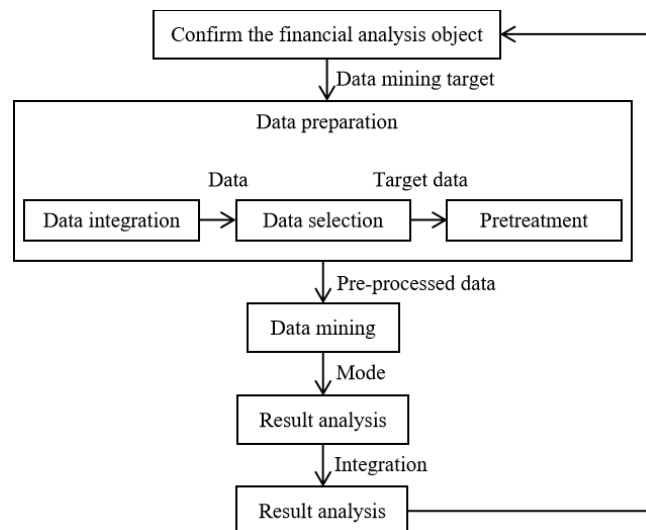


Fig.1 Data Mining Process in Financial Analysis and Management

The new environment of Internet enterprises brings new opportunities to the development of enterprises, and also provides opportunities for some opportunistic workers to exploit loopholes. In the case of lax management of enterprises, some workers may exploit loopholes in laws and networks to seek benefits for themselves. Enterprises should increase the research and development and innovation of financial accounting information storage disks, establish storage programs, and improve information security. Under the network environment, the financial accounting management mode of Chinese enterprises has gradually evolved, and enterprises have created new financial management modes according to their own reality, which has improved and innovated the financial accounting information. In order to realize its long-term development, an enterprise must formulate a complete financial accounting management system, make a good plan for the operation of internal funds, and complete every step of the audit process in accordance with regulations. At the same time, enterprises should strengthen the behavioral and moral constraints on financial accounting personnel, so that every staff member of enterprises can realize the importance of financial accounting innovation and enhance their financial risk awareness.

3.2 Improve the Working Quality of Accountants

The Internet has brought great impact to the cross-level of enterprise finance. From the cross-level system to the talent training mechanism, only by constantly adapting to the times and making corresponding changes to improve their work quality can they adapt to the needs of society and keep pace with the times. Talent is the key to financial accounting innovation of Internet enterprises. In view of the objective reality that the innovation ability of enterprises is low due to the lack of innovative talents in financial accounting, Internet enterprises need to pay attention to the introduction and training of relevant talents, so as to consolidate the talent base of enterprise financial accounting innovation and promote this work to be carried out better. For project management Internet enterprises that emphasize innovation, business control can not only complete the basic functions of financial accounting, but also discover the business behavior behind each contract. The financial person shall track the Internet products, do a good job of input and output analysis and feasibility demonstration before going online, calculate the rationality of contract pricing measures, and track the implementation and profit of customer contracts.

To some extent, by providing skills training courses for financial accountants, Internet enterprises can further consolidate the professional quality and professional ability of financial accountants, help to change the previous management concepts of accountants, and lay a foundation for the long-term development of enterprises. Figure 2 shows the deep learning hierarchy of Internet enterprise risk early warning system.

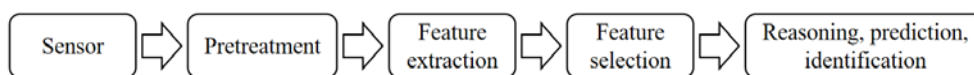


Fig.2 Deep Learning Hierarchy

In terms of talent introduction, Internet enterprises should pay attention to introducing talents who are familiar with enterprise financial accounting innovation under the Internet environment and have relevant knowledge and skills according to the needs of financial accounting innovation. Internet enterprises should provide good salary and development space to attract relevant talents to join, so as to ensure the talents in financial accounting innovation owned by enterprises. Enterprises should also strengthen the communication between different departments, implement the awareness of risk prevention and control in the operation process, give full play to the role of network technology, and avoid damaging the benefits of enterprises.

4. Conclusions

With the development of information technology, revolutionary changes have taken place in enterprise management activities, which not only makes the production and operation of enterprises united, automated and networked, but also makes the daily management of enterprises informationized. Internet enterprises still have a long way to go in financial accounting innovation, but it should be noted that the trend of financial accounting innovation is irreversible, which objectively requires Internet enterprises to attach great importance to the development of financial accounting innovation. Enterprises create a new financial management mode according to their own reality, which improves and innovates financial accounting information. In order to realize its long-term development, an enterprise must formulate a complete financial accounting management system and make a good plan for the operation of internal funds. In terms of talent introduction, Internet enterprises should pay attention to introducing talents who are familiar with enterprise financial accounting innovation under the Internet environment and have relevant knowledge and skills according to the needs of financial accounting innovation. In view of the objective reality that the innovation ability is low due to the lack of innovative talents in enterprise financial accounting, it is necessary for Internet enterprises to pay attention to the introduction and training of relevant talents, so as to consolidate the talent base of enterprise financial accounting innovation.

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