

# The Influence and Countermeasure of Accounting Information to Enterprise Financial Management

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**Abstract:** The development of computer information technology has brought great changes to people's life, especially the accounting information management occupies an important position in the enterprise financial management. Accounting information can effectively help enterprises to improve the efficiency of financial management and help enterprises to perfect the financial management system. The economy develops rapidly, but China's enterprises are still affected by traditional financial management, so they cannot fully adapt to the financial management of enterprises in the process of modern management. Therefore, this article analyzes the existing problems in the financial management of the current enterprise accounting information management and puts forward some reasonable suggestions.

**Keywords:** Financial management; Accounting information; Management measures

## 1. Introduction

The high-speed operation and development of social economy has led to more and more people rely on computer technology. So in order to deal with data information more conveniently, the demand of computer technology for people is becoming more and more strict. Therefore, enterprises only use more advanced and more scientific information technology to deal with enterprise financial business information, they can be able to quickly and accurately serve the enterprise financial management departments to achieve the scientific management of enterprise finance. So in the process of computer information technology application, business managers not only need to combine the actual development form of enterprises to strengthen enterprise financial management, but also need to adopt advanced technology continually to find problems timely and solve them, which can effectively help enterprises to enhance financial management efficiency and promote the rapid development of enterprises.

## 2. The new Form Faced by China's Enterprises in the Current Development Process

### 2.1. The traditional industry is facing optimization and upgrading

Reform and opening up promote the development and expansion of China's enterprise economy, so enterprises can no longer rely on traditional development methods to meet the current social overture, they need through the way of industrial transformation and upgrading to im-

prove the traditional industries. At present, the development of China's market economy has led to the comprehensive development of China's enterprise economy, therefore, enterprises need to learn new knowledge, technology and management methods continually to achieve a comprehensive upgrade. Especially, the financial management of enterprises need to rely on more stringent systems and standards to meet the needs of the new economic market.

### 2.2. Traditional enterprises are facing new innovations

In the process of economic transformation, enterprises cannot leave the technological innovation, and technological innovation can improve the competitiveness of enterprises in the market, therefore, for the enterprises, innovation is a strong guarantee of occupying market position and it is the main reflect under the new normal economy. In the process of innovation, human capital is the main driving force for the development of enterprises in the new normal economy, therefore, enterprises need to stimulate people's sense of innovation. Combined with the actual situation of enterprises to introduce advanced information technology to enhance the financial management of professional skills, is conducive to bringing new development opportunities for enterprises.

### 2.3. Market competition needs brand management

The progress of science and technology makes the traditional enterprises face the brand competition. The brand is the core strength of the enterprise, therefore, only the enterprises continue to build their own brands and occu-

py market share, they are able to occupy a strong position in the economic development market. Therefore, business managers need to strengthen the brand propaganda and enhance enterprise brand awareness of employees, so as to enhance the enterprise image and market competitiveness.

### **3. The Influence of Accounting Information Management on Enterprise Financial Management**

#### **3.1. Favorable influence**

Accounting information is a business management software used in financial management, which is conducive to improving the efficiency of enterprise financial management staff. Because the traditional enterprise financial management needs to spend a lot of time to ensure the accuracy of financial data calculation, resulting in financial management cannot do a good job. So the introduction of financial information management software can directly improve the accuracy of financial data calculation through the network to enhance the efficiency of financial management staff. Then, in the enterprise financial management process, the traditional financial management requires a large number of managers to sign, audit and check. And the accounting information application does not require the relevant managers to sign and check, the financial management staff only need to use the computer technology to carry forward the relevant data. At the same time, the application of accounting information can realize the collection of data information, which can effectively help the enterprise managers to carry on the data analysis, so that the enterprise leaders can quickly understand the financial information of the enterprise, which can help to reduce the consumption of the office supplies and save the business cost to achieve the reasonable configuration management of resources.

#### **3.2. Adverse influence**

Although the application and management of accounting information has brought much convenience to the enterprise financial management, the accounting financial information management will also bring the corresponding risk of the enterprise. When dealing with data information, if the financial management staff don't solve problems timely, it will cause economic losses to the enterprise. Because enterprises achieve the financial information management, resulting in the financial management ways and financial management content undergo tremendous changes for the traditional enterprise financial management staff, so enterprises need the financial management staff who are excellent and proficient in financial management software to carry out financial management. The application of information financial management leads to the traditional manual computing-

based internal control undergo great changes. Therefore, the enterprise financial management staff must combine the current enterprise financial management to develop the internal control program which is in line with the enterprise financial management to achieve the effective management of financial information.

