

To Explore the Role of Financial Statement Analysis in Financial Management

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Abstract: Financial management has always been a more important content in the work of enterprise management, which has laid a good foundation for enterprises to select talents, which plays an irreplaceable role in the work of enterprise management. Information construction is an important means to realize the fine management of enterprise financial management. It is also very important to combine management accounting and financial accounting effectively on the basis of this management. This paper mainly discusses the role of financial statement analysis in financial management. Hope to be able to provide some help for the development of financial management of enterprises, and can effectively help enterprises to stand firm in the economic market, compared with other enterprises can have outstanding advantages.

1. Introduction

Using information technology to deal with financial management fine, can effectively improve the efficiency of financial management, and strive to enterprise financial management information as a breakthrough to carry out effective reform, is the inevitable trend of the development of fine management of enterprise financial management. As the speed of economic development in China gradually slows down, the deepening reform within enterprises has entered a critical stage [1]. The traditional concept has always divided financial accounting and management accounting into two economic parts, but in fact, with the rapid development of the economy and the expanding scale demand of enterprises, in the new era, financial accounting and management accounting have long been integrated together. The combination of the two also provides an important guarantee for enterprises to base themselves on the market.

2. Similarities Between Management Accounting and Financial Accounting

2.1. Sources of Information

Both are the effective information of the production and operation activities of the enterprise.

2.2. Object of Accounting

The accounting objects of both are the contents of the capital operation in the enterprise, the management accounting uses the cost accounting to manage the cost, and the financial accounting uses the current profit and loss accounting.

2.3. Functional Aspects

Both are mainly through the evaluation of economic activities to improve the economic benefits of enterprises.

3. Differences between Management Accounting and Financial Accounting

3.1. Different Requirements for Accountants

The most important professional requirement of financial accounting personnel is to be proficient in accounting standards, relevant laws and regulations. To be able to accurately judge

each economic business, the production of reports and so on should be plenary. And for management accounting, the requirements are more stringent than financial accounting, the main test of comprehensive professional quality. Financial accounting should not only master the basic financial skills and analysis of various business data, but also understand the aspects of enterprise management. so the comprehensive requirement will be higher.



Figure 1 Corporate finance

3.2. Different Ways of Working

Financial accounting has the corresponding work flow, and the accounting methods in the work content are relatively stable, books and various vouchers also have the corresponding format. And the workflow of management accounting is not fixed, they usually are in different ways[2]. For example, you need to be proficient in basic financial knowledge, computer processing technology and modern mathematics, and you need to design forms and report styles. While management accounting and financial accounting also use monetary measures, non-monetary measures are often used.

3.3. Integration of Management and Financial Accounting in Business Practice

The functions of management accounting and financial accounting are both for the economic and financial services of enterprises, and they also have a close relationship in the reality of life. In the process of enterprise management activities, management accounting and financial accounting mainly play a complementary role through various accounting tools, especially the performance evaluation in the management link, which can directly link management accounting with financial accounting.

4. Advantages of Integration of Management Accounting and Financial Accounting From the Perspective of Information Technology

4.1. Improved Timeliness and Sharing of Financial Management Information

At present, financial management information in enterprises is the only important channel that can provide information for enterprises. By using network information technology, we can grasp the latest and timely information, and can classify and process all kinds of information to realize the optimization of enterprise's rational use of resources, so as to achieve the timely of information processing of data resources[3]. It is conducive to the rationalization and timeliness of resource utilization, which is very conducive to the development of financial management.



Figure 2 Corporate finance

4.2. Increased Efficiency of Finance Staff

Because information technology belongs to high-tech technology, the computer has strong logical operation ability, fast and accurate operation, and high degree of automation. By integrating information technology into enterprise management accounting and financial accounting, it can quickly, accurately, comprehensively and effectively file financial information, save a lot of management time and management cost, and greatly improve the work efficiency of financial personnel.

4.3. Savings in Management Accounting and Financial Accounting Costs

The informationization of enterprise management accounting and financial accounting can effectively save the management cost, and the enterprise financial information is handed over to computer information technology to manage, which can ensure the integrity and security of financial information, which reduces the use of professional managers and greatly reduces the management cost.

