

Changes and Development of Financial Accounting Theory and Practice in the Era of Electronic Commerce

Limei Deng

Department of Accounting, Changchun University of Finance and Economics, Changchun, Jilin, 130000, China

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Abstract: Electronic commerce based on modern information technology has impacted the traditional financial accounting model and changed the accounting environment. Therefore, traditional accounting theory and practice are facing challenges. Based on the author's learning and practical experience, this work first analyzed the characteristics of accounting in the era of electronic commerce, then discussed the impact of the development of electronic commerce on traditional accounting, and finally put forward the countermeasures to improve accounting work in the era of electronic commerce. This work aims to provide ideas for further research and enables the industry to pay attention to the impact of situation changes on accounting and to make corresponding changes.

1. Introduction

The emergence of electronic commerce is not only a technological change, but also creates a social and economic environment of automation, networking, digitization, and virtualization. It spans the limitations of space and time, changes the production mode and management mode of enterprises, and transforms the environment of traditional accounting operations, thus making accounting theory and practice face serious challenges. In the era of electronic commerce, traditional accounting work mode of enterprises has been difficult to adapt to the economic environment model of electronic commerce, especially the settlement method of electronic money and digital currency in electronic commerce transactions, which directly impacts the traditional accounting mode of enterprises [1]. Under the current situation, electronic commerce has forced the traditional accounting model to reform and improve, and it is also the basic requirement for ensuring that accounting work can adapt to the new economic development model.

2. Characteristics of Accounting in the Era of Electronic Commerce

Accounting is produced and developed in human production activities. The continuous development of financial accounting and accounting theory has promoted the development of society, and every progress of society and technology will have a positive impact on the accounting field. With the development of electronic commerce, financial accounting has different characteristics from traditional financial accounting:

First, the real-time processing. Electronic commerce promotes the integration of internal and external enterprises, and improves the coordination of accounting work and business processing. The real-time input, processing and release of accounting information have greatly improved the efficiency of accounting work [2].

Second, the diversity of methods. In the process of electronic commerce accounting information processing, accounting methods can be used simultaneously to meet the requirements of different users for information due to the powerful accounting function of network accounting software. For example, various types of financial statements and internal management reports can be set up to provide original data, various calculation and analysis models for information users, so that they can access the enterprise database online and use the original information for their own decision model.

Third, the comprehensive information. Computer processing of accounting information has

powerful data storage and processing capabilities. The accounting department can provide various types of accounting information to fully meet various needs of information users in the era of electronic commerce, such as providing both financial and non-financial information, both internal information and the information of supply chain and the social sector and both historical information as well as current and future information [3-4]. In addition, the information can not only reflect physical assets, but also pays more attention to the value of intangible assets. Enterprises can pass information directly to users, and users can also access the enterprise database online through authorization to obtain information actively.

Fourth, the expansibility of accounting functions. The functions of accounting extend from accounting to financial analysis, financial management, supervisory review and management decisions. The accounting department play a greater role in the enterprise integrated management information system. In addition to mastering accounting skills, accountants must have knowledge of computers, electronic commerce, management and law.

3. Impact of the Development of Electronic Commerce on Traditional Accounting

3.1 Impact on accounting theory

First, the impact on accounting assumptions. With the development of the Internet, many network companies have emerged, which have the characteristics of no fixed form and business place. Therefore, it is necessary to redefine the accounting subject in the information technology environment, which is the reality that the current accounting work must face. In the traditional accounting work, enterprises value the assets according to historical cost, but for network companies without entities, the definition of continuous operation will change. Accounting work in the electronic commerce environment has become a dynamic and timely operation process, which has an impact on accounting staging [5]. In the electronic commerce environment, the emergence of electronic money has accelerated the operation of money among enterprises, and it not only increases the risk of money, but also impacts the traditional monetary measurement.

Second, the impact on accounting principles. Accrual accounting and accounting staging are accompanied by each other. Accounting staging is greatly affected by electronic commerce, so the accrual system is affected accordingly. For example, electronic payment has influenced the accuracy and comprehensiveness of accounting information. influences. As a measurement tool of traditional accounting work, historical cost plays a very important role in the traditional accounting work, but the limitation of the historical cost principle in the electronic commerce environment is more and more prominent, which can not meet the needs of accounting information users.

