

## Research on the Influence of Enterprise Financial Accounting based on Modern Information Technology

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### Abstract

**In the process of the continuous development of China's market economy, the market has brought development opportunities for enterprises. If an enterprise wants to maximize its own economic benefits, it requires the enterprise to continuously optimize and reform its financial accounting work, so as to promote its rapid and steady development. For modern enterprises, information technology has become the main factor of competition among enterprises, which promotes the wide application of modern information technology by enterprises to a great extent. Modern information technology is highly integrated with enterprise financial management, which improves the efficiency and quality of financial accounting. As an indispensable and important department in the process of enterprise development, enterprise financial accounting must keep up with the trend of big data era and apply information technology to enterprise financial accounting to improve enterprise management. This paper analyzes the impact of modern information technology on enterprise financial accounting, and puts forward corresponding actions to promote the positive impact of modern information technology on enterprise financial accounting.**

### Keywords

**Information Technology; Accounting; Work Efficiency.**

### 1. Introduction

The amount of financial data information involved in enterprise financial accounting management is huge and the work content is complex. This work is highly systematic, and the financial accounting management under the traditional mode has been unable to meet the needs of enterprise development [1]. China's modern information technology not only develops rapidly, but also is gradually applied to enterprise production and life, which promotes the rapid development of China's small and medium-sized enterprises. At the same time, due to the continuous optimization and renewal of modern information technology. This requires enterprises to adapt to the update speed of information technology, integrate it into the daily financial accounting work of enterprises, and promote the continuous optimization and reform of financial accounting work of enterprises [2]. The company's internal financial and accounting practices must also be closely integrated with information technology. Therefore, it is necessary to strengthen the construction of enterprise financial accounting management system, make rational use of enterprise funds, enhance the overall strength of the enterprise and promote the development of the enterprise [3]. In the wave of reform, enterprises need to see the impact of modern information technology on enterprise financial accounting, give full play to the advantages of modern information technology and better develop financial management in combination with the development of modern information technology, to better serve the market economy [4]. Enterprise financial accounting work and information technology are inseparable, so it is necessary to deeply strengthen the construction of enterprise financial

accounting management structure system, fundamentally improve the utilization efficiency of internal resources, strengthen the comprehensive strength of enterprises, and promote the all-round development of enterprises [5].

In the era of big data, if enterprises want to seek greater development, they need to use modern information technology. Modern information technology has important practical significance for the development of enterprises. Its application in enterprise financial accounting will greatly change the enterprise financial accounting model [6]. With the development of market economy, driven by Internet technology and computer technology, the market competition is becoming more and more fierce. The internal information level of enterprises has become a key factor affecting the quality of accounting information and improving the competitiveness of enterprises. The application of modern information technology has effectively improved the work quality of enterprise financial accounting [7]. Due to the continuous development of China's modern information technology, many enterprises have optimized and reformed the financial accounting work, which has improved the economic benefits for enterprises. The current era is the information age. Information technology is applied in all walks of life, and the world economy is also developing under the promotion of information technology. Therefore, it is the general trend to carry out information management for enterprises [8]. In order to make the development of enterprises meet the needs of the information society, enterprises must change their ideas, choose the road of reform and innovation, form relevant systems for the application of information technology, and improve the degree of enterprise financial informatization. This paper analyzes the impact of modern information technology on enterprise financial accounting, and puts forward relevant measures to promote the positive impact of modern information technology on enterprise financial accounting.

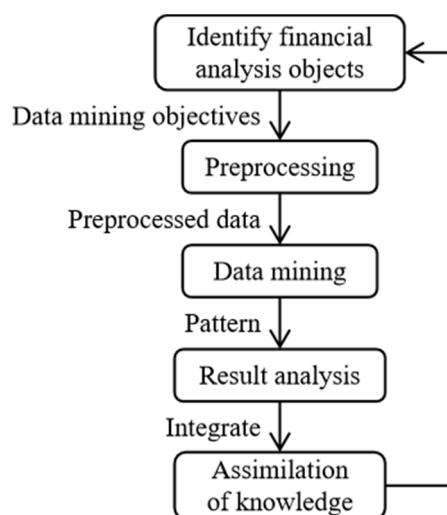
## **2. The Value of Modern Information Technology to Enterprise Financial Accounting**

### **2.1. Improve the Work Efficiency and Quality of Enterprise Accounting**

Providing accurate financial reference for enterprise management is also an important task of financial accounting management. Analyzing financial data enables enterprise leaders to make more rational decisions, which is conducive to the long-term and healthy development of the company. In the traditional business model, the financial management efficiency of enterprises is not high, a large number of personnel are required to analyze and classify a large number of data, and there are many errors in financial reports. When enterprise leaders use the wrong financial report as reference data, it may lead to wrong decision-making and bring huge losses to the company. The full application of modern information technology in enterprise financial accounting can provide scientific and accurate data support for enterprise leaders' decision-making, and improve the scientificity and accuracy of decision-making. The application of modern information technology in enterprise financial accounting management not only ensures the accuracy and timeliness of financial reports, but also greatly improves the efficiency of accounting management [9]. With the support of modern information technology, accountants can effectively improve their work efficiency and quality, provide more convenience for their financial accounting work, and promote the efficiency of enterprises. Accounting information management can improve the management of funds, enhance the effective utilization rate of funds, and ensure the rationality of the use of funds. The financial department of an enterprise can plan and use the funds in a unified way, so that the flexibility of dispatching funds is improved, and the operation of financial funds is more efficient and safe.

