

Analysis of Enterprise Financial Accounting Information Management from the Perspective of Big Data

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Abstract: *As our country has entered the era of big data, the development of enterprises has been supported and guaranteed by technology, and at the same time, the work efficiency of enterprises has also been effectively improved. This paper mainly analyzes and discusses the information management of enterprise financial accounting under the background of big data. Firstly, it introduces the concept and significance of big data; secondly, it analyzes the necessity of enterprise financial accounting informatization construction in the era of big data, as well as some challenges and problems faced by enterprises in promoting financial accounting informatization management, finally suggest effective strategies for enterprise financial accounting informatization management under the background of big data era.*

Keywords: big data, enterprise financial accounting, information management, necessity

1. Introduction

With the continuous development of my country's social market economy, the competition among enterprises has become increasingly fierce. Therefore, only by comprehensively promoting financial accounting management can enterprises further optimize funds. At the same time, they can also use advanced technologies such as big data to meet the development trend of the times, so as to reduce errors caused by human operation and improve the efficiency and quality of financial management. It is undeniable that big data technology has brought unprecedented development opportunities for the construction of financial accounting informatization of enterprises, and of course it has also brought certain challenges. Therefore, it is necessary to seize the opportunities to meet the challenges in order to realize the financial accounting of enterprises under the background of big data in the new situation of information management.

2. Analysis of the characteristics and significance of big data

2.1 Collection complication

Big data itself is a collection of data, which can use a specific method to collect, organize and analyze all data uniformly. Therefore, as an information asset, big data can not only ensure the comprehensiveness of data, but also can analyze the entire data. The collection performs complex processing, strengthens the analysis of various information data, and comprehensively improves the persuasiveness of the data. As a new architecture technology, big data can obtain valuable and effective information from a large amount of data, can truly improve the accuracy of data, and provide a scientific basis for enterprise decision-making.

2.2 There are relatively many types of data

Combining the source channels and data forms of big data, it can be found that there are relatively many types of big data, which are not limited to traditional structured data, and are gradually changing to unstructured data. The number of times of navigation of the map is obtained, so the data form is diversified, the data content is diversified, and the data presentation method is also diversified.

3. Analysis of the significance of big data to the construction of enterprise financial accounting informatization

3.1 Comprehensively improve the efficiency of accounting informatization construction

Because traditional financial accounting is not only a waste of talents, but also has low work efficiency, it requires manual processing, collection and analysis of financial accounting information, which is time-consuming and labor-intensive, resulting in low work efficiency. With the help of big data technology, financial accounting can be made, the efficiency of informatization work has been effectively improved, and the phenomenon of low work efficiency and manual operation errors has been truly solved. With the help of big data technology, paperless office can also be realized, which can comprehensively improve the efficiency of network transmission, reduce paper waste, reduce cost investment, and improve the efficiency of enterprise financial accounting informatization construction.

3.2 Further improve the level of optimized financial management

In the context of the era of big data, with the help of network information platforms and various advanced information technologies, the accounting information of enterprises can

be comprehensively and comprehensively processed. After comprehensive processing, and with the help of the information platform to complete various financial accounting tasks such as reporting, auditing, and auditing, big data technology can make the construction of financial accounting informatization more convenient and fast, and can also be carried out anytime, anywhere, breaking the time and space. It can accept more extensive social supervision, avoid the risk of enterprise financial accounting management, and can further improve the level of financial management.

3.3 Fully realize the economic benefits of the enterprise

In the process of promoting production and operation, only by doing a good job of financial accounting management can an enterprise realize the optimal allocation of funds, reduce costs as much as possible, and maximize economic benefits. Therefore, by promoting the construction of financial accounting informatization and with the help of advanced technologies such as big data, it is possible to further increase the profit space of enterprises, reduce the work pressure of personnel, reduce unnecessary costs and expenses, and maximize the economic benefits of enterprises.

