

Influence of Electronic Commerce on the Traditional Financial Accounting and Countermeasures

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Abstract: As electronic information technology and economic globalization, the rapid development of electronic commerce with its unique advantage in the enterprise, the enterprise application for rapid to create a fast development of convenient environment. At the same time, it makes the original accounting environment created huge changes, and also in many aspects of traditional accounting has produced profound influence. Facing the new situation, the change of analysis of e-commerce, the influence of traditional financial accounting and concrete strategies for the development of enterprises, and to create a good external environment, enhance the competitiveness of enterprises, promote the further development of Chinese enterprises, with strong practical significance. This is divided into three parts: first, from the accounting theory and practice, and accounting personnel of accounting, international accounting from four aspects: the analysis of e-commerce on the profound influence of traditional financial accounting. Second, this paper expounds the new situation of traditional accounting development of new features. Third, in view of the above, this paper proposes practicable solution.

Keywords: Electronic Commerce; Traditional; Financial Accounting

1. Introduction

1.1. Computer Technology will be Used More and More in the Accounting Field

The convenience of computers makes more and more enterprises store the accounting information in the computer in electronic form, in which way you can run a computer program to read on a computer screen or printed on paper. On the network, whether it is the transmission of electronic documents or accounting to other forms of exchange of information by electronic methods are accomplished through the network, this transfer process can be tracked, but can not be seen. What's more, it's pretty easy and fast to consult the accounting information based on the established keyword index database

1.2. The Appearance of Network Accounting

With the approaching of high-tech information age, global network quickly penetrate the overwhelming trend in various fields. In this situation, in order to adapt to environment changes, and make better use of the network's benefits, the traditional financial accounting stepped to the development of a new field that is, network accounting. The network came into accounting, which will bring enormous vitality for the development of Accounting. Through a network accounting, enterprises can achieve the accounting information sharing in maximum range

and minimum time, then accelerate the speed of accounting treatment, which can make a insurance that e-commerce will achieve rapid development. Moreover, the network accounting make the implementation of e-commerce more comprehensive and reliable, and promote the e-commerce to a higher level of development.

1.3. Human Resource Accounting become More Mature

In 1964, the University of Michigan Hermanson proposed 'human resource accounting "concept in its book" human resource accounting, "the first time. Today, the international community has initially established a relatively complete system of human resource accounting theory. In the e-commerce environment, the role of talent is more prominent, especially compound talents. A company that would like to take a favorable position in the fierce competition, must possess both a large number of financial knowledge and computer knowledge talents. Human resource accounting provide convinence to targeted business development, cultivate high-quality, complex, all-round talents suitable for the enterprises and the whole society. Moreover, human resource accounting has obvious advantages than the traditional one, which is more complete and can scientifically reflect the corporate human resources conditions.

1.4. The Appearance of the Security Accounting

Security issues are increasingly drawing people's attention as the rise of e-commerce. Due to the higher degree of openness of network transactions' operation, e-commerce faces many security problems itself. In the environment of network accounting, information security and financial security will become important issues of financial management. Meanwhile, hacker attacks, virus attacks, financial software imperfect bring hinder to the development of e-commerce. Security accounting strengthen security cost management and reduce the probability of non-safety accidents through the recognition and measurement accounting of income and costs.

1.5. The Marginalization of the Accounting Discipline

In the e-commerce environment, accounting as a branch of management science, its content will continue to expand and extend ,at the same time ,its independence is relatively narrow. Communications technology, computer technology and other information technology promote the accounting interdisciplinary development. With the marginalization of accounting discipline, the requirements to the accounting staff have undergone changes accordingly. As a lot of accounting work is automated, the emphasis will also shift from accounting to the prediction and the decision.

2. Electronic Commerce's Influence on the Traditional Financial Accounting

2.1. Influence on Accounting Recognition, Measurement Basic Principles

The impact of accrual accounting. On the one hand, staging is the prerequisite and basis for accounting accrual. As mentioned above, accounting period has been difficult to identify, and accrual accounting is difficult to maintain an accrual to a certain extent. On the other hand, the system is not conducive to reflect the cash flow of information and the shortcomings of not paying attention to the time value in e-commerce environment is amplified, coupled with a growing number of information users are more inclined to predict the future accrual information. Thus, predictable cash basis will rise to some extent.

The impact on the matching principle. Matching principle requires: "when enterprises are in accounting and recognition, measurement, income ,its' costs and expenses should observe the matching principle. mutual ratio of the income within the same period and its associated costs and expenses should be recognized in the accounting period." After the emergence of electronic commerce, the greatest impact on the matching principle is the ratio of the time sense. Business was established, and went bankrupt in a moment due to the economic needs and the demise of the organization , so that the matching principle has been seriously hit in the sense of time.

The impact on the historical cost principle. Historical cost principle requires: "Companies should measure the actual cost of the property when acquired. After that, In accordance with the provisions ,it should prepare the Impairment if the assets are impaired. An enterprise will not be allowed to adjust the book value of its own, otherwise provided with the provisions of laws, administrative regulations and national unity. ". In the e-commerce environment, historical cost model will become less responsive in the high-speed operation of economics, and has become unable to truly reflect the value of the assets and the ability to bring future earnings. Thus, predictable and fair value will become more viable, and be promoted to use in a wider range.

2.2. The Impact on the Traditional Financial Accounting Practices

The influence of accounting records. The development of computer networks and electronic commerce that based on electronics and Information Technology make the paperless and networking situation realized, which brings impact on traditional financial accounting in the media of paper. As for traditional financial accounting, the accounting treatment needs to prepare a large number of complex paper documents and credentials first, and then manually enter the computer after the issuance of the document is complete. In the e-commerce environment, the wind of "paperless" rising , which make documents and vouchers' input done directly on the computer, saving a lot of time.

