

Analysis on the Practical Effect of Financial Accounting Management Measures in the Era of Network Economy

Zhen DI

School of Management, Liaoning Institute of Science and Technology, Shenyang, Liaoning 117004, China

dizhen0209@163.com

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Abstract: Entering the era of network economy puts forward higher requirements for financial accounting. Only by doing a good job in financial management can we give full play to its management role, reflect the management function and promote the scientific and rational distribution of resources. Based on this, this paper mainly explores the financial accounting management in the era of network economy for reference.

1. Introduction

In the development of enterprises, financial management is very important. It can not only prevent risks, but also promote the optimal allocation of resources, which is very helpful for the healthy and stable development of enterprises. In the era of network economy, financial accounting management must keep pace with the times and innovate constantly. At the same time, it is also necessary to build a systematic financial accounting management mechanism from multiple angles from the perspective of network economy, and accelerate the transformation of financial management concepts, so as to comprehensively improve management quality and promote the long-term and stable development of enterprises^[1].

2. Analysis on the Current Situation of Financial Accounting Management in the Era of Network Economy

First, in order to realize the optimal and rational allocation of resources and avoid the problem of lack and abuse of funds, enterprises must pay more attention to financial accounting management. In the process of financial accounting management, it often involves a variety of accounting information, as well as the application, analysis and summary of accounting information. Entering the era of network economy has added vitality and vitality to the financial accounting management and improved the efficiency of financial management, but affected by the traditional working methods and ideas, individual staff lack understanding of the importance of accounting information, resulting in loopholes in many links such as processing, application and summary of accounting information, and the relevant management measures are difficult to be properly implemented. The emergence of the above problems not only reduces the quality of financial accounting management, but also is not conducive to the long-term and stable development of enterprises^[2].

Second, financial accounting management often requires more time and energy for data accounting and statistics. In the era of network economy, relevant professionals must have corresponding professional skills and be able to skillfully master various software operations. Through the flexible application of software, they can not only efficiently summarize information data, but also realize the efficient application and scientific analysis of accounting information. However, according to the current actual development situation, due to the lack of rationality of the structure of financial accounting management personnel in China, individual staff are old and have poor ability to master new technologies and knowledge, and there is a lack of effective communication and exchange among financial accounting personnel. They can't base on a professional perspective in the process of financial accounting management and do a good job in

financial accounting management according to national laws and regulations. If the above problems are not solved and handled in time, it will not only reduce the quality of financial accounting management, but also adverse to the long-term and stable development of enterprises and institutions ^[3].

3. Impact of the Advent of the Era of Network Economy on Financial Accounting Management

In the era of network economy, the quality of accounting information has been continuously improved, and the connection between big data technology and Internet technology and financial accounting management inventory has become increasingly close. It can not only develop the information that has not been processed and explored under the traditional working mode, but also reuse it, making the accounting information more targeted and comprehensive. At the same time, it also improves the quality and efficiency of financial accounting management. With the advent of the era of network economy, the concept of financial accounting management has changed. Financial accounting managers must make a more in-depth and comprehensive analysis of financial accounting management, and be able to flexibly adjust the work mode in combination with work needs. Under the traditional working mode, the data information is basically sorted, summarized and applied manually. Once the data is wrong, a chain reaction will occur, greatly reducing the quality of financial accounting management. In the era of network economy, electronic bill has replaced the previous manual bookkeeping. It can also help staff find data errors in time, and fundamentally improve the accuracy and reliability of data information. With the support and assistance of relevant algorithms, it can greatly improve the efficiency of financial accounting management. However, the impact of the network economy era on financial accounting management has both advantages and disadvantages. The application of various modern information technologies also has a certain impact on the security of financial information data. Therefore, it is very important to strengthen the supervision of financial accounting information by relying on information means ^[4].

