

# Discussion on the Strategy of Transforming Enterprise Financial Accounting into Management Accounting in The Era of Big Data

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**Abstract:** The advent of the era of big data has caused great impact on enterprise financial management, but at the same time, enterprise financial management has also ushered in the opportunity of innovation and development. As a modern enterprise under the new economic situation, financial personnel should not only do a good job of self-positioning, but also conform to the development needs of the big data era, speed up the transformation and upgrading of enterprise financial accounting mode to management accounting mode, and formulate a transformation and upgrading scheme that is closely integrated with enterprise development, so as to ensure that enterprises are always in a favorable position in the fierce market competition on the premise of enhancing their comprehensive competitiveness. This paper mainly discusses and analyzes the strategy of financial accounting to management accounting in the era of big data.

**Keywords:** Era of big data, Accounting, Management accounting, Transform.

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## 1. Introduction

Enterprise financial work involves many contents and covers a wide range. Especially after the advent of the era of big data, more and more enterprise financial personnel not only realize the importance of self-transformation, but also play a very important role in enterprise financial accounting management. Therefore, in the era of big data, to better conform to the development trend of the times, enterprise financial personnel should speed up their own transformation and upgrading, enhance their own competitive advantages, and ensure the smooth realization of enterprise strategic development goals.

## 2. Overview of Financial Accounting and Management Accounting

With the advent of the era of big data, when dealing with massive financial data, the financial department of an enterprise should optimize and improve the financial data management system according to the actual situation of the enterprise itself, extract the data that is helpful to the development of the enterprise from the massive financial data, and provide financial data for the formulation and implementation of the enterprise development decision. Enterprises involved in big data should do a good job in sorting out and analyzing financial data when allocating funds and optimizing management systems, so as to provide data basis for enterprise leaders to make and implement management decisions. Compared with financial accounting, accounting has outstanding differences and comprehensive characteristics [1]. It organically integrates a large number of elements of cost accounting and financial management with enterprise financial accounting management, accelerates the transformation and upgrading of enterprise financial accounting management mode, and promotes the effective promotion of enterprise economic benefits. In addition, enterprises should be deeply aware of the influence of the background of big data era on enterprise financial accounting

management, speed up the transformation and upgrading of management accounting, closely link financial accounting with management accounting, and promote the effective promotion of enterprise management [2].

## 3. Reasons for the Transformation from Financial Accounting to Management Accounting

### 3.1. Traditional ideas can not meet the requirements of the era of big data

Influenced by traditional ideas, the healthy and stable development of enterprises in the accounting field is seriously hindered, which to a large extent makes it impossible for enterprises to smoothly promote the innovation and reform of financial management mode [3]. With the advent of the era of big data, enterprises are faced with a wide range of financial data in the process of operation and management, which makes the financial management of enterprises face higher challenges. Under such circumstances, in the financial management of enterprises, financial personnel should reasonably choose diversified means to carry out financial management, comprehensively guarantee the level and efficiency of financial data statistics and analysis, and ensure the effective implementation of business development strategies of enterprises. After long-term practice and application, it is found that enterprise financial data in the era of big data mainly includes structured and unstructured types. Among them, unstructured data, as data information produced by enterprises in different time and geographical conditions, faces higher requirements for financial accounting management of enterprises because of its various characteristics. As we all know, structured data is the carrier of storage based on database, which requires financial personnel to have certain business ability and level. In the era of big data, modern enterprises should accelerate the transformation from traditional financial accounting to management accounting, so as to better conform to the development trend of the times, lay the foundation for

enterprises to carry out financial management from the technical aspect, and ensure enterprises to achieve sustainable development goals[4].

