

Opportunities and Challenges for the Development of Enterprise Management Accounting in the Era of Big Data

Yanying Qiu

School of Economics and Management, North China Electric Power University, Baoding
071003, Hebei, China

*1185517977@qq.com

Abstract

With the rapid development of Internet, large data into every aspect of life, has brought in all walks of life. For enterprise management accounting, the advent of the era of big data not only brought new opportunities, also proposed the new challenge. This article obtains from the large data with the concept of management accounting, around big data under the background of management accounting development opportunities and challenges, and put forward the development strategy of management accounting.

Keywords

Big Data; Management Accounting; Computer Technology.

1. The Definition of Management Accounting and Big Data

1.1. The Definition of Management Accounting

Management accounting and financial accounting belong to modern accounting, which is a major branch of modern accounting system. Its main function is to collect, integrate and analyze the historical data, so as to provide basis and reference for the decision-making and judgment of the management authority, so as to ensure the rational allocation of enterprise resources and the effective implementation of strategy, so as to realize the maximum value-added of enterprise value. The functions of management accounting run through the enterprise, from prediction, decision-making and budget in the production chain to cost management and performance evaluation. No matter the strategic direction of long-term development or short-term plan, all aspects of the enterprise are inseparable from management accounting.

1.2. The Definition of Big Data

Big data is the massive data generated in the era of information explosion. In recent years, with the progress of social economy, science and technology, the amount of data is expanding rapidly, and has jumped from TB level to Pb, EB and even ZB level. In the process of data expansion, the influence of big data has penetrated into every industry and business functional field, become an important production factor, and also bring new opportunities and challenges to management accounting.

2. Opportunities for the Development of Enterprise Management Accounting in the Era of Big Data

2.1. Improve the Effectiveness of Enterprise Decision-making Through Data Support

In the process of management accounting, the rational use of big data can help them quickly grasp the comprehensive environment of the market, ranging from a product related to an enterprise to a large amount of information related to the whole industry, which can

comprehensively provide the resources required for management accounting, so as to promote the daily work of management accounting. Nowadays, enterprise managers are not only concerned about the financial information generated by the internal operation of the enterprise, but also about the non-financial information fed back by the internal and external feedback in the process of enterprise operation. In the performance appraisal, one of the functions of management accounting, the methods used, such as KPI, balanced scorecard, non-financial indicators such as customer satisfaction in the performance prism model, can be obtained through the purchase and evaluation information provided by the background of major sales platforms. The big data analysis provided by major platforms and various non-financial indicators obtained through the screening and integration of management accounting can promote enterprises to make timely adjustments to product design or strategic plan, better meet market demand and improve product market share, so as to realize enterprise value-added.

2.2. Promote the Integration of Industry and Finance

In management accounting, the inconsistency between business activities and financial information will make the decision-making basis derived from the further analysis of financial information deviate, resulting in the collapse of the follow-up process. Nowadays, the big data carried by ERP and other software organically integrates the business process, capital movement process and data process in enterprise operation, and establishes an integrated information collection, processing and analysis process of industry and finance driven by business activities, so as to integrate financial data and business information. Through the information presented in ERP, management accounting can effectively connect with other departments of the enterprise, grasp the progress of business promotion in real time, understand the operation status of all links of the company, and obtain timely financial information. For management accounting, business is the input of information, finance is the output of information, and the management authority is the user of information. The higher the degree of integration between finance and business, the more timely and valuable the information it provides.