4. Financial Accounting Management Measures in the Era of Network Economy

4.1 Establish a Sound Financial Accounting Management Mechanism

In the era of network economy, in order to better carry out financial accounting management, the first thing is to establish a perfect financial accounting management mechanism. Through the analysis of past experience, improving the sound financial accounting management mechanism can standardize and guide various financial accounting management activities, so as to avoid the problems of incomplete information application and imperfect information management. In the process of practice, we should also take the national policies and regulations as the guide, formulate a perfect and feasible financial accounting management mechanism according to the specific situation and based on the background of the network economy era, and explain in detail the main categories, special cases and summary cycle of financial accounting information summary in terms of accounting information analysis and summary, so that the financial accounting management personnel can work in strict accordance with the specified procedures, so as to avoid work blind spots, improve the quality and efficiency of financial accounting management, make up for the problems and disadvantages in the previous work, and form a perfect and healthy operation mechanism in the subtle process. At the same time, after setting up the financial accounting management mechanism, we should strengthen publicity, strengthen the thinking and cognition of staff through publicity, so that they can master the requirements of financial accounting management system more comprehensively and deeply, and realize the effective standardization of staff's daily financial accounting management behavior ^[5].

4.2 Strengthen the Construction of Professional Talent Team

In the era of network economy, if we want to do a good job in financial and accounting

management, we should also have a team of high-quality and high-level professionals. In the process of practice, enterprises can base on the current reality, clarify the problems existing in the training and recruitment of accounting personnel in the past, and on this basis, take perfect and feasible means to gradually build a scientific and professional talent development echelon, so as to lay a good foundation for the reform of financial accounting management. Specifically, we should be demand-oriented, conduct a comprehensive analysis of the era of network economy, and on this basis, do a good job in talent assessment and training in an organized and planned way, so as to give full play to the advantages of human resources to the greatest extent. In the process of recruiting professional talents, enterprises need to sort out the standards for talent selection, employment and introduction based on the current actual situation, fully tap the internal potential of talents, formulate talent training plans on the basis of introducing talents, and carry out continuing education according to the specified procedures, so that the staff can gradually establish a correct and scientific accounting cost thinking and improve their professional skills. At the same time, we should also do a good job in communication and exchange, and regularly organize financial and accounting managers to exchange and study in model units and enterprises, summarize advanced experience and improve working methods and ideas, and adjust and optimize in combination with their own actual situation, so as to comprehensively improve the professional ability and literacy of financial accounting managers ^[6].

4.3 Establish a Sound Information Security Mechanism

Enterprises can build the accounting information system with the help of big data technology and cloud computing technology, so as to realize the in-depth analysis and mining of financial data information. At the same time, we should also focus on the security of financial information data. In the era of network economy, relying on information means, it is very important to strengthen the supervision of financial accounting information. By building the financial supervision platform, we can carry out real-time supervision over the whole process of financial management, and greatly improve the quality and efficiency of financial work, fundamentally ensuring the security of financial information. In the era of network economy, the means and objects of financial accounting management have undergone earth shaking changes. Therefore, relevant staff are required to carefully explore financial information in combination with specific management requirements, accurately grasp potential risks, resource allocation and fund use through the scientific use of financial information, so as to improve the security protection ability of financial accounting information, avoid the risk of information leakage and loss in the process of storage, use and processing, and fundamentally maintain the security of financial data information ^[7].

4.4 Clarify the Responsibilities of Regulators

In the process of development, enterprises should rely on the current political and economic market environment, strengthen communication and contact with the outside world, focus on the development trend of the market and industry, pay attention to upstream and downstream resources and competitors in the same industry, and understand their position in the industry, so as to give full play to their advantages and avoid disadvantages. At present, many accounting agency service institutions and supervision institutions in China are not clear in terms of responsibility positioning, and the problem of insufficient staffing often occurs. Accounting agency service personnel and financial supervision personnel are basically part-time, with poor stability, and lack of guarantee of professional ability. Individual regions will solve the personnel problem through open recruitment to the society, but it is difficult to retain talents due to tight funds and lack of attraction. In view of the above situation, it is necessary to clarify the responsibility orientation of China's regulatory institutions. For areas with relatively backward economic development, it is necessary to strengthen the security of accounting service agencies and regulatory institutions, further improve and strengthen the organizational security of financial and accounting work, understand the upstream and downstream development dynamics of the industry, and clearly grasp the comprehensive strength of competitors, assist enterprises to formulate sound and feasible development plans and strategic objectives, so as to better meet the development requirements of the network economy era

and improve the quality of financial accounting management.

5. Conclusion

In the era of network economy, financial accounting management should keep pace with the times and innovate constantly. We should not only establish a perfect financial accounting management mechanism and strengthen the construction of professional talent team, but also improve the information security mechanism and clarify the responsibility orientation of regulatory institutions. Only in this way can we better meet the development requirements of the era of network economy, improve the quality of financial accounting management.

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