### **3.2. Management accounting conforms to the development concept of big data era.**

Through the comparative analysis of two different accounting models, it is found that management accounting is obviously closer to the requirements of the development of the current era. When applying the management accounting model to financial work, the financial department of an enterprise must make an in-depth analysis of the market development trend, strengthen the optimization and perfection of the financial management working environment, and effectively organize business training for financial personnel, so as to fundamentally improve the level and quality of internal financial management[5]. When analyzing and extracting the data information that is helpful to the financial management of enterprises from the massive data information, financial managers must give full play to the advantages of management accounting mode, objectively and fairly evaluate the efficiency of internal financial management from the aspects of financial data prediction, budget and control, and effectively construct a financial data analysis feedback and evaluation mechanism to meet the needs of business management, so as to find out all kinds of problems encountered in the implementation of management accounting strategies in time, make an accurate judgment on the business development direction of enterprises and ensure the smooth realization of the innovation and reform goals of enterprises[6].

### **3.3. Management accounting meets the requirements of enterprise development.**

With the advent of the era of big data, in the process of innovating and reforming the working mode of management accounting, the financial management department of enterprises effectively integrates the strategic objectives of enterprise management accounting and long-term development planning, applies advanced management accounting concepts, improves the quality and efficiency of financial management, and ensures the implementation of enterprise development strategies[7]. In particular, the innovative development strategy put forward by the state should strengthen the market competitiveness of enterprises by building a sound management accounting system.

### **3.4. The need to prevent financial risks of enterprises**

Enterprise financial management is not only a special job, but also often influenced by external environmental factors, which leads to the failure of effective implementation of enterprise management strategies. Therefore, in order to reduce the impact of financial risks on the business development and economic benefits of enterprises, modern enterprises should make rational use of big data analysis technology in the development process to improve their ability to resist financial risks[8]. Although the traditional financial accounting adopts the simple reconciliation data accounting method, it meets the requirements of enterprises to display financial information. However, due to the fact that this traditional financial work mode can't find the hidden problems in its own financial management in the practical application process, if the data in the financial statements of

enterprises are wrong, it may lead to the occurrence of financial risks, which may even lead to serious economic crisis for enterprises. Under such circumstances, in the process of upgrading from corporate finance to management accounting, internal leaders should not only strictly control the corporate financial situation, but also require financial personnel to give scientific opinions and suggestions on the transformation from financial accounting to management accounting according to the actual situation of the enterprise's own development, so as to provide accurate financial data for managers to make enterprise development decisions and avoid financial risks affecting the implementation of the enterprise's business development strategy[9].

## **4. The Difference Between Financial Accounting and Management Accounting**

### **4.1. Different priorities**

When enterprises analyze the differences between financial accounting and management accounting, they should start data analysis from the focus of the two accounting models. As the financial work of an enterprise mainly shows the key points of its financial work through financial statements, the financial department of an enterprise must use management accounting to provide technical support for the financial management of the enterprise, and provide data basis for the enterprise management to deeply understand and master the production and operation of the enterprise and formulate forward-looking development strategies, so as to ensure the steady progress and development of the enterprise on the right road[10]. With the human society gradually entering the era of big data, the financial department is an important component of enterprise functional departments. It is necessary to form a correct understanding of the significance of the deep integration of information technology with financial accounting, integrate and analyze enterprise financial accounting information by means of information technology, improve the quality and efficiency of enterprise financial work, and protect the healthy and sustainable development of enterprises.

### **4.2. Differences in job characteristics**

In enterprise operation and management, for the differences between financial and management accounting, the financial management department should deeply analyze the business development problems reflected in the financial statements of enterprises, formulate scientific and reasonable coping strategies, and provide effective financial data to ensure that the management of enterprises scientifically formulate and implement various business decisions[11]. Accounting, as a brand-new financial management mode, is mainly through sorting out and analyzing the data information that has not yet been produced, standardizing the formulation of strategic development decisions to ensure that enterprises can effectively promote various business activities and always occupy a favorable position in the fierce market competition. With the advent of the era of big data, enterprises should actively explore the application ideas of management accounting model, give full play to the diversified characteristics of management accounting model, and promote the innovation and development of enterprises.