3.2 Impact on accounting practices

First, the impact on accounting cost classification and distribution method. In the electronic commerce environment, the production cost of the enterprise's products is directly transmitted from the product demand information to the automated production line, but the traditional production cost has to wait until the product is sold out, which makes the accounting cost classification and allocation method change accordingly. Second, the impact on the internal control of accounting. First of all, the complexity of transaction and service components in the electronic commerce environment increases the difficulty of internal accounting control. What is more, the integration of electronic commerce accounting processing has an impact on traditional accounting manual work. Furthermore, the virtual and open nature of the network makes the identification of accounting information more difficult. The timeliness of electronic payment and the anonymity of payment also exacerbate the risk of accounting work [6]. Third, the impact on financial statements. Electronic commerce improves the degree of network informationization of enterprises, so that accounting and financial statements can be manufactured online. Since the availability and convenience of the network are more optimized than those of traditional accounting work, it is more conducive for accounting information users to making the right decisions, thus affecting the work of traditional accounting statements.

4. Countermeasures for Improving Accounting Work in the Era of Electronic Commerce

4.1 Improvement of accounting functions

The traditional accounting work is very limited, and it only centers on the accounting and supervision of the accounting and auditing based on the accounting events. However, the accounting work function in the electronic commerce environment has undergone great changes and improvements. First, accounting can be realized through network and computer. While the accounting function is weakened, it requires a high degree of automated processing of accounting information, which increases the accounting management functions. The management function is mainly reflected in the reflection, supervision, decision-making, control and analysis of accounting information. Second, information management function is becoming more and more important. The most important thing in enterprise management is information management, so the importance of accounting management as the core work of enterprise management is obvious. Third, the accounting coordination function is highlighted. In the electronic commerce environment, the accounting work coordinates the management of various departments, suppliers and governments, so the coordination role is clear.

4.2 Changes in accounting organization

First, the improvement of work efficiency. In the electronic commerce environment, accounting work has greatly improved the utilization rate of accounting information through the settlement of online funds, and indirectly improved the adaptability of accounting work. Second, the display of accounting related functions in the electronic commerce environment is no longer affected by the conditions of transportation, which changes the accounting work mode a lot. Third, some accounting work in the electronic commerce environment can often realize through the network and computers, which makes the design of traditional accounting positions become furnishings, and it requires adjustment or consolidation of accounting positions [7]. Fourth, in the electronic commerce environment, accounting staff is not only an excellent accountant, but should also be proficient in computer skills and master a variety of software operations, so as to adapt to the new requirements of electronic commerce for accounting staff.

4.3 Changes in the concept of accounting staff

First, traditional accounting work is often directed at the recording, summary and evaluation of past business activities, and it mainly targets past and present affairs. However, the accounting work in the electronic commerce environment needs to have an advanced concept based on the record, summary and evaluation of past and present affairs, and it is an accounting work system for the future [8-9]. This requires accounting staff not only to change the thinking mode of working afterwards in the past, but also to have a sense of risk and forward-thinking, so that their accounting work in the electronic commerce environment is more competent. Second, with the constant changes in the accounting environment, there are more and more risks and uncertainties in accounting work. This requires accounting staff to fully understand this phenomenon, prepare themselves mentally, and always use dynamic and advanced vision to manage accounting work, so that they can do their best to reveal and control accounting risks.

5. Summary

The development of electronic commerce has brought essential changes in the external environment and the direction of accounting work. For accounting work, it should closely follow the development of new business models, deeply analyze the impact of electronic commerce on accounting theory and accounting practice, explore the new direction of accounting development based on the electronic commerce model, and constantly improve accounting theory and accounting practices to adapt to new requirements. The development of electronic commerce has a profound impact on accounting work, and it requires accounting practitioners and managers to have the spirit and philosophy of keeping path with with the times. While deeply analyzing the impact of

electronic commerce on accounting work, they should also fully recognize risks of accounting work brought about by electronic commerce, so as to propose targeted countermeasures and suggestions for accounting work, better manage the economic activities of enterprises and achieve greater economic benefits.

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