

## Problems and Optimization Countermeasures of Accounting Management in Enterprise Transformation Period

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**Abstract:** With the development of socialist market economy, enterprises are facing increasing market competition pressure. In order to improve the comprehensive strength of enterprises and gain a firm foothold in the period of social transformation, we should pay more attention to enterprise accounting management. For any enterprise, the situation of its financial department will directly affect the sustainable development of the enterprise. At present, there are still some problems in enterprise accounting management. Combined with my own work experience, the author analyzes the optimization path of enterprise accounting management in the transition period, in order to provide reference for relevant enterprise managers.

### 1. Introduction

In recent years, the continuous development of China's small and medium-sized enterprises has driven the development of China's social economy. The development quality and speed of small and medium-sized enterprises directly affect China's social productivity. However, because most small and medium-sized enterprises pay too much attention to the improvement of economic benefits and ignore the construction of financial accounting management, it is easy to bring certain financial risks to small and medium-sized enterprises. With the continuous improvement of the socialist market economy, if small and medium-sized enterprises want to gain a firm foothold in the fierce market competition, they must establish and improve the financial accounting management system and improve the market competitiveness of small and medium-sized enterprises.

### 2. Overview and Analysis of Small and Medium-sized Enterprises

#### 2.1. Conceptual analysis

Small and medium-sized enterprises are mainly enterprises with smaller overall scale, number of personnel, financial capital investment and business scale than large enterprises in the market. Most of these enterprises are composed of financial funds provided by individuals or a few people, with fewer employees and small scale. Therefore, in terms of operation, most of them are directly managed by leaders and are less affected by the outside world. Small and medium-sized enterprises are the basic carrier for the implementation of "mass entrepreneurship". They play an important role in providing employment opportunities, accelerating social and economic development and promoting social harmony and stability, and have a significant and far-reaching impact on national economic and social development. Small and medium-sized enterprises generally develop and change with the development of social economy. Combined with social and economic development, further divide scientific and reasonable standards for small and medium-sized enterprises, timely understand the development reality of small and medium-sized enterprises, formulate targeted special support policies and give accurate support, so as to better promote the long-term development of small and medium-sized enterprises.

#### 2.2. Operating characteristics

The business scope of small and medium-sized enterprises in China is relatively wide, involving a variety of industries, and the cost is relatively high. In short, most monotonous product production

should give full play to the equipment and technical advantages of huge investment, but most single varieties can only meet some of the requirements of current social production. Once the people's consumption demand increases, it is difficult for small and medium-sized enterprises to meet people's diversified consumption demand. Although small and medium-sized enterprises, as individuals in the market, generally have the characteristics of single business varieties and low production capacity, generally speaking, due to the huge production capacity of small and medium-sized enterprises, which are distributed in different regions, they have the advantages of being close to the market, close to the masses and flexible and free, and small and medium-sized enterprises can adapt to the changing consumer demand(2019, Wei Jing).

In addition, in the field of retail business, we can meet people's daily diversified consumption needs through free and flexible service methods of small and medium-sized enterprises. Small and medium-sized enterprises have strong market transformation ability and flexible mechanism, but at the same time, they can not produce a product on a large scale and compete with state-owned enterprises. Therefore, based on the successful experience of countries around the world, we choose small markets to promote the independent development of small and medium-sized enterprises, carry out professional production and management, and create conditions for the survival and development of small and medium-sized enterprises in the fierce market competition through the form of "filling vacancies". Through more systematic and professional production, small and medium-sized enterprises can not only ensure the more stable market competitiveness of state-owned enterprises, but also meet the needs of their own development.

### **3. The Realistic Dilemma of Enterprise Accounting Management**

#### **3.1. Lack of perfect accounting management system**

At present, enterprises are facing great market competition pressure. The profitability and cost control ability of enterprises determine the market competitiveness of enterprises, and the accounting management of enterprises affects the profitability and cost control ability of enterprises. We should improve the quality and efficiency of accounting management. Enterprises have a mature, sound, scientific and reasonable accounting management system is the basic premise. However, from the analysis of accounting management of Chinese enterprises, most enterprises lack a mature and sound accounting management system. The accounting management system formulated by enterprises has a series of problems, such as incomplete content, weak system, weak supervision and low degree of informatization. The imperfection of accounting management system will make enterprises lack guidance and reference basis in accounting management, and can not effectively restrict the behavior of accountants, resulting in many accounting management problems, increasing the financial risks faced by enterprises and affecting the normal development of various project activities.