### **4.3. Different ways of working**

Accounting has the characteristics of directly reflecting the relationship between business income and cost and expenditure, and meets the requirements of financial departments of enterprises for obtaining and analyzing financial data. The related statements based on the management accounting model not only visually present the product market and customer information to the enterprise leadership, but also ensure the effective implementation of enterprise management decisions with the application of relevant data and information in the formulation of management plans[12]. Therefore, in the process of business development, enterprises should give full play to the advantages of management accounting, assist enterprise managers in regulating the internal development strategies of enterprises, and organically integrate operating income and cost, thus improving the accuracy of the financial statements of enterprises and ensuring the orderly development of financial management of enterprises.

### **4.4. Different information attributes**

Whether the financial information is accurate or not has a decisive impact on the formulation and implementation of enterprise strategic development decisions. In the daily business process, enterprises should keep pace with the development of the times, give full play to the advantages of management accounting mode, and ensure that enterprises can obtain complete and accurate financial information data, so as to scientifically make internal development decisions. Because financial accounting and management accounting have different information attributes, the internal financial management department must ensure the authenticity of financial information in order to play its value in the process of business development. Management accounting pays more attention to the effectiveness of financial information. When analyzing financial data, the financial department can adjust the development strategy of enterprises, improve the market competitiveness of enterprises and ensure the smooth realization of the strategic development goals of enterprises by comprehensively analyzing the recent business development status of enterprises.

## **5. Strategies of Enterprise Financial Accounting Transformation and Upgrading to Management Accounting in The Era of Big Data**

### **5.1. Actively conform to the trend of the times and change ideas.**

After the advent of the big data era, enterprises should change the financial staff's ideological cognition from the perspective of ideological cognition, and strictly follow the requirements of the development of the big data era to urge enterprises to accelerate the innovation of financial management mode. Facing the problems in daily financial management, enterprises effectively formulate targeted solutions. According to the development of enterprise management, enterprise managers should comprehensively consider all kinds of problems encountered in the implementation of financial management strategies, and pay full attention to the impact of management accounting methods on enterprise financial management. Make full use of diversified channels to carry out propaganda activities of

management accounting concepts, integrate big data technology into the construction of enterprise management accounting system, require financial personnel to change their thinking and working attitude, cultivate the data awareness of enterprise financial personnel, encourage enterprise financial personnel to actively participate in enterprise business activities, promote the steady improvement of enterprise business level, and create more economic benefits for enterprises.

### **5.2. Improve the big data management system and optimize the enterprise management strategy.**

The financial management department of an enterprise should make full use of the information technology carrier and establish a sound financial management system, so as to ensure the comprehensiveness and specificity of the financial data resources of the enterprise. Make full use of advanced information technology to explore the application of big data technology in enterprise financial management, so as to strengthen the integration and analysis of financial data, expand the coverage of data and fully guarantee the efficiency and level of internal financial management. In daily work, the financial department should also actively apply big data technology, build an information-based financial management system that meets the needs of enterprise development, summarize, summarize and classify the financial data generated in the process of enterprise operation, and design a scientific and reasonable financial management plan, so as to discover and solve the hidden financial risks existing in the process of enterprise operation and development in time, create a safe and stable operating environment within the enterprise, speed up the promotion of management accounting, and ensure the scientificity and accuracy of the analysis results of enterprise financial information.

### **5.3. Actively integrate data and strengthen interaction and cooperation.**

Traditional financial statements of enterprises reflect the business development of enterprises in a certain period of time. For modern enterprises, financial information, as a kind of real-time changing data information, can not only visually present the annual assets and liabilities, profits and cash flows of enterprises, but also comprehensively and concretely reflect the annual business situation, providing accurate financial data for enterprise management to predict the development trend of enterprises and formulate business strategies. With the advent of the era of big data, enterprise managers should use big data technology to understand and master the business development of enterprises, optimize the business process of enterprises, make the financial budget and final accounts the focus of enterprise management decision-making, ensure the authenticity and integrity of enterprise financial data and information, and speed up the transformation of enterprise financial accounting mode to management accounting mode.

