

Reform of Accounting Environment and Theoretical Innovation of Financial Accounting

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Abstract. In recent years, social economy in China is in a period of rapid development, and social and economic forms and social development concepts have undergone certain changes, and the new social economy has gradually formed. Sustainable development is the development concept of modern society, which has also had a certain impact on accounting industry of China. The accounting industry has been continuously developed and improved in the shadow of this. This paper focuses on the changes in the accounting environment and the theoretical innovation of financial accounting.

Among the many components of accounting theory, the accounting environment is a very important part, because the generation and development of accounting and its development in society are closely related to the accounting environment. Nowadays, financial accounting has become a crucial position in the enterprise. The development of financial accounting will also be affected by the current social and economic development. With the continuous development of social economy and the continuous advancement of science and technology in China, the theoretical and practical innovation of financial accounting is the general trend, and the accounting environment has a great impact on the development of financial accounting.

1. Reform of Accounting Environment

(1) The Accounting Environment Tends to be Networked.

Modern society is a society with a network of globalization. People's lives are in a state of "the scholars do not go out of the world and know the world." Therefore, the development of computer network technology is an important factor leading to the change of accounting environment. Computer network technology has the characteristics of informationization, electronicization and rapidization. It can break the constraints of the original accounting environment. Communication and exchange between accountants can also be more rapid and convenient, and at the same time, it can also use computer network technology to keep abreast of the latest accounting theory. Therefore, the accounting environment is becoming more and more networked, breaking the original environmental structure, making the form of accounting development more suitable for the needs of the times and adapting to changes in social development^[1].

(2) Social Market Environment has been Changed.

Under the influence of the global capitalist market, social economy of China has undergone certain changes, and the social market is tending to develop globally. From a macro point of view, the change of accounting environment is changing with the change of social market environment in China. Our country is opening to the outside world. Some foreign countries' operating modes will also affect the change of social environment in China. In fact, the change of accounting environment in our country is inevitable even by chance. The change of social economic system has affected the change of social market environment in our country. The change of social market environment in our country has led to the change of accounting environment^[2].

(3) Human Resources Tend to be Capitalized.

Human resources tend to be capitalized, which is also an important reflection of the accounting environment change. The rapid development of science and technology has changed people's lives. In this process, the development of various factors of production can not be separated from human resources, because people realize that human resources are the creator of production and the wealth. Thus, human resources are the core force of social development. Only by constantly learning more

advanced investment knowledge and experience and realizing innovation, can we effectively promote the development of enterprises.

2. The Main Factors Affecting the Reform of Accounting Environment

(1) The Impact of Changes in Socio-Economic Environment

The change of social and economic environment affects the formulation of relevant norms and standards of accounting industry, and it is a key factor affecting the development of accounting pragmatism. The economic factors in the reform of accounting environment include the degree of economic development, system, stability and structure. In addition, policies made by the relevant government departments on economy will also affect the reform of accounting environment. Since our country carried out reform and opening-up and joined the World Economic and Trade Organization, the speed of social and economic development in our country has been significantly improved. However, we are also facing many difficulties and pressures. Competition among enterprises is not limited to domestic enterprises, but has developed into competition among global enterprises. The social and economic environment in China has been in a changing process, and accounting environment has also undergone changes^[3].

(2) The Impact of Political System and Environmental Change

Changes in the political system and environment affect the government's distribution of resources to a certain extent. Because of changes in the political system and the environment, accounting model in China has also changed. Reform and opening up of China and its accession to the World Trade Organization have enabled China to better meet the needs of the times. Therefore, the changes in political system, the changes in state policies and the deepening of democratic awareness have pointed out the direction for the development of accounting and provided a good space for development.