#### **3.2. Lack of information technology application**

The application of information technology has penetrated into all walks of life and improved the production efficiency and work efficiency of all walks of life. The application of information technology in modern enterprise accounting management can not only improve the efficiency of data collection, data analysis and financial statement preparation, reduce the workload of accountants, but also improve the enterprise accounting risk early warning mechanism, monitor the enterprise accounting progress, real-time monitor the content and potential risks, and comprehensively improve the quality of accounting management. However, the information construction level of many enterprises is relatively low. Unwilling to spend money to introduce advanced information equipment and accounting processing tools, not timely update some commonly used accounting equipment and tools, and not actively study the advanced information technology in the market, so that the information literacy of accountants can not keep up with the actual needs of enterprise development. Although some enterprises realize the importance of information construction in accounting management, they do not pay attention to information

security management. Once financial equipment is invaded and trade secrets are leaked, they will cause huge losses to enterprises.

### **3.3. Lack of financing and shortage of funds**

At present, most small and medium-sized enterprises have initially established a relatively independent financing system, but the difficulty of financing and guarantee is still the key problem restricting the development of small and medium-sized enterprises(2020, *Wan min, Gao Shanshan*). The main reasons for the financing difficulties of small and medium-sized enterprises are: first, small and medium-sized enterprises have too many liabilities and high financing costs, resulting in large financial risks, low credit rating of small and medium-sized enterprises and low credit qualification of small and medium-sized enterprises. Secondly, there is no special management organization for small and medium-sized enterprises in China, and there are few relevant support and preferential policies for small and medium-sized enterprises, which leads to the disadvantage of small and medium-sized enterprises for a long time. Finally, most small and medium-sized enterprises are not state-owned enterprises. Due to the influence of traditional ideas and the intervention of government macro-control, some banks or financial institutions are not enthusiastic about loans to small and medium-sized enterprises. In addition, due to the imperfect management system of relevant intermediaries and the lack of financial intermediaries specialized in providing loan services for small and medium-sized enterprises, the loan business of small and medium-sized enterprises is not skilled, which is easy to cause financial risks.

## **4. Optimization Path of Enterprise Accounting Management**

The development of enterprise accounting management should strictly follow the principles of objectivity, independence and impartiality.

The principle of objectivity means that the accounting data filled in, recorded and prepared by accounting managers must fully comply with the actual situation of the enterprise, so as to ensure that the accounting results can objectively and truly reflect the business activities of the enterprise, so as to improve the decision-making basis for fund distribution and operation of the enterprise and ensure the scientificity and rationality of the budget of various activities. If the accounting management deviates from the principle of objectivity, the final accounting results will deviate from the actual situation, increase the expenditure cost of the enterprise and affect the business plan of the enterprise.

The principle of independence means that accounting management and accounting work should be carried out independently, free from the interference of various external factors, driven by interests and external interference, collude with other subjects and violate accounting management standards. If accounting management loses its independence, the authenticity of accounting information cannot be guaranteed, and the effectiveness of enterprises' decision-making according to the results of accounting management must be marked with a question mark.

The principle of fairness means that the development of accounting management should be fair, reasonable, credible and respect the facts. Only by following the principle of fairness can we give full play to the value of accounting work and provide strong support for improving enterprise management level.

### **4.1. Improve enterprise accounting management system**

System is the key to ensure the normal and orderly development of enterprise accounting management. Through the corresponding management system, we can restrict the behavior of accounting managers, stimulate their work enthusiasm, and let them understand the significance of accounting management to enterprises and themselves. The enterprise accounting management system should consider the actual development of the enterprise and focus on improving the performance management system of accountants. The content of the system should be as detailed and comprehensive as possible, including reward, promotion, punishment and training for accounting managers. In addition, efforts should be made to improve the accounting supervision

system, integrate enterprise owners, shareholders, social supervision institutions and other stakeholders to supervise the rationality and legitimacy of accounting work, and ensure that the important guiding role of relevant rules and regulations is effectively played.

The division of responsibilities for enterprise transformation financial management is shown in Table 1:

Table 1 Roles and responsibilities of enterprise transformation financial data management.

<b>Data governance accountability example</b>			
Role	Data owner	Data administrator	Data producer / user
Obligation	Responsible for data assets	Implement data requirements	Comply with or enforce data requirements
Qualification requirements	Business personnel of each department	Technical and business personnel of each department	Business personnel

#### 4.2. Strengthening the application of information technology

Modern enterprises should strengthen information construction, support corresponding hardware and software facilities, reduce the workload of accountants, improve the efficiency of accounting management, avoid the error rate of manual bookkeeping, and give full play to the working function of accounting management to a great extent. The improvement of enterprise informatization level can effectively manage, supervise and serve the whole process of enterprise operation and management, and meet the development needs of the company. As shown in Figure 1 below:

