

Research on the Impact of Financial Accounting Management Innovation in Administrative Institutions Driven by Digital Economy

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Abstract

As we all know, a new round of scientific and technological revolution is going on in various fields of today's society. The technological revolution will inevitably bring about the transformation and upgrading of industries, and China's economy will also move from the existing model to a new model of digital economy. At present, the global economy is in a stage of rapid development. In this stage, the powerful driving force of the digital economy cannot be underestimated, and the digital economy will become a booster for economic development in the new era. This article will take my country's administrative institutions as the research subject, and conduct in-depth analysis and exploration on the innovation and impact of financial accounting management in administrative institutions driven by the digital economy.

Keywords

Digital Economy; Administrative Institutions; Financial Accounting Management; Innovation Strategies.

1. Introduction

Among administrative institutions in our country, the influence of financial accounting management cannot be underestimated. Influenced by traditional management concepts, most administrative institutions in our country habitually adhere to the principle of steady development in their financial and accounting management work, and do not dare to try new things easily. In recent years, with the influence of the digital economy in the field of financial accounting management, my country's administrative institutions have also begun to seek new ways of financial accounting management, aiming to further improve the effect of financial accounting management by innovating financial accounting management concepts and methods. Lay the foundation for its own long-term development.

2. Changes in Financial Management in the Context of the Digital Economy

2.1. The Digital Economy Promotes the Transformation of Financial Management Concepts

In the process of the development of the digital economy, the concept of financial management has undergone a great change, from the previous "internal control and service business" to "close to customers and serve customers". At present, social e-commerce and live broadcast marketing are popular. They are close to users, use big data to mine useful information, combine new financial management concepts, and make profits with extremely high efficiency. Their success shows the important impact of being close to customers on financial management[1].

2.2. The Digital Economy Drives the Transformation of Financial Organizational Structure and Functions

In the context of the development of the digital economy, all fields are faced with ever-changing market conditions. In order to maintain a dominant position in their own market fields, each subject must constantly innovate its own business model and re-engineer its business internally. process. When it comes to financial management work, the unit needs to carry out a comprehensive transformation and transformation of the previous departmental, independent and management-controlled financial management model, and develop it into a more intelligent, integrated and service value. A new model of creative financial management. Only by establishing a new financial management model can we achieve long-term development in today's competitive market environment.[2]

2.3. The Digital Economy Drives the Transformation of Financial Management Tools

The digital economy has put forward higher requirements for financial management, which requires more advanced financial management tools to support and assist in carrying out specific businesses and work. Therefore, the digital economy is a strong driver of the transformation of financial management tools. At present, the more representative new financial management tools include financial intelligent robots, financial shared service centers, corporate financial companies and treasury management, etc. These new financial management tools have shown relatively ideal application effects in the actual application process. The further development of financial entities provides a strong tool support[3].

3. The Impact of the Digital Economy Drive on the Financial Accounting Management of My Country's Administrative Institutions

3.1. Greatly Improve the Intelligent Level of Financial Management of Administrative Institutions

Artificial intelligence technology driven by the digital economy is an advanced science and technology with a very high application rate in various fields of the current society. Artificial intelligence has many advantages, and its powerful data analysis ability, data mining ability and self-learning ability have an impact on the financial accounting management of administrative institutions in our country[4]. Under the background of the digital economy, the financial management intelligence level of my country's administrative institutions has been greatly improved. In the current administrative institutions, its intelligence is mainly reflected in the following aspects: First, the application of financial information system, which provides an important reference for financial accounting personnel through quantitative models, which greatly improves the efficiency of various financial decisions. Correctness; second, the application of financial expert system, the financial expert system simulates the thinking mode of experts, which successfully solves non-structural problems; third, the application of data mining system, which realizes the depth of self-learning through neural network fusion. The use of these advanced financial tools has greatly improved the standardization of financial work. At the same time, they also play an irreplaceable and important role in improving the internal opinion rectification mechanism of administrative institutions and strengthening the risk management and control capabilities of administrative institutions. Under the situation that the financial intelligence level of administrative institutions is constantly improving, the workload of some grassroots, middle and low-end financial personnel will decrease sharply, and the number of middle and low-level financial accounting personnel will be reduced. As a financial accountant in an administrative institution, you must establish a sense of crisis,

comprehensively improve your professional ability, and focus on cultivating and improving your strategic thinking and communication skills to make yourself irreplaceable[5].