3. Challenges Faced by the Development of Enterprise Management Accounting in the Era of Big Data

3.1. Shortage of Compound Management Accounting Talents

In recent years, the cultivation of management accounting has become one of the key tasks in enterprise management and development. The 14th five year plan has once again clarified the importance of management accounting after the 13th five year plan emphasized the requirements of vigorously developing management accounting. At the same time, the era of big data puts forward higher requirements for the cultivation of management accounting in terms of data application and analysis. In the era of big data, market information is changing rapidly, and accountants who only master traditional management accounting skills will only be left behind the flood of data. For contemporary management accounting, we should not only have professional knowledge and skills, but also master solid information acquisition, transmission, storage and processing technology. Only by becoming a compound talent with comprehensive skills can we make timely and effective response to massive data and rapidly changing environment through information technology means, quickly screen out valuable key information, and draw important conclusions related to strategic decision-making combined with professional knowledge, so as to help enterprise managers make scientific, rapid and accurate decision-making, Truly perform the responsibilities of management accounting. However, today's accountants are mainly talents with traditional accounting professional

knowledge, and there is an extreme lack of compound management accounting talents, which will be detrimental to the long-term development of management accounting in the era of big data.

3.2. Management Accounting Information System Needs to be Improved

In order to adapt to the big data era of data information explosion, many enterprises began to use ERP and other software for accounting computerization. These software carry a large amount of business information and electronize the daily work of the enterprise. The application of software has indeed facilitated the development of management accounting, but it also brings risks. Due to the extensive connection between the financial department and other departments of the company, many business information flows in the software, and if the security of the horizontal and vertical flow of information cannot be guaranteed, the work of management accounting will be more hindered. Therefore, the era of big data puts forward higher requirements for the improvement of management accounting information system. The demand of enterprises for a large amount of data and the flow of data in enterprises make enterprises face greater data security risks. In order to effectively carry out management accounting, we should strengthen the improvement of information system and internal and external defense, so as to ensure the security of business information circulating within the enterprise, so as to ensure the security of enterprise core data.

4. Development Strategy of Enterprise Management Accounting in the Era of Big Data

4.1. Promoting the Training of Information Technology Compound Management Accountants

In recent years, the characteristics of the big data era have become increasingly prominent, and enterprises have also seen the potential value hidden behind a large amount of data. However, because the skill level of many management accounting has not been improved with the rapid development of the times, the effect of value mining is greatly reduced. Enterprises should pay attention to the cultivation of information technology ability of Management Accountants on data acquisition and analysis. The data is massive, but what the enterprise really needs is only a part, so the value density of the data is relatively low. This characteristic requires the enterprise management accountants to have better data processing ability. In the program of data analysis, management accountants can improve work efficiency and ensure work effect through digital technologies such as data algorithm, visualization tools and multi-dimensional analysis model. During the training process, the skill learning of management accountants can be assessed regularly to avoid the training floating on the surface and not being implemented. The training of information technology for management accountants can not only further strengthen the collection, sorting and analysis of financial data and financial work-related data, but also provide more valuable information reference for relevant decisions and promote the smooth development of follow-up management work.

4.2. Strengthen and Improve the Security Maintenance of the Financial System

While making use of the convenience of financial software, enterprises should also pay attention to the security protection of data. A large amount of data is transmitted in all links of the program. If security protection is not done well, each link creates an opportunity for those who want to take advantage of it. Enterprises can encrypt and protect management accounting data and information. They should not only build security network defense externally, but also strengthen supervision within the enterprise, implement employee real name operation and set system security alarm. When the system is attacked from outside the enterprise or there is abnormal operation by employees inside the enterprise, the system will automatically save the

correct operation and close it, so as to prevent the enterprise from being put at risk due to the leakage of financial data. In the process of continuously upgrading the operation function of the financial system, enterprises should also take the system information security protection as the research focus to avoid failure resulting from data.

5. Conclusion

The development of science and technology makes the era of big data come suddenly, and big data is integrated into all aspects of social life. While big data brings opportunities to enterprise management accounting, it also makes the development of management accounting face challenges full of characteristics of the times. Management accountants should seize the opportunity, face the challenge, constantly improve their quality, and change from single accounting skill talents to information technology compound talents, so as to meet the needs of the times, give full play to their work functions and realize the value-added of enterprises.

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