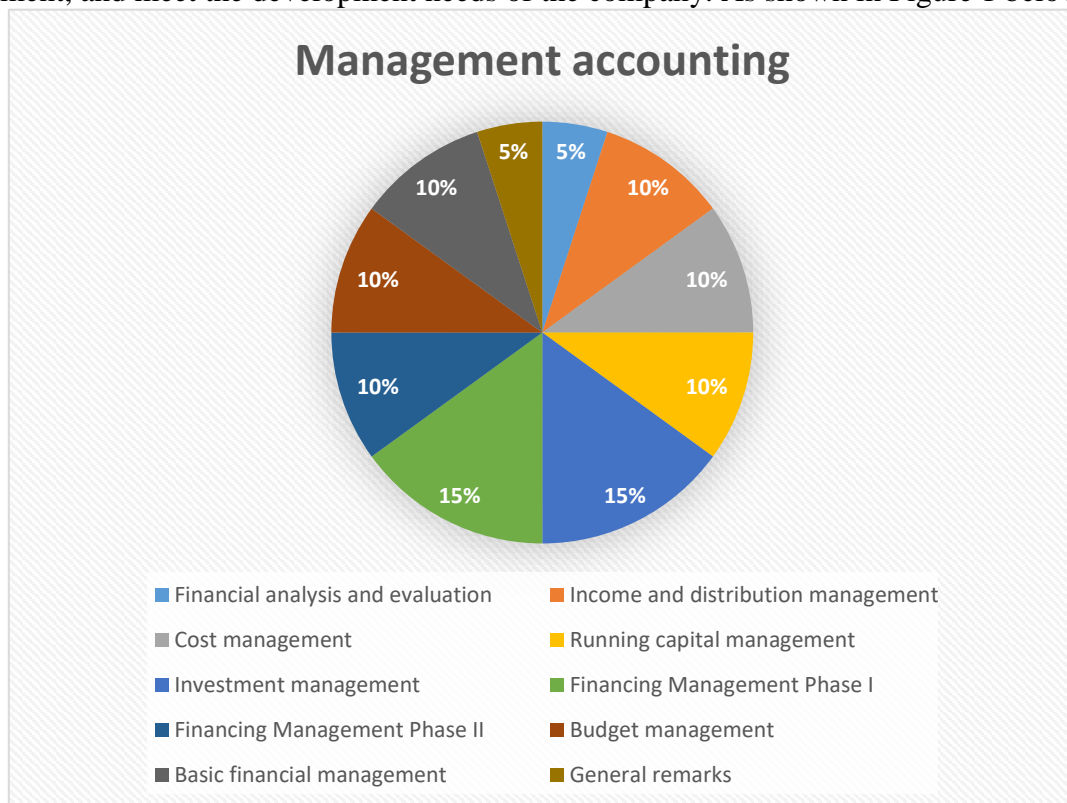


Figure 1 Intelligent accounting management system of an enterprise.

#### 4.3. Strengthening internal and external management and multi-channel financing

##### 1) Internal financing

Small and medium-sized enterprises must strictly carry out internal management, establish the awareness that honesty is the life of the enterprise, consciously safeguard the reputation of the enterprise, oppose all opportunistic ideas, and build all economic activities on the basis of keeping promises. In addition to keeping our promises, we should also communicate more with trustworthy

enterprises and individuals to grow healthily in a trustworthy atmosphere. Strengthening enterprise credit management should be the focus of enterprise internal management. Identify enterprises and individuals who do not speak of credit, do not take risks for false promises, avoid credit traps and maintain the healthy development of enterprises. Only by maintaining integrity can we win the respect and trust of others.

## 2) External financing

In addition to finding ways to finance in the domestic capital market, small and medium-sized enterprises can also consider financing in the international capital market. As long as small and medium-sized enterprises can ensure that their products have a market and abide by the foreign capital market system, the international capital market with abundant funds is relatively easy to finance and the financing cost-effectiveness is relatively high, which is worth trying by promising small and medium-sized enterprises.

Small and medium-sized enterprises should continue to learn the country's economic policies and various financial management knowledge, and make full use of the country's various financing policies for financing. There are many financing tools in financial management. Small and medium-sized enterprises should understand the advantages and disadvantages of these financing tools and how to use them in order to do better in the financing process. Small and medium-sized enterprises should earnestly do a good job in publicity and coordination, and strive for the attention and support of governments at all levels, which is very beneficial to enterprise financing.

## 5. Conclusion

In the increasingly fierce market competition environment, only by paying attention to enterprise accounting management and establishing self-restraint mechanism can we meet the needs of self-development and competition of modern enterprises. At present, there are some problems in China's enterprise accounting management, such as imperfect system, low quality of talents, low degree of informatization, backward management concept and so on. Therefore, enterprises should take corresponding measures to solve these problems, so that accounting management can play its due value role and escort the development of enterprises.

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