### **5.4. Improve the quality of accounting personnel and strengthen the application ability of big data.**

The financial department of an enterprise should be deeply aware of the positive impact of building a financial

management team on the financial management of the enterprise, and infiltrate the management accounting operation process into the training activities of financial management personnel by building and perfecting the big data financial service system, so as to improve the quality and efficiency of the financial management of the enterprise. First of all, increase the introduction of professional financial management personnel. According to the requirements of internal job objectives, according to the functions of financial management, standardize the content of financial management, design a scientific and reasonable performance appraisal scheme for financial managers, and combine the degree of financial managers' familiarity and mastery of big data technology with the performance appraisal of enterprise financial personnel. Assess the information-based knowledge and reserves of financial personnel, enhance their awareness of management accounting functions, encourage them to actively learn and master advanced management accounting ideas, and ensure the standardized and orderly conduct of enterprise financial management. Secondly, pay full attention to the importance of education and training activities for management accounting professionals. Keeping pace with the development of the era of big data, according to the objectives of enterprise management accounting, we should dig deep into advanced management accounting management ideas, standardize the implementation strategies of management accounting strategies, and make use of advanced management ideas and systems to improve the level of enterprise financial management and enhance the core competitiveness of enterprises.

### 5.5. Optimize enterprise management methods and promote the transformation of the financial sector.

In order to cope with the intense pressure of market competition, enterprises should speed up the transformation from traditional financial accounting mode to management accounting mode. Conform to the development of big data era, formulate relevant management strategies for enterprise management accounting science, adjust and optimize internal management structure, obtain reliable financial data for enterprise management, make scientific development decisions, promote the steady improvement of enterprise management level, and provide all-round support for long-term sustainable development of enterprises. First, improve the establishment of performance appraisal system. On the basis of correctly evaluating employee performance, enterprises should take active and effective measures to ensure that the measurement is highly consistent with the realization of KIC strategic objectives, formulate scientific and reasonable performance indicators, and improve the market value of enterprises. By forming an atmosphere of encouraging management accounting in the enterprise, we can cultivate employees' ideology, guide and standardize employees' work behavior. Give full play to the advantages of the performance appraisal system, find out the relationship between employees and KPI business decomposition, and ensure the healthy and sustainable development of enterprises. Second, establish a sound data protection and security protection system. The data and information resources generated when enterprises use management accounting are the basis to ensure the orderly development of enterprise management accounting. In order to ensure the smooth development of enterprise management, enterprise

management must formulate a data information security management and protection system that meets the development needs of the era of big data, make full use of advanced technical means, strengthen the training of managers and data information protection awareness, and ask them to pay full attention to the importance of network information security, so as to improve the level of enterprise management accounting information security management and protection on the premise of promoting the professional level of enterprise accountants effectively. Third, clear accounting objectives. Under the traditional financial accounting mode, the financial management of enterprises not only needs to invest a lot of manpower and material resources, but also the low efficiency of financial management is a common problem in enterprises. In the era of big data, the financial management departments of enterprises should strengthen the optimization and perfection of financial management functions, accelerate the transformation from financial accounting to management accounting mode, give full play to the role of management accounting mode, and comprehensively improve the level and quality of financial management. Enterprises should also combine the specific functions of financial management departments, fully eliminate the serious impact and impact of management accounting transformation on the development of enterprises, and deeply integrate the relevant data of business activities and accounting activities of enterprises to ensure the smooth operation and management activities of enterprises.

## 6. Conclusion

To sum up, as human society gradually enters the era of big data informatization, modern enterprises should conform to the requirements of the times and speed up the transformation from traditional financial accounting mode to management accounting mode when facing fierce market competition. In view of the problems existing in the process of financial management mode transformation, formulate standardized coping strategies, strengthen the education and training of enterprise financial personnel, speed up the innovation and reform of enterprise financial management mode, standardize enterprise financial management workflow, and protect the long-term sustainable development of enterprises.

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