

# Exploring the Accounting Informatization in the "Internet +" Era from the Financial Perspective

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**Abstract:** The arrival of the Internet era has promoted the rapid development of various industries. The extensive application of information technology in accounting information management has effectively improved the efficiency of enterprise accounting management services, and made enterprise accounting management services more refined and scientifically efficient. Based on this, starting from the concepts of financial sharing and accounting informatization management, this paper analyzes the significance of financial sharing services to accounting informatization management in the "Internet +" era, and proposes corresponding solutions for the problems existing in the implementation of accounting informatization management. The improvement strategy is expected to further improve the efficiency of corporate financial management.

**Keywords:** Accounting, Finance, "Internet +", Information management.

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## 1. Introduction

Affected by the COVID-19 epidemic, market players rely more on Internet technology for company management and business development. The development of the digital economy has provided important opportunities for enterprises to promote the reform of financial management methods. The information management of accounting is an important starting point for enterprises to improve the efficiency of financial management and realize the modernization and transformation of enterprise management, and is the basic condition for realizing financial sharing. The use of computer and Internet technology to calculate, transmit and apply corporate finance to realize accounting informatization can provide intelligent and convenient support for corporate financial management and improve the efficiency of corporate financial management. Financial sharing is an important direction for future development after the realization of information management in accounting. Therefore, the premise of realizing the financial sharing model is to use the "Internet +" technology to promote the information management of accounting, and then standardize and centralize the accounting business of the enterprise to reduce financial costs and improve the efficiency of financial management.

## 2. The Concept of Financial Sharing and Accounting Information Management

### 2.1. Concept of Financial Shared Services

The main content of the financial sharing service is to integrate and manage the scattered financial management content and processes of each department in a programmed way, and then share the aggregated and processed financial data with each department, so as to achieve the goal of sharing financial information with each other[1]. In the financial management business of enterprises, due to the complex business transactions and intensive capital exchanges, the financial business is often complicated and heavy. Financial accounting and management are the core functions of financial shared services. With the increasing popularity of

the digital economy, in the current accounting informatization construction, the main focus is on account management, financial reimbursement, asset management, etc. Financial sharing management requires a set of standardized operating procedures, specifically financial revenue and expenditure-account analysis -Funds management - analysis report, in this process, financial management and specific business are in a state of isolation from each other, so the financial sharing service is only suitable for enterprises that have established standardized financial management processes. Before building the financial shared service framework, it is necessary to restructure the financial management process of the enterprise to realize the effective construction of accounting informatization[2]. On this basis, it is necessary to accurately monitor financial data, improve the quality and efficiency of financial management, and reduce The cost of financial management. At present, the level of financial sharing of enterprises is mostly at a relatively primary stage, and there are still many problems in realizing shared services. Financial sharing based on the construction of financial accounting informatization is of great significance to the modernization and development of enterprises[3].

### 2.2. The Importance of Accounting Information Management

Accounting informatization is a key measure for enterprises to adapt to the development of the times and improve the quality and efficiency of financial management. Accounting informatization management is to realize the informatization improvement and transformation of the financial status of enterprises through computers and corresponding accounting management systems. It plays an important role in promoting the level of financial management of enterprises. Accounting informatization management can effectively avoid the shortcomings of traditional manual bookkeeping and paper-based operations in data accounting and storage, realize the digital operation of accounting information collection, processing and storage, and use computers to automatically analyze and transmit accounting information. , reduce the risk of manual operation error rate[4], and ensure the reliability and accuracy of accounting data. After the accounting information

management is realized, the corporate accountants can systematically operate and sort out the financial information, providing the enterprise managers with more comprehensive financial information and financial forecasting functions, and the financial information of the enterprise can be displayed through pictures and charts[5]. The way of displaying more intuitively makes the financial status of the financial enterprise easier to understand. Enterprise managers can quickly compare and analyze the financial information at different times or between different businesses, and conduct a comprehensive and reasonable analysis of the business status of the enterprise. Provide services for enterprise development strategy decision-making.

### **3. The Significance of Financial Sharing Services to Accounting Information Management in The Era Of "Internet +"**

#### **3.1. Realize the Modernization of Enterprise Accounting Management**

The corporate financial sharing service mainly covers the company's accounting information, financial performance and corporate financial policies. In the process of realizing shared management, it can effectively expand the corporate accounting business and improve the quality and level of corporate financial management[6]. The financial shared service mainly solves the problems of insufficient ability and quality of enterprise accountants and high error rate of manual bookkeeping. The corporate financial sharing service can also effectively constrain financial managers to handle the financial information of the enterprise in a more standardized way, and strictly operate the standardized standards to make financial management more standardized and efficient. Under the working framework of financial sharing, the accountants of enterprises need to continuously improve their accounting informatization processing capabilities, informatization operation level, and comprehensive business capabilities, so as to better promote the modernization of financial management[7].

