

# **Analysis of Opportunities and Challenges of Enterprise Management Accounting Transformation under the Background of Financial Sharing**

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**Abstract:** In Recent Years, the International Economic Situation Has Become Increasingly Severe, and Competition among Enterprises Has Become Increasingly Fierce. in Order to Maintain Steady and Rapid Development in the Fierce Market Competition, Enterprises Must Carry out in-Depth Reforms from the Core of Corporate Management. Financial Sharing Not Only Provides a Strong Guarantee for Business Decision-Making, But Also Provides an Important Opportunity for Enterprise Management Accounting Transformation, But At the Same Time There Are Certain Challenges. Based on This, This Paper Analyzes the Opportunities and Challenges of Enterprise Management Accounting Transformation under the Background of Financial Sharing Based on the Relevant Literatures of Financial Scholars and Enterprise Management Accounting. Finally, from the Aspects of Perfecting the Management Accounting System, Strengthening the Construction of Information Platform and Promoting the Innovation of Talent Training Mode, the Paper Puts Forward the Specific Strategy of Enterprise Management Accounting Transformation.

## **1. Introduction**

### **1.1 Literature Review**

In the Research of Financial Sharing Services, in Order to Improve the Management Accounting Function and Promote the Process of Management Accounting Informationization, Xi Wei Mainly Discussed the Application of Financial Sharing Services of Chinese Enterprises (Xi, 2016). in Order to Cultivate More Management Accounting Talents, Mao Xueli Proposed a New Multi-Culture Training Model, Including Reforming the Examination Content of University Management Accounting, Optimizing the Management Accounting Curriculum System, and Building a Financial Sharing Service Platform (Mao, 2017). Based on the Analysis of the Internal Relationship between Financial Sharing Service and Management Accounting Informationization, Lu Xiumei and Zhang Yuwen Analyzed the Status Quo and Problems of Management Accounting Informationization Based on Financial Sharing Services, and Finally Proposed Corresponding Problem Solving Measures (Lu and Zhang , 2017). in Terms of the Impact of Financial Sharing on Corporate Management Accounting, Cao Baozhen Believes That as the Informatization Process Deepens, the Role of Financial Sharing in the Promotion of Management Accounting is Increasing (Cao, 2018). Ding Hong Believes That Financial Sharing Services Can Enhance the Ability of Enterprise Resource Integration and Improve the Efficiency of Corporate Accounting (Ding, 2018). Xin Shiyong Mainly Analyzed the Relationship between Financial Sharing and Management Accounting, and Based on the Cause Analysis, Proposed the Countermeasures for Enterprise Management Accounting Transformation under the Financial Sharing Model (Xin, 2018).

### **1.2 Purpose of Research**

Along with the gradual advancement of the Internet, cloud computing and big data technology, new types of services for enterprises to handle financial work appear, that is, financial sharing. The financial sharing service makes the financial work of the company more simple and convenient, and effectively solves the original financial problems of large groups, including high financial work costs and low efficiency. In recent years, China's economy has developed rapidly, and the country's

strength has gradually improved in the international arena. More and more enterprises are participating in the international market competition. Management accounting can realize the accounting and supervision of corporate finance, and can effectively control the whole process operation of the company before, during and after the event, thus helping enterprises to cope with various risks and maximize economic benefits (Cao, 2016). In order to gain a place in the fierce market competition, major companies have changed their financial management and gradually implemented corresponding measures. In the context of the financial sharing era, enterprises should further promote the innovation and change of management accounting, benefit and avoid disadvantages, and improve overall profits. To this end, this paper analyzes the opportunities and challenges of enterprise management accounting transformation under the background of financial sharing, and proposes corresponding transformation proposals, in order to provide reference and ideas for enterprise development.

## **2. Analysis of Opportunities in Enterprise Management Accounting Transformation**

### **2.1 The Construction of Accounting Informationization Continues to Advance**

After the establishment of the financial sharing platform, the combination of enterprise accounting informationization and management accounting has become closer. And with the continuous development of accounting informationization, the national financial information has gradually become a network that is increasingly perfect. On the financial sharing platform, enterprises in different regions can get the latest financial information needed in the first time, and make corresponding development strategies based on this information, and adjust the development focus of the enterprise (Hu, 2018). In this process, the structure of accounting personnel has continuously shifted from traditional financial accounting to the future business decision-making of enterprises, and promoted the development of enterprise management accounting.

### **2.2 Financial Sharing Services Are Getting Deeper**

In recent years, financial sharing services have gradually penetrated into the enterprise, making financial data services more systematic. In this process, the application of big data, cloud computing and other technologies makes the financial information between multinational companies no longer need to consume more market and labor costs for aggregation, integration and analysis, just import financial sharing platform, you can quickly obtain The information needed effectively saves the manpower and time costs of multinational companies. Moreover, given the high-speed processing and future forecasting capabilities of the financial sharing platform, current management accounting needs are greater in multinational companies.

