

New changes and Countermeasures in Financial Accounting in the New Era

Xuechen Hou

Xi'an Peihua University, Xi'an, Shaanxi, China

Keywords: new era; financial accounting; new changes; countermeasures

Abstract: The business environment of the enterprise is constantly changing in the new era, the new economic form comes into being, the competition between enterprises becomes more and more prominent, the information level of the enterprise is constantly improving, and the financial accounting of the enterprise faces many new changes. Enterprises need to face new changes, formulate corresponding effective measures to obtain the advantages of sustainable development for enterprises. This paper first expounds the new changes in financial accounting under the new era, then analyzes the difficulties in dealing with the new changes in financial accounting under the new era, and expounds the necessity and importance of responding to the new changes in financial accounting under the new era. Finally, the paper tries to explore the countermeasures of the new changes in financial accounting under the new era.

1. Introduction

Wenjuan Jing (2018) pointed out that China's economy is further promoting the supply-side reform and the reform of the financial system as the main direction of the deepening reform. The change of economic form and environment will inevitably cause the change of accounting environment. The change of accounting environment directly affects and restricts the development of accounting theory and practice. Zhihao Wang (2017) pointed out that changes in the global economic system and social environment not only brought difficulties to accounting work, but also brought opportunities to accounting management, and prompted accounting work to change the dregs that did not adapt to social development. The accounting basic assumption will be innovated, the accounting function will be weakened, the management function will be strengthened, the accounting confirmation standard will be perfected, and the accounting software will be further developed and utilized to establish an accounting model which accords with the characteristics of the knowledge economy era. Improve the authenticity of accounting information disclosure. Liu Fang (2018) is in the critical period of socialist market economy construction. In order to meet the requirements of the development of the times, enterprises should actively update the financial accounting system and promote the innovative development of financial accounting work. Xiulan Li (2018) pointed out that the traditional industry and knowledge economy, virtual economy and network economy are integrated comprehensively, and financial accounting is facing a new development opportunity under the new era of socialism with Chinese characteristics. Financial accounting will be deeply integrated with business, at the same time, in the individuation of financial accounting supply, the reimbursable nature of financial accounting information, the crowdsourcing of financial accounting services, the humanization of financial accounting and the timeliness of financial accounting services, the socialization of financial accounting will be greatly developed. In order to meet the needs of the transformation and transformation of enterprises in the new era, we should strengthen the training of accountants, build a financial sharing service platform, provide personalized financial services, and strengthen the theoretical research of human resource accounting and environmental accounting. The existing literature has laid a theoretical foundation for the study of this paper, which is conducive to the in-depth study of this paper.

2. New changes in financial accounting in the new era

The economy of China has entered the new normal, the change of enterprise production mode,

the change of operation mode, the change of consumers' demand, and the significant change of financial and accounting environment where enterprises are wrongly losing, which requires that the acquisition of cost information in the new period should be faster, more accurate and more comprehensive, more meticulous, cost management bearing more rich connotation and higher requirements, financial and accounting information sharing degree increased, financial accounting personnel information literacy requirements higher.

2.1 Improving the sharing degree of financial and accounting information

The computer technology and the Internet technology make the enterprise information more transparent, poor and the degree of financial and accounting information sharing is enhanced, financial accounting information processing speed and efficiency is higher, financial accounting information can be more precise in the new era. Financial accounting will reduce manual operation, more suitable for intelligent financial accounting system. Through the establishment of financial accounting information system, enterprises can effectively realize the traditional financial functions, at the same time; they can also realize the remote processing of data, the timely transmission of data, the remote reporting, and the remote reporting of accounts. The synchronous operation of remote audit and financial monitoring, online payment, online reminding, online tax declaration, online regulation and financial information inquiry, online services, online financial management functions can be performed at the same time.

2.2 The information literacy of financial accountants is higher

The orientation of financial accounting of enterprises is flat, and a large number of modern science and technology will be used to build a large number of financial management system platforms in the new era. This requires financial accounting **not only** to know financial accounting knowledge, but also to master network technology. Big data analysis technology, enterprise financial accountants can have a high level of information literacy, can adapt to the new era of financial accounting management.

3. The difficulties of new changes in financial accounting in the new era

There are some difficulties in dealing with the new changes in enterprise financial accounting In the new era: it is difficult to effectively achieve high-quality and low-cost financial accounting management, and it is difficult to achieve market segmentation and promote cost optimization. It is also difficult to construct cost control system to extend to the whole business ecosystem.

3.1 It is difficult to achieve high-quality and low-cost financial accounting management effectively

Enterprises are facing an increasingly competitive market environment in the new era. Enterprises should think about optimizing the financial accounting system, and how to realize low cost at the same time of high quality becomes the key problem for the survival and development of enterprises.

3.2 It is difficult to achieve market segmentation and enable cost optimization

The mode of enterprise production is no longer large-scale, quantitative in the new era, but personalized, customized, multi-batch. Enterprises need to consider how to promote cost optimization in personalized and differentiated market segments.

3.3 It is difficult to build a cost control system to extend to the entire business ecosystem

Enterprises gradually become a platform-based, information-based management of new modern enterprises in the new era, how to construct the cost control system of platform-based enterprises, extend cost control to the entire business ecosystem, and go deep into the front-end of the business. It has also become a key issue.

4. The necessity and importance of coping with the new changes in financial accounting in the new era

Enterprises need to take the initiative to adapt to the new changes in financial accounting, and formulate effective measures to cope with them in the new era, in order to meet the needs of the new connotation of financial accounting work and to adapt to the new changes in the working methods of financial accounting. Actively adapt to the changes in the organization of enterprise financial accounting work, etc.