#### **3.2. Improve the Convenience of Corporate Accounting**

Under the traditional accounting management business model, enterprise accounting management requires professional accounting personnel to obtain the financial information of the enterprise through complex accounting and statistics[8]. The financial information processing method is complex, and the accuracy of the enterprise processing results is often not high. With the rapid development of computer technology and Internet technology, information technology has brought huge opportunities for accounting management efficiency. The accounting management method has changed from the traditional manual method to automatic computer calculation and analysis with the help of accounting software and financial management system[9]. The efficiency of accounting management has been qualitatively improved. Financial data analysis and enterprise operating conditions can be interconnected through the network. The business department inputs financial data, automatically generates financial analysis table data, intuitively displays the financial status of the enterprise, realizes the financial sharing of the enterprise, and greatly improves the convenience of financial

management.

### **3.3. Promote the Standardization of Financial Management**

Information management in financial management is an important basis for realizing financial sharing. Enterprises carry out accounting informatization construction according to their own development needs, which improves the accounting management level of enterprises. In the accounting work of enterprises, the application of information management methods limits the steps of accounting operations and makes financial management more standardized. Only through programmed operations can the financial system be able to correctly account for relevant financial data[10]. At the same time, the application of accounting information system can be more strictly regulated in financial approval and financial supervision. Financial sharing can realize the electronic operation of the whole process of financial information, accounting management is not limited by time, business and region, while providing accurate financial analysis reports for enterprises, it can ensure the standardization and procedure of various accounting operation steps, and reduce accounting management costs. , while improving the accounting service ability, reducing the operational risk of accounting management and ensuring the financial health of the enterprise.

### **4. Prominent Problems in Accounting Information Management**

#### **4.1. Enterprises Do Not Pay Enough Attention to Accounting Information Management**

With the rapid development of the digital economy, the "Internet +" economy has been integrated into various industries. In the actual development, many small and medium-sized enterprises have relatively backward business concepts, do not pay enough attention to the construction and management of accounting informatization, and are satisfied with financial management. In the traditional management mode, the construction of accounting informatization is lagging behind, and the financial sharing service cannot be carried out[11]. Although traditional accounting management can meet the needs of small and medium-sized enterprises for financial business, it limits the modernization level of enterprise financial management. The efficiency of accounting management depends on the quality of personnel. The financial construction is not standardized enough, which is prone to financial management loopholes and hidden risks. . In addition, in the construction of accounting management informatization, the financial sharing service needs to aggregate and process financial information through the Internet, so as to realize the extended service of enterprise accounting sharing[12]. Many enterprises have insufficient extension of services in the construction of financial sharing, which restricts the financial services of enterprises. Efficient management.

#### **4.2. Lack of Professional Accounting Talents**

Talents with professional accounting knowledge and skills are an important supporting force for the construction of enterprise accounting informatization. Under the conditions of Internet technology, if the financial personnel of an enterprise only master the business knowledge related to

financial business, they cannot well meet the needs of accounting information management. In some enterprises, the computer operation ability and network knowledge level of accountants are relatively weak, which restricts and affects the realization of information management of accounting to a certain extent, and has a negative impact on the realization of financial service sharing. In the era of Internet technology, corporate financial managers need to have a variety of knowledge, especially related skills that help improve accounting information management. In actual management, the accounting and financial personnel of some enterprises are not sensitive enough to Internet technology and digital management, and enterprises have not carried out corresponding technical training for financial management personnel, resulting in the backwardness of financial personnel in terms of ideological understanding and technical ability, and the level of enterprise accounting informatization.

### **4.3. There Are Security Loopholes in Accounting Information Management**

Accounting information management can fundamentally change the way of financial management of enterprises, improve the efficiency of enterprise financial management, and help enterprises to have a better grasp of their own financial status. However, under the financial shared service model, although accounting informatization can provide convenience to the financial management of enterprises, the problem of safe storage and transmission of financial information and data comes with it. In the Internet environment, an enterprise's financial management system stores the core data of the enterprise's development. If there are loopholes in the system, it will pose a threat to the development of the enterprise, especially for enterprises with a high degree of dependence on the external market. Internet leakage and acquisition by competitors will bring hidden dangers to enterprises in market competition. At present, the accounting informatization management of most enterprises lacks the necessary awareness of confidentiality, and the protection of financial data only depends on the moral constraints of financial personnel. Large loopholes, lack of effective guarantee for financial data security, financial data security loopholes have brought greater pressure to corporate financial sharing services, and become a shortcoming in the construction of corporate financial information management under Internet conditions.