5. Problems

5.1. Traditional Managerial And Financial Accountants are Less Professional and Less Motivated

The management accountant and the financial accountant's work efficiency is very low, completely can not keep up with the present enterprise management level development. Management accounting and financial accounting staff have no enthusiasm and enthusiasm for work, and enterprises have not paid attention to the work progress and work attitude [4]. So the information construction of enterprise financial management must be reformed, only by breaking the traditional management system can we achieve the significance of real management, can promote the enthusiasm of employees, and thus improve their work efficiency.

5.2. Traditional Management Methods Can No Longer Meet The High Mobility of Enterprise Personnel

For the current employment situation in our country, because the confidentiality of financial management is very high, it is necessary to use high-tech personnel, the use of financial management is small, the utilization rate is generally low. With the reform of social economy, the exchange of talents within enterprises becomes more and more frequent. It is obvious that the traditional financial management and utilization system in the past is far from meeting the needs of modern human resource development. The use of financial management should be extended to the whole enterprise.



Figure 3 Corporate finance

5.3. Financial Management Received Insufficient Attention

Nowadays, the management accounting and financial accounting work in enterprises has not been paid enough attention, which leads to the lack of scientific and comprehensive management of financial management by managers, the lack of attention to financial management, and the failure to do a good job of related management according to its scientific nature. Thus, the financial information is scattered and disorderly. And that's a very different from the current standards of financial management[5]. This kind of financial management system is far from meeting the demand of financial information management under the market economy, which is also quite unfavorable to the development of financial management work. As a result, management accounting and financial accounting work lack of corresponding technical support and financial support, which leads to a variety of problems in management accounting and financial accounting work.

6. Solutions

6.1. Establish a Sound Financial Management Information Database and Provide a Corresponding Platform

The information management technology of financial management in enterprises includes three parts: information processing technology, information database technology and security and secrecy technology. It is necessary to establish a financial information security system to prevent attacks and threats against the management of financial information. Establish a complete financial management information database, it is best to be able to fully record all the information of the enterprise. Pay attention to the security and confidentiality of the database, while keeping the data confidential, but also do a good job of backup, because once the computer hardware system is paralyzed, it will cause the loss of information.

6.2. Focus On and Create Conditions for Information Management of Financial Management

The information management of financial management in enterprises is a necessary trend. Enterprises should vigorously support and increase the reform of management accounting and financial accounting to promote the development of financial information work with the greatest support motivation. Enterprise financial management is related to the internal financial information, so, financial managers must pay enough attention to it, can not have the slightest slack. Enterprises should pay attention to strengthening the training and ideological education of financial management personnel, and train high-quality and high-level technical talents for enterprises.

6.3. Introduction of Information Construction

Now the rapid development of network Internet, for us to provide a convenient and quick

information age. All kinds of network technology have penetrated into our life, because there are many business in the enterprise, if we can add network information technology in the financial internal control, then the work efficiency of financial personnel will also be improved. To join the advanced network information financial internal control system, enterprises should increase the infrastructure of network facilities. Enterprise employees should have certain basic knowledge of computer, but not all have information technology knowledge, so enterprises should train relevant employees in computer skills, so as to improve the office efficiency of employees. Enterprises should also build and develop the information platform of financial internal control of enterprises, improve the efficiency of data transmission, achieve timely data, and avoid the trouble caused by data delay.

7. Conclusion

The integration of management accounting and financial accounting is the basic requirement for the financial development of enterprises. It is necessary to realize the timeliness and comprehensiveness of management accounting and financial accounting after investment in information technology. In a word, in order to break the dilemma of the current financial work, the internal management personnel must keep pace with the times, adapt to the development needs of the current situation, and do a good job of financial work. We should do a good job in the reform of internal political work, create a positive and healthy enterprise culture environment, ensure a good enterprise atmosphere, and incorporate it into the internal political work of enterprises. In the process of coordinated development, we should respect the relevant concepts of sustainable development of enterprises, then carry out scientific and effective planning according to the specific actual situation, and fully ensure that the overall planning, but also ensure the scientific and sustainable enterprise planning, so as to conform to the natural law of enterprise development.

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