3. The Theoretical Innovation of Financial Accounting

(1) The Change of Thinking Mode of Accounting Personnel

From the perspective of traditional financial accounting theory, the idea of dealing with financial problems is limited. The results obtained from different accounting theory perspectives will be different. The traditional financial accounting theory mainly focuses on the interests of the owners. It is difficult to be objective and fair. Therefore, these traditional viewpoints should be abandoned or changed. From the current social development situation and the accounting environment, both the concept of financial accounting and the way of thinking of accountants should be transformed. Furthermore, the traditional financial accounting theory should be analyzed, and then the essence should be taken to its dregs, so that we can understand the theory of financial accounting more comprehensively and further, and promote the innovation and development of financial accounting theory^[4].

(2) Innovation of Financial Accounting Report

Under the current social and economic environment and the change of accounting environment, innovation of financial accounting report is the primary task of current theoretical innovation of financial accounting. In the traditional accounting report, the basic information of accounting information is the actual assets. From the perspective of modern social development, such reports have certain limitations. Modern society pays more and more attention to the accumulation of talent, and actual assets cannot be the core of corporate assets, and there is a higher level of requirements for the work ability of accountants. Financial accountants must not only complete their own work, but also be good at using network resources to care about the knowledge and dynamics related to accounting theory. In addition, there are many forms and types of accounting reports. Accounting personnel should make full use of information network resources to prepare effective real-time reports and to process financial information in a timely and rapid manner, and at the same time to enable resource sharing and improve work efficiency^[5].

(3) Innovation of Accounting Elements

In the traditional accounting theory, profit, assets, income, liabilities, cost and owner's equity are the six factors of accounting elements, but these six accounting elements can only meet the previous requirements of financial accounting, they cannot meet the requirements of modern social and economic development. This is not to say that the traditional accounting elements are totally useless. These traditional elements are still the most basic elements of accounting theory. However, with the development of society, we need to innovate accounting elements constantly. For example, accounting assets are changed from monetary measurement to non-monetary measurement. People also have a more comprehensive understanding of assets and fixed measurement. The way to measure fixed assets is not only by currency, elements such as accounting information, enterprise contract and value system have gradually become part of the new elements of accounting, promoting the development of financial accounting.

(4) Changing Accounting Objectives

In traditional financial accounting theory, group interest and enterprise interest are considered to be the most important. In the process of operation, the main purpose of accounting industry is to ensure that the interests of enterprises and groups can be maximized. Simply speaking, it is to change performance-oriented into equity-oriented. The change of accounting objective is also the result of the change of accounting environment. The traditional accounting objective is self-interest and narrow-minded, but now the productivity and economic benefits are no longer dominant but coordinated development. Accounting factors have also been more accurately positioned in the accounting system. Specifically speaking, in the current accounting system, the proportion of production relations is relatively large, the accounting environment of our country has undergone certain changes and tends to international accounting environment. In the current financial accounting, there is no clear unified standard for measurement attributes. We cannot accurately analyze the specific value of enterprises and groups only by the annual income, balance sheet, cash flow of enterprises and groups^[6].

(5) Innovation of Accounting Objects

In financial accounting, financial objects are in essential position, and they can play a decisive role in many factors of finance. With the continuous development of social economy, accounting objects are constantly deepening, and accounting elements are also enriched. In the concept of traditional financial accounting, part of the capital operation is also regarded as a very important part of the capital movement. Such cognition is one-sided to the accounting object. In the process of actual transaction, enterprise transaction is a dynamic and continuous process, which aims to increase the value of property rights. In the concept of current financial accounting, the value movement of property rights is used as the accounting object, which not only pays attention to capital movement, but also can effectively control the value movement of property rights.

4. Conclusion

All in all, with the continuous development of the social economy and the advancement of economic globalization, accounting environment of China has undergone certain changes, and it is inevitable to innovate the financial accounting theory. The theoretical innovation of financial accounting is not only an understanding of traditional financial accounting theory, but also a research based on the modern social economic development model. The theoretical innovation of financial accounting mainly starts from five aspects, that is, thinking mode, financial accounting report, accounting factors, accounting objectives and accounting objects, so that financial accounting theory can adapt to the needs of social development and promote the healthy and sustainable development of financial accounting.

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