3.4 Promote independent and unstructured financial management

In the context of the era of big data, through the use of big data technology for financial accounting informatization management, various unstructured data can be fully utilized, the organic integration of structured accounting data and unstructured data is realized, and the data efficiency is improved. Relevance can also ensure that the financial accounting information management of enterprises can show a procedural development trend, making management more standardized and efficient. Especially with the help of big data technology, it is convenient for the financial department to obtain relevant information of financial accounting management, employees are freed from data processing work, and more data can be applied in the financial accounting management process, which not only guarantees Diversification of financial measurement units, and can truly accept the supervision and management of various departments, comprehensively improve the efficiency and quality of services, and ensure the actual effect of financial accounting informatization.

4. Analysis of challenges and problems faced by enterprise financial accounting information management in the context of big data era

4.1 Lack of attention paid to the construction of financial accounting informatization by enterprises

With the advent of the era of big data, because the technology of big data is still relatively advanced, ordinary people cannot fully realize the significance and value of big data. Therefore, there is some conflict in the use of cloud computing and cloud accounting, and the leadership of some enterprises lacks attention, resulting in a passive situation in

the construction of enterprise financial accounting informatization, and it is difficult to produce ideal practical results. In addition, due to the lack of attention of the leadership, the human, material and financial resources cannot be invested in information construction as a whole, resulting in less communication between various departments, and the phenomenon of repeated development and utilization of financial accounting information construction data is prone to occur, which not only wastes resources, but also causes chaos in information management. Especially in the context of big data, financial accounting informatization management involves a lot of work departments, and the coverage of information is also relatively wide. If unified planning cannot be carried out, it will directly affect the development of financial accounting informatization management.

4.2 The security of various accounting information is difficult to be effectively guaranteed

When promoting the construction of financial accounting informatization, the requirements for the network information platform are increasing, especially in the process of informatization management, it is necessary to ensure the security of information, but many enterprises are in the process of promoting the construction of financial accounting informatization, information is leaked, the risk of stealing is relatively large, there are large hidden risks and security crises, mainly in the following three aspects.

First, information is easily attacked by hackers. Under the background of big data, there are more financial and accounting information data, more types, and higher value, so it is easy to become the target of hacker attacks.

The second is serious information leakage. In the context of big data, there are many channels for information acquisition, and the sources of information are very wide, but the information storage is relatively concentrated. Once the information is highly concentrated, it will increase the risk of enterprise information being leaked.

Third, information is easily attacked. In the context of the era of big data, enterprises often transmit and store information in the cloud when constructing financial accounting informatization, which further increases the risk of information being stolen, intercepted and tampered with. When carrying out cloud accounting work, it is necessary to rely on the network to achieve, and the information will also be attacked by Trojan viruses and other attacks in the process of transmission, so the process of accounting information transmission and storage will face many risks, resulting in the insecurity of information security. Certainty, once the information is stolen, it will bring immeasurable losses to the enterprise.

4.3 Lack of professional talents

When an enterprise promotes financial accounting informatization management, only with the help of big data technology can the level of financial accounting informatization management be comprehensively improved. However, due to the limitation of professionals, there are

very few companies who understand both financial management and computer technology. of professionals. Due to the lack of computer operation skills when operating various financial accounting software, the work efficiency is low. Especially in the repair of financial accounting software, if you do not understand the relevant principles of financial management and computer expertise, some errors will also be caused. At present, some financial management personnel do not fully realize the importance of information management work, so they only know little about accounting knowledge, lack the initiative of various software operations, and cannot adapt to the mainstream of the times to update their knowledge. Affect the further development of enterprise financial accounting management.

4.4 The problem of obtaining financial accounting data

In the context of the era of big data, there are some problems in the source and processing of financial accounting information. For example, the security of data sources cannot be verified, and the sources of accounting data information are inherently diverse. Therefore, users can conduct accounting information on the network platform. You can also use third-party software to obtain accounting information and data based on your own needs, which brings great hidden dangers to data privacy and security. In addition, after obtaining the data, the user also needs to perform specific processing. If there is a problem with the program software when using various financial accounting programs, it will also affect the results of the data analysis.