## **5. Improvement Path of Accounting Information Management from The Perspective of Financial Shared Services**

### **5.1. Correctly Grasp the Realization Steps of Accounting Information Management**

The modern management of enterprise accounting requires a certain process. Before realizing financial sharing, the enterprise needs to establish a modern development concept, explore and build a financial information management method that meets the current financial needs and development goals of the enterprise, and promote the realization of modernization and informationization of financial management step by step. In the course of the development of enterprise accounting, it has mainly gone through three stages of transformation. The first stage is the

primary stage of the development of enterprise accounting informatization. In this stage, the financial management of the enterprise only begins to use the computer as an auxiliary tool for financial management to store and calculate financial information, and the level of financial informatization is relatively low, which is also the status quo of the information management of accounting business in most small and micro enterprises. The second stage is the stage of rapid development of accounting informatization management. In this stage, the degree of informatization of enterprise accounting management is relatively high, and modern financial management systems are used in financial management. The financial management procedures are reasonable, and the relevant system specifications are gradually established, but it is relatively insufficient in realizing financial sharing management. The third stage is the stage of highly informatized enterprise accounting management. The development of corporate accounting to this stage can realize the digital management of financial business. The financial informatization of the enterprise is highly integrated with the various businesses of the enterprise, and the informatization transformation of financial management is relatively mature. At this stage, the financial business of the enterprise has established its own data protection system, which can effectively prevent the financial business from being affected by Internet information risks, and can also predict and resolve its own financial risks well. The development stage of enterprise accounting informatization construction presents the characteristics of successive development. In order to realize accounting informatization construction and management under Internet conditions, enterprises need to have a full understanding of their own development stages and make reasonable arrangements for accounting informatization management.

### **5.2. Increase Investment in Accounting Information Management**

The realization of information management of enterprises requires the investment of human and material resources, the innovation of the financial management methods of enterprises, the realization of the modernization of financial management methods, and the paving the way for the realization of financial shared services. First of all, enterprises should strengthen the management of accounting informatization, put accounting informatization construction in the long-term strategic planning of enterprise development, and combine the actual situation of enterprise development, in the Internet economy, to increase the importance of accounting informatization management, Put the accounting business of the enterprise in the position of priority transformation and improvement, and carry out systematic design and correction. If the enterprise does not have the technology and personnel required for the upgrade, it can cooperate with the Internet company to design the enterprise's financial management system from the source, Make the financial system process more in line with the actual situation of enterprise development, or in the case of insufficient funds, you can directly purchase a mature financial and accounting management system, train accounting personnel accordingly, and realize the information management of enterprise accounting in a short time. Secondly, it is necessary to formulate and improve the system and regulations of the matching information management system, further clarify and standardize the accounting management system of the

enterprise, and take the perfect system support as a prerequisite for financial sharing services. While realizing the informatization and convenience of accounting management, Consolidate the security foundation of financial management and provide effective guarantee for the long-term development of enterprise financial management. Thirdly, with the vigorous development of Internet technology, accounting informatization will also gradually develop with technology. Enterprises need to make corresponding adjustments in the formulation of the card machine management system with the changes in the technical environment to achieve the realization of enterprise accounting informatization management. Keep up with the times. Finally, enterprises need to continue to increase investment in the construction of financial management systems. The construction of accounting information management systems is not achieved overnight. It is necessary to keep up with the pace of technological development, correct loopholes and deficiencies in the system, and continuously improve accounting information. The convenience of system operation ensures that the financial information of the enterprise will not be leaked due to system loopholes or paralyzed by attacks, guarantee the real-time and efficient calculation and transmission of financial information, and improve the modernization level of enterprise accounting information management.

### 5.3. Strengthen the Training of Financial Accounting Personnel

Accounting informatization management and financial sharing services put forward higher requirements on the ability and quality of accounting personnel of enterprises and economic organizations. It requires practitioners not only to have solid financial management knowledge, but also to be able to master and operate information management systems. From the perspective of enterprise financial management, the training of accounting practitioners should be strengthened. From the perspective of enterprise financial personnel, they should actively learn and understand the latest accounting knowledge and the latest functions of accounting informatization construction, keep a learning attitude, and continuously improve their own skills. business ability and level. On the one hand, the enterprise should strengthen the training and education for the accounting personnel of the financial department, by purchasing the corresponding technical services, or inviting technical experts in the industry to conduct business training for the financial personnel, so that the financial personnel of the enterprise can understand the latest financial management concepts, clear The direction of financial management, improve the comprehensive ability and quality of enterprise financial management personnel. By establishing a regular training system for financial personnel, strengthening the learning atmosphere within the enterprise, formulating financial personnel training programs, and strengthening the necessary conditions for financial informatization construction. On the other hand, enterprises need to actively create a strong learning atmosphere. While training and improving the professional skills of corporate accountants, they should strengthen the ideological and moral education of accountants, improve the ideological quality and moral standards of accountants, and enhance their professional identity and honor. It can ensure the security of financial information of enterprises with strict professional

ethics and self-discipline.

## 6. Summary

From the perspective of financial shared services, enterprises need to take advantage of the development of Internet technology to increase the emphasis on modernization of accounting management, increase investment in accounting informatization construction, and train financial professionals with professional financial business knowledge and information management capabilities. and strictly restrict the professional ethics of financial personnel, build a sound corporate financial management system, and form a procedural management mechanism to ensure the efficient development of accounting information management. At the same time as the construction of accounting informatization, it is necessary to pay attention to the construction of information security, build a financial security management mechanism for enterprises, and prevent the leakage of financial information of enterprises through Internet channels.

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