

Research on Strategy to Improving the Core Competitiveness of Accountants Under the New Situation

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Abstract: When it comes to improving the core competitiveness of accounting personnel, we must deeply understand and practice strategies that focus on improving personal professionalism. The purpose of this study is to deeply analyze the components of the core competitiveness of accounting personnel and the methods and strategies to effectively improve their core competitiveness. In the accounting field, core competitiveness refers to the unique advantages that an accounting professional has over others, including knowledge and skills, comprehensive quality, communication skills, learning and adaptability, and professional ethics and integrity. These elements together constitute the core competitiveness framework of accountants. This article first explains the concept of core competitiveness and its characteristics, emphasizing its importance to accountants. Subsequently, the key factors affecting core competitiveness were discussed in depth, including knowledge and skills, comprehensive quality, communication skills, learning adaptability, and professional ethics and integrity. These factors are the basis for building strong core competitiveness. By cultivating and developing these factors, accountants can comprehensively improve their professional quality. Then, this article proposes a series of strategies and methods aimed at helping accountants improve their core competitiveness. This includes participating in academic training and continuing education, planning personal career development, actively participating in industry associations and organizations, establishing a good professional network, and reflection and self-improvement. These strategies will guide accountants to continue progressing on their career path and stay ahead of the curve. To sum up, improving the core competitiveness of accounting personnel is an important issue that cannot be ignored. By in-depth understanding of its constituent elements and influencing factors, as well as adopting effective strategies and methods, we are expected to achieve the continuous enhancement of the core competitiveness of accountants and make positive contributions to personal career and industry development.

Keywords: Accountants; Core competitiveness; Strategy.

1. Introduction

Improving the core competitiveness of accounting personnel is one of the key goals of modern professional development. With the rapid development of the global economy and the continuous changes in the business environment, the requirements for accounting positions have become increasingly diverse and complex. Accountants not only need to have traditional financial knowledge and skills, but also need to have a wide range of comprehensive qualities and innovative abilities to adapt to the increasingly complex and diverse business needs of modern enterprises. The core competitiveness of accountants refers to their unique advantages and abilities compared to others in their careers, including but not limited to financial knowledge, communication skills, leadership, adaptability, professional ethics, etc. These abilities directly affect the performance of accountants in their daily work and the long-term direction of their career development. In today's professional environment, successful accountants are not just professionals who are proficient in accounting principles and financial skills, but also need to possess a wide range of skills and attributes. This includes but is not limited to the ability to use digital technology, data analysis skills, strategic planning, leadership and teamwork, etc. In order to improve the core competitiveness of accounting personnel, a multi-faceted strategy needs to be adopted, which may include continuous learning and further education, participation in professional training courses, accumulation of practical experience and

extensive knowledge in related fields. At the same time, it is recommended to participate in academic exchanges, industry seminars and social networks to expand interpersonal relationships and field vision, understand new industry trends, and accumulate valuable network resources. In general, improving the core competitiveness of accounting personnel not only means possessing comprehensive professional knowledge, but also requires multi-faceted qualities and abilities to adapt to the ever-changing business environment. Only through continuous learning, accumulation of experience, adapting to new technologies and expanding interpersonal relationships can accountants stand out in the fierce professional competition and achieve personal career goals and career development.

2. The Concept and Characteristics of Core Competitiveness of Accountants

2.1. Overview of Core Competencies

Core competitiveness refers to the unique advantages compared to competitors in a specific field. These advantages can enable an enterprise to stand out in market competition and achieve sustained competitive advantage. For accountants, core competitiveness is their unique advantages and characteristics compared with other peers, allowing them to stand out in their careers and maximize career development and personal value. The core competitiveness of accounting personnel is not limited to traditional financial knowledge and

skills, but also includes a wide range of comprehensive qualities and innovation capabilities. This involves many aspects such as technology, leadership, communication skills, decision-making ability, learning adaptability, and professional ethics. The formation of core competitiveness requires accountants to have rich experience accumulation, depth and breadth of subject knowledge, industry insight, and problem-solving abilities.

2.2. Characteristics of core competitiveness of accountants

Diversified knowledge and skills: One of the characteristics of the core competitiveness of accounting personnel is the possession of diversified knowledge and skills. In addition to solid financial accounting knowledge, you should also have comprehensive skills in financial analysis, taxation, auditing, cost management, risk management, information technology and other related fields to adapt to the diverse needs of the modern accounting field.

Comprehensive quality and leadership: The core competitiveness of accounting personnel emphasizes the cultivation of comprehensive quality and leadership. In addition to professional skills, you also need to possess comprehensive qualities such as teamwork, leadership, innovation, problem-solving, and decision-making abilities to better meet the needs of corporate management and strategic development.

Communication and interpersonal relationships: Among the core competencies of accountants, good communication skills and interpersonal skills are crucial. Being able to communicate effectively and establish good interpersonal relationships not only has a positive impact on teamwork and work efficiency, but also helps build a good professional reputation and network.

Learning and adaptability: Quickly learning and adapting to changing regulations, technologies, business models, etc. are crucial to the core competitiveness of accountants. Being able to continuously learn, update knowledge, and adapt to new technologies and methods is key to staying competitive.

3. Key Factors in The Core Competitiveness of Accountants

As an important player in corporate financial management and decision-making, accountants need to possess multi-faceted core competitiveness to adapt to an increasingly complex and changing business environment. The following are key factors in building the core competitiveness of accountants.