### **2.3 Big Data Technology is Gradually Innovating**

Under the background of financial sharing, the continuous development of big data technology enables management and accounting personnel to quickly realize data analysis and processing with the help of big data technology. In this context, management accountants use big data analytics to quickly find the information they need and the financial analysis results on the financial sharing platform. According to the analysis results, management accounting talents can focus on the accounting basic accounting work, and quickly guess the future business status of the enterprise. Then, based on the speculated results, the company will formulate the fund raising and financial strategy for the next year to promote the transformation of management accounting.

## **3. Current Challenges in the Process of Enterprise Management Accounting Transformation**

### **3.1 Management Accounting System is Not Perfect**

China's management accounting started late, although some management documents have been issued in the field of management accounting systems. However, up to now, there is still no sound management system in China for management accounting. Due to the imperfect management

accounting system, the transformation of domestic enterprise management accounting is more difficult. Especially in the era of Internet information, the financial information security of enterprises is still insufficient, which is not conducive to the acceleration of the management accounting transformation process.

### **3.2 Enterprises Pay Less Attention to Management Accounting Transformation**

At present, domestic scholars have realized the importance of management accounting transformation, but because the effect is not significant, most enterprises still pay insufficient attention to the management accounting transformation. Moreover, the transformation of management accounting will inevitably accompany the adjustment of organizational structure and personnel changes, which may affect the interests of managers. Therefore, many enterprises pay less attention to the transformation of management accounting, and rarely take the initiative to carry out transformation planning, making management accounting transformation still difficult to carry out in large scale.

### **3.3 Management Accounting Related Talent Shortage and Low Comprehensive Quality**

At this stage, the overall quality of Chinese accounting staff is low. Specifically, the daily work of accountants is mainly to write and report, and does not pay attention to the related work involved in management accounting. Coupled with the constant flow of talents in the accounting profession to the society, the accounting market talents are saturated, and the overall quality of talents is not high. Management accounting is an emerging business, so the relevant talents are in short supply, and there is no experience in actual operation. It is impossible to accurately make accurate business forecasts based on the results of data analysis.

## **4. The Specific Strategy of Enterprise Management Accounting Transformation under the Background of Financial Sharing**

### **4.1 Improve the Special Development System of Management Accounting**

In the context of financial sharing, in order to achieve a smooth and efficient transformation of management accounting, it is necessary to protect the financial information security of enterprises. Therefore, China should continuously improve the relevant systems of national management accounting. Specifically, the relevant departments should establish a management accounting system with Chinese characteristics based on their national conditions and draw on the advantages of the foreign management accounting system. In this process, the information security department should also use advanced Internet technology to establish a highly secure network information platform to ensure the smooth development of corporate financial work. Through the combination of multiple departments, the national management accounting special development system has been continuously improved to provide a strong guarantee for management accounting transformation.

### **4.2 Strengthening the Construction of Financial Sharing Information Platform**

In order to eliminate space constraints, provide enterprises with better and more efficient financial sharing services, and achieve management accounting transformation and upgrading, China must have a complete information system to support. Therefore, enterprises should cooperate with relevant departments and organizations to strengthen the construction of information platform for management accounting and improve the protection of management information. In this process, companies should rely on big data, cloud computing and the Internet to strengthen cost control, overall budget and performance evaluation. At the same time, when building an information platform, enterprises must clarify the access rights of platform data, strengthen user management, and implement new high-intensity management of data involving trade secrets, thereby improving the security of accounting information.

### **4.3 Increase Management Investment in Management Accountants**

The enhancement of corporate financial management awareness should be invested in many aspects, among which management accounting personnel training is one of the important ways. The

increase in investment in management accountants can be carried out mainly from two aspects. On the one hand, enterprises should pay more attention to the transformation of management accounting, and vigorously train management accounting personnel, including the concept of management accounting, the latest knowledge and related content, improve theoretical and practical skills, and promote the high-quality transformation of financial accountants. On the other hand, enterprises should pay attention to the training of multi-level management accounting personnel, including junior, intermediate and senior personnel, to ensure the connection of personnel in the process of management accounting transformation. In this process, enterprises can train the financial personnel through government platforms, such as going abroad for further study opportunities and communicating with foreign personnel, and improve the ability of management accounting personnel in many aspects.

#### **4.4 Innovating University Management Accounting Talents Training Mode**

As an important base for talent training, colleges and universities are also the main source of management accounting talents. Therefore, under the financial sharing mode, colleges and universities should gradually innovate the training mode of management accounting talents according to the actual needs of the market. It can be carried out mainly from three aspects. First, universities should continuously optimize the teaching methods of management accounting, establish a diversified financial personnel training system, and promote the transformation of management accounting. Secondly, colleges and universities should appropriately increase some management accounting practices, such as holding relevant accounting competitions and accounting skill competitions, etc., while cultivating students' practical ability while cultivating innovative capabilities. Finally, colleges and universities should set up a systematic management accounting talent training program, systematically teach management accounting foundation, compulsory, professional core courses and other content, and continuously improve the overall quality of management accounting professionals.

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