4.5 Network problems are particularly prominent

When promoting the construction of financial informatization, it is necessary to improve various infrastructures, especially key infrastructures such as the use of big data. Because big data has a huge data system, it needs a good network environment as support, and when enterprises carry out financial accounting informatization construction, various software and hardware conditions do not meet the needs of informatization construction, which will cause data delay or Network congestion and other phenomena have led to the slow progress of financial accounting informatization construction, and there are many problems. In addition, after the self-detection and repair capabilities of the network system are serious, it is not conducive to the effective protection and repair of data, and it is easy to cause data loss and affect the security of enterprise information and data.

5. Analysis of measures to comprehensively strengthen the information management of enterprise financial accounting in the big data environment

5.1 Strengthen the emphasis on financial information management in an all-round way

When promoting enterprise financial accounting management, we should fully recognize the importance of financial accounting management and informatization construction in the context of the era of big data, and be able

to further improve the mechanism and information management of financial accounting in accordance with the actual situation of the enterprise. System, comprehensively strengthen effective communication and exchanges between various departments, realize the optimal allocation of human, material and financial resources, and clear obstacles for the construction of financial accounting informatization, and accelerate the development of financial accounting informatization.

Therefore, managers of enterprises should strengthen communication and exchanges, avoid duplication of work, and comprehensively improve the actual effect of financial accounting work. Combined with the actual needs, the collection and arrangement of data should also be strengthened in a short period of time, and various data should be analyzed and identified to provide relevant data support and guarantee for the information management of financial data. Therefore, the following two aspects need to be done.

First, we must break the traditional misunderstanding. Consciousness has an adverse effect on material. When promoting the information management of financial accounting, we should break the traditional misunderstanding and fully realize the importance of promoting the construction of financial management information in the information age, so as to ensure the rational use of various information. , strengthen the coordination of information, and comprehensively promote the development of enterprise informatization.

Second, establishing an effective analysis and evaluation mechanism. In the management of enterprise financial information, by further clarifying the goals, analyzing the characteristics of its own business process, clarifying the development trend of the market, and comprehensively coordinating various factors, it is possible to ensure that the development plan of the enterprise is more scientific and efficient.

At the same time, it can really reduce the waste of data and the incompleteness of data. By establishing an effective analysis and evaluation mechanism, it can ensure the sharing of various information and data, and realize the new development of financial accounting information management.

5.2 Establish a prevention system for various information risks

Enterprises have great risks in promoting accounting informatization management. Combined with the risks in the process of information data acquisition, software processing and information dissemination, a complete information risk prevention system should be established to give full play to the informatization of financial accounting. positive role in management. For example, for some criminals to use viruses to steal information, steal customer passwords and other related situations, it is necessary to make advance judgments. And it can establish relevant risk prevention mechanisms, which can take technical precautions and effective encryption methods to protect various data and

comprehensively enhance the security factor of information. At the same time, it is necessary to strengthen technology research and development. Through the development of security measures for hacker attack technology, effective defense against hacker attacks can be carried out. In addition, it is necessary to start various risk emergency plans, to be able to make scientific and reasonable assessments based on the security of the information system, and to timely discover the potential security risks in the operation of information and data, or to deal with unavoidable or occurring network risks. Only by setting up an emergency plan to remediate and stop losses in the first time can the losses caused by data leakage be reduced. In a word, it is necessary to establish a more complete information risk prevention system, in order to strengthen the prevention of risks, ensure the security of information, and avoid the loss of information or the leakage of information affecting the economic benefits of enterprises.

5.3 Further setting the goal of financial informatization

When constructing financial informatization management work, only if scientific and accurate financial informatization goals are determined, can the development of informatization management work be guided. With the continuous development of science and technology, information technology has been widely used in the accounting management process.