4.1 To meet the needs of the new connotation of financial accounting

The requirements of enterprises for financial accountants have been improved, resulting in obvious changes in the content and focus of financial accounting work. In the new era, that is, to compile and send reports from the original external sources, report preparation financial strengthening internal management into financial accounting pre-budget, synchronous control and subsequent accounting synchronously. Through the report to reflect the business situation of the enterprise, to provide information and use information to carry on the transformation, the gradual realization of the accounting work can promote the production of the enterprise; promote the rapid development of the enterprise.

4.2 Adapting to the new changes in the working methods of financial accounting

At present, some new accounting methods have appeared, such as standard cost, variable cost, flexible cost budget and so on. In order to meet the needs of the development of the enterprise, it is necessary to analyze the market environment, forecast, and make decisions, and a large number of mathematical tools are used to solve the problem in the work of financial accounting, so that the analysis of accounting and prediction work can be completed well. Therefore, enterprises need to strengthen the innovation of working methods of financial accounting.

4.3 Taking the initiative to adapt to the change of the organization of enterprise financial accounting work

With the development of the new period, the accounting work gradually changes from the traditional pure management function to the construction of a comprehensive management system. In the aspect of the organization of accounting work, the responsibility center at all levels is established according to the investment, profit and cost target of the enterprise, which can provide effective guarantee for the realization of its economic accounting function.

5. Countermeasures to the new changes of financial accounting in the new era

Enterprise financial accounting presents multiple changes in the new era, enterprises need to keep pace with the times, actively adapt to new changes, form a new concept of financial accounting innovation, build a new financial accounting management model, establish an information-based financial accounting system platform, improve the financial accounting personnel information literacy and so on.

5.1 Forming the innovative concept of financial accounting

With the vigorous development of Internet technology, the information between enterprises and their internal departments can be spread and feedback more quickly in the new era. The enterprises need to change the financial accounting concept and establish the idea of cooperative competition, objective coordination management concept, financial risk management concept, knowledge management concept, to achieve the long-term survival and development of enterprises.

5.2 Constructing a new model of financial accounting management

A large number of network technology and information technology are used in enterprise financial accounting management for reasons in the new era, which requires enterprises to establish network financial accounting management, through the network platform, to realize online material

management, remote reporting, accounting, and so on. We should set up flexible financial management mode, improve the sharing degree of enterprise financial accounting information, set up enterprise financial regeneration management and virtual management mode, and innovate the enterprise financial accounting management in an all-round way, to realize the optimal management of enterprise financial and accounting information resources.

5.3 Establishing the platform of informatization financial accounting system

Enterprises can apply network financial software, establish information-based financial accounting system platform, by relying on network computing technology, with the goal of integrating and realizing enterprise electronic information, can provide financial management mode, accounting working mode and its various functions of the financial management software system under the Internet environment in the new era. Through the network financial management software, can satisfy the realization function diversification, based on the Internet, Web mode, supports the financial business cooperation, supports the financial internationalization, guarantees the financial data security and so on.

5.4 Improving the information literacy of financial accountants

The enterprise financial accounting network, informatization, and intelligence level is increasing day by day, therefore, enterprises need to attach great importance to the improvement of financial accounting personnel's information literacy in the new era. Enterprises can strengthen the continuing education of financial accountants, make full use of the advantages of the network, give full play to the role of financial accountants as the main channel of training, improve the education and training of financial accounting information on the Internet, and aim at different industries. Different levels of financial accounting personnel accounting information needs, clear different training objectives, arrange different learning content, enhance training results, and expand the knowledge range of financial accounting information, We will increase the relevant knowledge and future development of XBRL to the training content, enrich the teaching content of accounting informatization, and make it easier for accounting practitioners at all levels to study accounting informatization and improve the quality of training. Improve the quality and ability of financial accountants to meet the challenge of informatization.

6. Conclusion

In a word, the new era is the era of knowledge economy. The financial accounting work of enterprises is faced with many new changes in the era of knowledge economy. The traditional concepts, models, ways and methods of financial accounting work are difficult to adapt to the requirements of the new era. Should enterprises change the concept of financial accounting, strengthen the innovation of the mode of financial accounting, build an information-based financial accounting system platform, and adapt to the new changes of enterprise financial accounting in the new era.

References

- [1] Wenjuan Jing. On the Accounting Environment and Accounting Innovation under the Economic Form of the New Era [J]. Hebei Enterprise, 2018 (5): 35-36.
- [2] Zhihao Wang. On the Development and Innovation of Accounting Management in the New Era [J]. Modernization of Shopping Malls, 2017 (1): 162-163.
- [3] Fang Liu. The Development and Innovation of Financial Accounting in the New Era [J]. Accounting Learning, 2018, No.190 (16): 128 - 128.
- [4] Minmin Wang. The Problems Existing in the Financial Management and the Countermeasures of Small and Medium-sized Enterprises in the New Era [J]. Accounting for Township Enterprises in China, 2018 (1): 81 -82.

- [5] Yanqiu Wei. The Challenges and Countermeasures of Management Accounting under the Background of the New Era [J]. National Circulation Economy, 2018 (7): 92- 93.
- [6] Yi Zhou. Countermeasures Faced by Cloud Accounting in the New era [J]. Business, 2016 (29): 150 -150.
- [7] Xiulan Li. Prospects for the Development of Accounting in the New Era [J]. Friends of Accounting, 2018, No.590 (14): 160-162.