3.2. Effectively Improve Accounting Service Level, Improve Efficiency and Alleviate Delay

Before, most of the administrative institutions in my country provided traditional accounting services, and the personnel responsible for the financial accounting work of the unit only needed to prepare monthly, quarterly and annual reports according to a fixed time. In fact, in the process of compiling various reports, a lot of work content is repeated, and there is no economic added value, which greatly affects the quality and efficiency of financial accounting work. When it comes to accounting, the hysteresis characteristic is very obvious, many things can only be dealt with later, and the financial management of administrative institutions can only adopt a static management mode, which cannot guarantee timely and effective processing and accurate analysis[6]. The trend of data cannot be guaranteed to be tracked in real time. However, under the influence of the digital economy, the financial data of administrative institutions requires higher standards, and the development of various tasks needs to be more timely. This requires multi-level financial personnel to prepare financial statements in real time and dynamically provide statement information. Limit alleviation delay. In addition, administrative institutions need to take into account the pre-analysis of accounting, use dynamic data to strengthen pre-analysis and forecasting, and at the same time pay attention to the in-process processing of accounting, timely find financial management problems in dynamic management, correct budget deviations, and strengthen the efficiency and effectiveness of accounting supervision[7].

3.3. To a Large Extent, it has Promoted the Personalized Development of Financial Accounting Services

In administrative institutions, although financial accounting management work is aimed at different information needs, they provide a comprehensive financial accounting service with a very high degree of similarity, which is inevitably difficult to meet the individual needs of different information needs. . Under the influence of the digital economy, the financial accounting management work of administrative institutions has begun to fully realize this, divide different financial accounting information demanders, and provide more targeted and personalized services for different types of information demanders , effectively meet the individual requirements of different information needs. In actual work, financial accountants can apply advanced financial management equipment such as artificial intelligence to accurately search from massive financial information data to meet actual needs[8].

4. Innovation Strategies for Financial Accounting Management of Administrative Institutions Driven by the Digital Economy

4.1. Further Improve the Internal Financial Accounting Management Control System of Administrative Institutions

First of all, administrative institutions should start from the leadership, pay attention to creating a good control atmosphere for the unit, introduce advanced information technology and network methods into financial accounting management, further improve the penetration of digital economy content, and combine digital economy and big data knowledge. Such content is deeply integrated into the specific measures of financial accounting management to improve the integration of financial accounting management work with big data and digital economy.

Secondly, according to the actual situation of financial accounting management, a more sound and perfect supervision and evaluation mechanism is formulated. If practical conditions permit,

administrative institutions can organize professionals to set up internal audit institutions, so as to improve the supervision of financial accounting personnel, so that financial accounting personnel are fully aware of the importance of their responsibilities. The focus of its supervision and management can be inclined to the data information in financial management. It is necessary to ensure the balance of each income and expenditure, clarify the use direction of each fund, improve the strength and effect of post-event supervision, and ensure the financial accounting management of administrative institutions. overall quality.

After that, administrative institutions can build a risk early warning system according to the actual situation of financial accounting management, and realize real-time monitoring of the specific work content of financial accounting in the network information platform[9]. To discover potential risk factors in the first time, it is necessary to Financial risk is strangled in the cradle, reducing the probability of occurrence of financial risk.

Finally, administrative institutions should closely integrate financial accounting management control work with performance evaluation, introduce the effect of financial management work in the assessment of financial accounting personnel, closely integrate it with personal interests, increase the emphasis on internal control, and fully stimulate accounting People's enthusiasm for financial management work[10].