Therefore, it is necessary to further innovate the financial management concept of enterprises, and fully recognize the importance of financial accounting informatization construction, ensure the effective sharing of various information, and comprehensively promote better and faster development of enterprises. When setting the goal of enterprise financial information management, it is necessary to strengthen the acquisition, analysis and processing of various information, and effectively exert the important advantages of information sharing, and comprehensively promote the business development of the enterprise. When acquiring information, it is necessary to ensure that the most valuable information is collected in the shortest possible time, to eliminate invalid information, to ensure the accuracy, comprehensiveness and objectivity of financial information, and to provide data support for information management. When determining financial management goals, enterprises should also fully combine their own advantages, market development and various aspects to make accurate judgments.

5.4 Improve the software and hardware construction of personnel training and informatization construction

When promoting the construction of financial accounting informatization, talents are an important guarantee. Therefore, a compound talent team should be established to ensure that financial accounting management can have talent guarantees. At the same time, it is also necessary to improve the software and hardware conditions for informatization construction, which can further strengthen the hardware configuration and software configuration, and ensure the advanced and professional nature of various software. When cultivating talents, it is necessary to strengthen the

cultivation of compound talents to ensure that financial accounting managers can understand the professional knowledge of financial accounting and have strong computer software operation skills. Therefore, it is necessary to carry out business training for the personnel of the financial accounting professional department to comprehensively improve the application ability of big data. It is also possible to hire some professional and technical personnel from the outside to do a good job in the construction of financial accounting informatization. Through the introduction of talents to improve the infrastructure, strengthen the construction of software and hardware, and ensure the development pace of enterprise financial accounting informatization.

5.5 Give full play to the support functions of data visualization

In the context of the development of informatization, the amount of data is increasing and the data is becoming more and more complex. It is necessary to fully analyze and interpret the data. The information support function of data visualization should be further utilized to ensure more openness and transparency of financial management. . Therefore, it is necessary to further transform the functions of financial management, and at the same time do a good job of positioning, so as to provide relevant personnel with accurate information and data in combination with confirmation, measurement and recording. In particular, it is necessary to further strengthen the innovation of financial management work, which can transform from traditional extensive management to refined management, and do a series of tasks such as data collection, storage, and integration. When collecting data, it is necessary to communicate and strengthen exchanges between various departments to ensure the authenticity of the collected information, so as to give full play to the advantages of financial accounting management informatization construction, and also to do a good job in data storage. The interaction of technology and data strengthens the storage of data, and a database can be constructed in combination with actual needs. Through the classification, retrieval and integration of various data, it provides accurate financial data basis for the development of enterprises. For example, when the financial manager of the enterprise manages various information such as procurement, production and inventory of the enterprise, it is necessary to strengthen the internal sharing of various types of data, and to ensure the effectiveness of information flow, improve the enterprise's ability to adapt, and use Financial analysis of various data realizes the optimal allocation of funds and enhances the core competitiveness of enterprises.

6. Conclusions

In the context of the era of big data, the promotion of financial accounting informatization management by enterprises can not only improve work efficiency, but also ensure the optimization of the level of financial management, and the most important thing is to maximize the economic benefits of enterprises. Big data itself has its own characteristics, for example, the data is more complex, there are more types, and the value is relatively high. With

the help of big data technology, the financial accounting information management of enterprises can be made more scientific and efficient, but there are still some problems. Whether it is the disclosure of accounting information or the acquisition of accounting data, it still lags behind, which affects the development pace of enterprise financial accounting information management. Therefore, we should make full use of big data technology to realize the new development of financial accounting information management. It is necessary to further optimize the goal of financial informatization management, strengthen the emphasis on the construction of financial management informatization, establish an information risk prevention system, introduce compound professionals, and strengthen the software and hardware conditions for the construction of informatization for the development pace of accounting information management.

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