Impact on the accounting treatment program. As for traditional financial accounting, companies use different accounting models according to their nature and scale, but the essence is both to use linear data processing, namely the original certificate vouchers → General Ledger → breakdown of the financial statements. But the emergence of electronic commerce popularize the accounting by electronic data processing in the enterprises, whose accounting is essentially used in radial data processing. The recording vouchers and amount occurred of each subject directly generate ledger , accounting reports and so on. Since the complex manual accounting process are replaced by computer, financial information become both convenient and accurate.

The impact on accounting functions. The traditional financial accounting is general sorted into the financial accounting and management accounting. The two basic functions of accounting is accounting and supervision. The rise of e-commerce requires accounting work faster , more accurate and practical. Users of financial information are more focused on using information to predict in advance, make decisions and control things. Under these circumstances, the functions of financial accounting and management accounting will be merging, "Foreign financial accounting, management accounting internal" tradi-

tional accounting concepts will be broken, the function of accounting information system will develop more comprehensive direction.

The impact on accounting internal control. In the traditional financial accounting, internal controls achieve mutual restraint mainly through the separation of duties between accounting officers, and complete verification and accounting by hands. With the rise of e-commerce, accounting information handled by a centralized computer program processing, so this match will make the account card, account statement and account statement consistent compliance with other traditional mutual containment and control measures become useless. In addition, the company's management and business activities use more and more electronic information, which is not easily counterfeited, but can easily be copied. Once some of confidential data of the enterprise is copied, enterprises will be brought great obstacles to develop. Therefore, enterprises not only need to establish accounting information network in order to meet their own development, but also pay attention to strengthening its internal controls and management to prevent disclosure of important data and information.

The impact on the financial statements. Financial statements provide decision-useful information to business information users present or potential. Under traditional financial accounting, the usefulness disclosure of financial statements depends on its timeliness to some degree. Timeliness is an important characteristic quality of accounting information. The stronger timeliness is, the more useful information is. As the rise of e-commerce activity, the rhythm of business activities goes faster and faster. Under certain conditions, the traditional financial statement disclosures time can not keep pace with the modern enterprise business activities, which hinder the exchanges between enterprises. Therefore, enterprises are asked to improve the degree of application of the network, so that more timely disclosure of information will be, more conducive information users can make the right decisions.

2.3. The Impact on Quality of Accounting Professionals

The appearance of network accounting. As the rise of e-commerce brings a huge impact on traditional financial accounting, its development also contributed to the financial realization of the network, which make it inevitable that the traditional financial accounting transferred into network accounting. This situation requires accounting practitioners not only need to have a solid basic knowledge of accounting, but also some computer knowledge. So we can predict that a good accountant is also a good computer operator. These complex talents will be wanted urgently in a talent market.

General requirements for accountants to familiar with international financial system. Currently, Internet technology has become popular in most of the world, following with the rapid development of e-commerce in the world economic sphere. The rise of e-commerce makes the exchange of international business and international trade become more frequently. If the corporate accounting staff do not grasp the common international financial system, the development of large enterprises in the international arena will be controlled by others in a passive position. Therefore, accounting staff not only need to understand the accounting personnel of domestic financial system, but also the regulations for the international financial system and the general financial regulations, which can reduce the difficulty to communicate with international companies, protect the interests of their own business to the maximum extent.

3. Responses

3.1. Improve the Overall Quality of Accounting Personnel

To foster the accounting practitioners 'knowledge learning ability and knowledge innovation capacity. There's a lot of new knowledge booming and still rapidly changing under development as the rise of e-commerce, so that accounting staff need to continue to have further education, in order to keep pace with the times and adapt to changes in accounting environment. To improve the accounting management functions of accountants. The development of information technology will simplify the tedious manual accounting work, and thus plays a greater accounting management functions to create the conditions for the accounting staff. Under these conditions, the work of the accounting staff will not only collect and collate data, but more on the business activities transferred to the analysis, forecasting and decision on

3.2. Optimize the Market Environment

Improve the electronic payment services in e-commerce environment. The rise of e-commerce makes the electronic payment behavior more common. As China's Internet bank started late, the foundation is weak, although the high-speed development in recent years, there are still a lot of loopholes and flaws on service such as: system stability, poor security and so on. Thus, optimization of electronic payment services, has become the focus of current work in order to optimize the development and strengthen the external environment to accelerate the establishment of electronic payment systems.

Improve the tax system of e-commerce environment. Taxation is very important for state, enterprises and individuals. In e-commerce environment, since the main body of accounting services and accounting period are

difficult to identify ,the country's tax collection and corporate tax returns also face new difficulties which requires relevant departments of the e-commerce tax issues to give high priority, accelerate the improvement of the tax system, and further standardize taxation based on national conditions and foreign experiences.Only do this can enterprises create an excellent environment and be more conducive for the development.

3.3. Strengthen Security Measures

In the e-business environment, security issues for businesses is a critical issue. Hackers, viruses will make the entire accounting system paralyzed, which will cause incalculable loss to the enterprises. In the e-commerce environment, we need to innovate and strengthen security measures for accounting information. The security of financial data and information is very important. Thus, the rapid adoption of effective security control measures become imperative. In my perspective , first, we need to improve the security consciousness of the accounting staff, and establish a secure and reliable e-commerce accounting system is the key to the full development of e-commerce accounting. Many enterprises establish a firewall and an electronic key system in order to ensure the safety of financial information. Second, we need to continue to innovate, and improve the development of safe technology to improve network security capabilities of the system.

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