3.1. Knowledge, skills and professional abilities

Accountants need to have extensive knowledge and skills in finance, accounting, taxation, etc., including financial statement analysis, cost management, tax regulations, etc. At the same time, they need to continuously learn and update their knowledge to adapt to the changing regulatory and business environment.

3.2. Comprehensive quality and leadership

In addition to professional skills, accountants need to possess comprehensive qualities, including communication skills, problem-solving abilities, innovative thinking, etc. Leadership is also an important factor, being able to play an active role in the team and drive business development.

3.3. Communication and interpersonal relationships

Good communication and interpersonal skills are crucial for accountants. They need to be able to communicate effectively with different departments, colleagues, and customers, and establish good interpersonal relationships to coordinate work, solve problems, and promote cooperation.

3.4. Learning and adaptability

The business environment is constantly changing, and new technologies, new regulations, and new business models are constantly emerging. Accountants need to have the ability to learn and adapt quickly to new things to stay competitive and provide businesses with the latest expertise and opinions.

3.5. Professional ethics and integrity

Accountants need to abide by the principles of professional ethics and integrity and maintain an honest, transparent, fair and responsible attitude. This is the basis for building trust, maintaining corporate reputation and maintaining long-term relationships.

Combining these factors, accountants can maintain competitiveness and make greater contributions to the enterprise by continuously learning and improving their overall quality, establishing good interpersonal relationships, observing professional ethics, adapting to changes and responding to challenges.

4. Strategies to Improve the Core Competitiveness of Accountants

4.1. Academic training and continuing education

Continuous learning is the key to improving the core competitiveness of accountants. Participate in professional training, courses, seminars and independent research to continuously update knowledge and skills in finance, taxation, accounting and other fields. Use online courses, seminars, academic journals, etc. to stay academically active and apply new knowledge into practice.

4.2. Career planning and self-improvement

Develop a clear career plan and set phased goals and development directions. Regularly evaluate personal career progress, understand your own strengths and weaknesses, and formulate self-improvement plans, including skill improvement, leadership development, cross-functional development, etc.

4.3. Participate in industry associations and organizations

Join relevant industry associations and professional organizations, participate in various activities, seminars, conferences, etc. organized by the organization, exchange experiences with peers, share best practices, and establish industry contacts. In this way, you can obtain the latest news in the industry, understand industry trends, and expand your network of interpersonal relationships.

4.4. Establish a good professional network

Actively build relationships with colleagues, leaders, customers, and other industry practitioners. Establish mutual trust and win-win relationships and improve communication,

cooperation and coordination capabilities. This network of relationships helps you gain new information, understand different perspectives, and advance your career.

4.5. Reflection and self-improvement

Regularly review and reflect on personal work to evaluate work performance, decision-making processes and results. Listen carefully to feedback and suggestions from others, be brave enough to face mistakes and shortcomings, and look for room for improvement. Continuously improve yourself through reflection and improvement, and improve work efficiency and quality.

In short, continuous learning, planning career development, actively participating in industry organizations, establishing good connections, and constantly reflecting and improving. These methods and strategies can help accountants improve their core competitiveness, adapt to the changing business environment, and achieve more career success.

5. Future Outlook and Suggestions

5.1. Future development trends in the accounting field

With the continuous development of the global economy and the rapid advancement of technology, the accounting field is also facing new opportunities and challenges. The following are possible future trends in the accounting field. Digital transformation and technology application, the accounting field will become more digital in the future, and accounting systems will integrate advanced technologies, such as artificial intelligence, blockchain, big data analysis, etc., to improve the efficiency and accuracy of financial data processing. Sustainability and ESG reporting Sustainability and environmental, social, corporate governance (ESG) reporting will become an important focus in the accounting field. Accountants need to master relevant knowledge to ensure that corporate financial information is consistent with sustainable development goals.

Globalization and international accounting standards, the accounting field will become more globalized, and the application of international accounting standards will become more common. Accountants need to be familiar with international standards and adapt to the regulations and standards of different countries. Business intelligence and predictive analysis. Accountants need to use business intelligence and predictive analysis to provide strategic financial advice and support enterprises in making informed decisions.

5.2. Suggestions on cultivating core competitiveness for the future

In order to adapt to future development trends in the accounting field and improve core competitiveness, accountants need to take the following suggestions.

5.2.1 Continuously learn and update knowledge, follow the development of the industry, and continuously learn new knowledge and skills, including digital technology, sustainable development principles, international accounting standards, etc. Participate in trainings, seminars, online courses and maintain a learning attitude.

5.2.2 Strengthen technological application capabilities and improve the understanding and application capabilities of

digital technologies, especially artificial intelligence, blockchain, big data analysis and other related technologies, to improve work efficiency and quality.

5.2.3 Pay attention to comprehensive quality and innovative thinking, develop innovative thinking, and be able to deal with complex problems and changes. Develop strong communication, leadership, problem-solving, teamwork and cross-functional collaboration skills.

5.2.4 Pay attention to sustainable development and social responsibility, pay attention to environmental, social, corporate governance and other issues, actively participate in the sustainable development practices of enterprises, and integrate these factors into financial reports and decision-making.

5.2.5 Establish interpersonal network: Expand interpersonal network, join industry associations and community organizations, maintain good relationships with peers, leaders, and customers, learn from each other, and grow together.

Based on these suggestions, future accountants should have a wide range of knowledge, skills and comprehensive qualities, adapt to the needs of digitalization, globalization and sustainable development, continuously improve their core competitiveness, and contribute to the sustainable development and innovation of enterprises.

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