## 2.2. Provide Financial Reference for the Development of Enterprises

The advent of the information age puts forward higher requirements for enterprise development, provides important opportunities for enterprise reform and innovation, and accelerates enterprise development. The full application of modern information technology in enterprise financial accounting can help enterprises maintain strong competitiveness in the fierce market competition environment, promote the optimization of enterprise management mode and obtain more economic benefits. The development of modern information technology has attracted the attention of the whole society, because its emergence has brought social development and created more opportunities and new development space for enterprise financial accounting. A large number of financial data will be generated in the process of enterprise development. Dealing with this information in the traditional way requires a lot of human and material resources. The advantage of modern information technology is that it can process a large amount of information and data to ensure the efficiency of processing and the accuracy of processing results. The data mining process in financial analysis is shown in Figure 1.



**Figure 1.** Data mining process in financial analysis and management

Modern information technology represents modernization and advancement. If it is applied to enterprise financial accounting, it can change the disadvantages of traditional financial management, improve the working level and better deal with the problems. Through this change, the enterprise financial accounting successfully realized the network management mode, and improved the overall efficiency of financial accounting management, which was more advantageous than the traditional financial accounting management. Under the traditional mode, the financial accounting management of enterprises can't supervise the use of funds in various departments of enterprises in real time, and can't find out the illegal use of funds by relevant personnel in time, which leads to a substantial waste of enterprises themselves. Under the influence of modern information technology, workers can quickly analyze and search data. To a great extent, it also improves the quality of enterprise financial management and makes it more scientific.

## 3. Development Measures of Modern Information Technology in the Application of Enterprise Financial Accounting

### 3.1. Improving the Quality of Enterprise Financial Accounting Practitioners

In order to improve the quality of enterprise financial accounting staff, the key is to select professionals who can adapt to the information age. Only by ensuring the professional

qualifications of the staff can the quality of the candidates be guaranteed from the source. Enterprises need to strengthen the propaganda of information concepts, let relevant staff improve their understanding of information technology, strengthen the transformation of enterprise financial accounting management methods, and improve the learning ability and professional skills of financial accountants. To apply modern information technology to the development of enterprises, first, the staff should change their working ideas, use new working ideas to guide their own work, combine the advantages of modern information technology, and at the same time, constantly strengthen their working ability, and make better use of information technology to carry out financial accounting work. In the learning process, the staff should first change the traditional ideas, update new technologies and ideas, upgrade their professional skills, actively learn new technologies, and realize their professional accomplishment. Enterprises should also help relevant personnel to improve their understanding of the importance of the in-depth application of modern information technology in enterprise financial accounting through training and learning activities, to enhance the professional work of financial accounting personnel.

### **3.2. Improve the Efficiency of Enterprise Financial Work**

With the development of the information age, the traditional financial accounting function is no longer suitable for the development of modern enterprises. Many transactions between enterprises are carried out through online banking. This era mainly relies on virtual transaction mode to create enterprise financial accounting content related to modern information technology. When building a modern information accounting system, enterprises must pay full attention to historical cost data, provide an important basis for building an accounting system, and constantly optimize, reform and innovate on the basis of traditional accounting. In the financial accounting management method of modern information company, it effectively protects the internal financial accounting data information of the company and ensures the market competitiveness of the company. Therefore, enterprises must actively build a systematic and complete accounting platform and use modern information technology to generate confidential information data from the company's sensitive information in the shortest time. Enterprises should pay more attention to the management of their own information and data, strengthen the application of information technology, do a good job in security protection, prevent the leakage of enterprise information and data, and improve the competitiveness of enterprises. Continuously optimizing the company's financial and accounting operations plays an important role in the company's development. Therefore, in order to realize the sustainable development of enterprises, it is necessary to continuously optimize the financial accounting work of enterprises and establish a complete accounting system. When building the financial accounting platform, enterprises can query information and data in real time through the sharing function. In economic activities, enterprises can quickly obtain data and information in the shortest time, which is the basis for the formation and improvement of enterprise financial accounting system. Enterprises can now increase the number of financial accounting information equipment, provide favorable guarantee, help financial accountants adapt to the use of information equipment, improve the content of enterprise financial work and improve the efficiency of enterprise financial work.

## **4. Conclusion**

Using information technology to support and optimize enterprise financial accounting in the information society is in line with the general trend of the times. The in-depth application of information technology in financial accounting improves the company's economic interests and provides a strong guarantee for the company's daily orderly operation and future sustainable development. Modern electronic information technology is the product of social development

and is widely used in daily life and enterprise production. The future development of enterprises must use modern electronic information technology to meet the growing needs of enterprises. Managers must realize the importance of the combination of information technology and enterprise financial accounting practice. Financial accountants must constantly improve their comprehensive skills and make better use of information technology for financial accounting practice. Enterprise leaders should combine the current situation of the enterprise and the development of the times, strengthen the information construction of financial management, improve the work efficiency and quality of financial personnel, and promote the healthy and long-term development of the enterprise. Only by giving full play to the due role of technology can enterprises develop healthily.

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