### **4. Significance of Achieving the Enterprise Financial Management Information**

Facing the fierce market competition, in order to occupy a strong position in the market, enterprise shareholders strongly require enterprises to achieve standardized and honest financial information management so as to improve the traditional enterprise financial management system and the funds operation ways. For some large enterprises in China, the effective management of funds can improve the usage efficiency of funds, which can reduce the operational risk of funds. At the same time, in the process of doing accounts, due to the problems of their own quality, China's accounting staff may make the false report data. Therefore, in order to ensure the safety of enterprise funds management, the enterprise management personnel carry out financial information management to improve the financial management problems.

the level of enterprise management directly affect the level of financial management information. Therefore, in the process of realizing information management, enterprises need to take the appropriate way to gradually change the traditional financial management to information-based financial management model to achieve the reform of enterprise organizational structure, prompting enterprises to enter the information management model quickly. This method effectively reduces the workload of traditional financial management and improves work efficiency.

With the competition of global economy, enterprises are facing the global economic market, in order to identify business position quickly, just relying on traditional financial management method, the management of capital information and technical information, policy information and personnel information and other information resources cannot be achieved, therefore, enterprises need to participate in the international competition management to achieve the financial management of enterprises.

### **5. Existing Problems in the Process of Enterprise Financial Information Management**

#### **5.1. Information standards are not unified, the information data cannot be shared**

In the process of economic market development, only relying on the financial sector, enterprises are unable realize effective unified management of funds and information to production, sales and other aspects. Therefore, enterprises need to manage the various departments,

through the information management software to achieve the sharing of data among various departments, so as to achieve the information connectivity and business information integration management between financial sector and other business departments. At present, many enterprises in our country still exist the problems of lack of funds and talents in the management process.

### **5.2. Financial management software also need to improve further**

At present, most of the enterprises in China still lack the perfect financial management system and standards. Therefore, the enterprises in China also need to learn the advanced financial management technology from foreign countries, and cooperate with large financial software companies to strengthen the management of China's modern enterprise financial system software. As most of the financial software in China's enterprises can only be used to calculate the accounting and account information data, there is almost no a set of financial management software to achieve the enterprise's capital budget and cost management and so on. Therefore, China's R & D personnel also need to further improve the function of enterprise financial management software to meet the needs of enterprise usage.

### **5.3. The computer operating technology level of financial management personnel is uneven**

Due to the poor professional and technical skills, some of China's financial management personnel cannot meet the usage standards of financial management information. It can be seen that China's enterprises lack of professional complex financial management personnel, which leads to the problems of our enterprises in the financial management process.

### **5.4. There are problems that the information can be manage uniformly between the internal and external of enterprise**

In the internal and external of enterprise, because there is no perfect financial management system and unified standard, so the internal and external of enterprise have their own financial management systems and methods, which lead to the financial system cannot be manage uniformly between the internal and external of enterprise. Because the overall system management of enterprise is composed of different departments, therefore, there is still a management out of line between enterprise finance department management and business department management, which also is the main reason that the information between internal and external of enterprise cannot achieve unified management.

## **6. Effective Measures of Enterprise Financial Information Management**

### **6.1. To develop a unified information construction standard**

China's relevant departments need to develop a set of sound enterprise financial management system and standard, and it requires enterprises, banks, administrative and other departments in China to carry out financial information management in accordance with the financial management standard strictly. In the process of development, enterprises need to use advanced computer technology and financial management software to achieve the unified management of financial systems, such as production, sales and so on. At the same time, enterprises also need to account for the overall financial to develop the enterprise budget funds, through a standardized financial management system to achieve the enterprise capital flow and information management.

### **6.2. To enhance the usage function of enterprise financial management software**

For some large enterprises in China, enterprise managers can use the Internet technology to connect the information and data of users and suppliers, so as to enhance the market economy status of enterprises. Enterprises can also establish their own database information centers or according to the central data information to set up websites to meet the special usage needs of enterprises, which is conducive to reducing the investment cost of enterprises and is conducive to improving the informatization of enterprise financial management.

### **6.3. To improve the quality and professional skills of enterprise financial management personnel**

With the development of modern enterprises, China's enterprises need to cultivate professional information technology personnel vigorously to enhance their quality of enterprise financial management and financial professional skills. Enterprises are composed of people, the development of enterprises can not be separated from people, people are the foundation of enterprise success, so it needs to put the personnel training at the primary position of enterprise financial management information construction, through developing appropriate training measures to improve enterprise finance personnel knowledge level skills.

### **6.4. Enterprise financial information resources integration management system**

Because the financial information resources involve in the information data of enterprise procurement, transmission, sales and other aspects, therefore, enterprises need to develop a comprehensive financial information resources integration management system, requiring the various departments in enterprises to achieve data information's non-exchange transmission, Which is beneficial to realize the integration and sharing of enterprise finan-

cial information data and realize the development of enterprise economy.

### **6.5. To establish the management philosophy of enterprise financial management information**

enterprise leaders also need to establish a financial management process system, to develop a sound, scientific information financial management process, which is conducive to improving the financial management awareness of employees and enhancing the market competitiveness of enterprise through modern management process.

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