4.2. Fully Promote the Transformation from Financial Accounting to Management Accounting

In the context of the digital economy, financial accounting has gradually been unable to meet the actual needs of financial management, and financial accounting will inevitably transform into management accounting. Management accounting can provide more accurate and timely decision-making information and business direction for administrative institutions, and is more suitable for the current social and economic development situation. Administrative institutions need to further improve their financial management systems based on the actual situation, formulate practical financial management systems, reorganize business processes, evaluation systems, etc., to achieve effective integration of financial accounting and management accounting. In addition, a financial sharing center can be further built, and the organizational structure of the unit can be continuously optimized according to the business changes and actual conditions of the administrative institution. Automation technology to automate standardized processes, thereby improving the efficiency and quality of financial management work.

4.3. Strengthen the Construction of Financial and Accounting Management Teams in Administrative Institutions, Closely Follow the Concept of Digital Economy, and Update Management Concepts

Regarding this point, it is suggested that administrative institutions can start from the following points: First, administrative institutions should pay more attention and attention to financial accounting personnel, and use external factors to promote the update and transformation of the management concept of financial accounting personnel. In the daily training and learning process, the concept of digitalization, information management, etc. should be penetrated, and financial accountants are encouraged and required to actively and boldly try to apply more advanced network information technology methods in their daily financial accounting management work, and gradually help in a subtle way Financial accounting managers form a new digital financial management concept. Second, administrative institutions should actively introduce and apply various advanced financial and accounting management digital equipment, and introduce more updated financial and accounting management software into relevant departments to ensure that the hardware facilities and equipment resources of the financial accounting management department are effectively allocated and guaranteed. , to provide more

convenient conditions for the daily work of financial accounting managers, so that every link of financial accounting management can be closely linked with the power of advanced information technology, realize remote control of information and resource sharing, and continue to improve their own financial management Accounting management level. Third, we must actively strive to build a super-strong financial and accounting management team and bring more and better talents into the financial and accounting management team. Administrative institutions can adhere to the talent application strategy of internal and external synchronization. Internally, it is necessary to strengthen the business training of the existing financial accounting personnel, improve the professional ability and comprehensive quality of the financial accounting personnel, actively organize relevant training activities, stimulate the financial accounting personnel's innovative awareness in financial management, cultivate their ability, improve Their enthusiasm for participating in financial accounting management. Externally, it is necessary to adjust and improve the recruitment standards for financial accounting personnel in a timely manner, actively absorb high-quality financial accounting personnel from the society, and inject new vitality into the financial accounting management team. Fourth, based on the transformation needs of financial accounting, administrative institutions must fully understand the development situation of the digital economy, continuously optimize the structure of financial accounting personnel from the perspective of the digital economy, and carry out the popularization of the digital economy, so that the concept of the digital economy can be deeply rooted in the hearts of the people and deepen the financial Accountants' understanding of the digital economy puts the focus of financial work on detection, control, and decision-making.

4.4. Improve Collaboration between Finance Department and Other Departments

Driven by the digital economy, administrative institutions must further improve the integration and collaboration between the financial department and other departments, and put forward higher requirements for the financial department, not only requiring the financial department to do its own financial accounting management and control work, it is also necessary to actively participate in the overall development strategy of the unit, go deep into the overall work process, maintain a close cooperative relationship with various departments, and jointly help improve the quality of financial management work. In addition, the leadership of administrative institutions should put forward requirements for each department based on their own actual conditions, requiring each department to closely cooperate and support financial management work, ensure that various financial management measures are in place, and ensure that financial management personnel can participate in various work processes. and facilitating conditions for development.

4.5. Improve the Status of Digital Quotient in Financial Accounting Management

Speaking with data is a significant sign of the digital economy era, and speaking with data has also become an important principle strictly followed in financial accounting management by current administrative institutions and various social entities. Data quotient refers not only to the ability of financial accountants and unit leaders to collect and identify big data extensively and completely, but also to the ability to interpret and apply data. In order to make management decisions appropriate to the current situation, it is necessary to be based on sufficient data and information. In the financial field, the separation of business and wealth often occurs, and this situation will lead to the lag of financial data, resulting in incomplete and inaccurate data. Administrative institutions can build a standardized data system that meets the actual needs of their own units, build an industry-finance data platform based on this, design a data

architecture, and gradually solve data problems on the basis of this platform. data application system.

4.6. Realize the Integration of Business and Finance and Improve the Level of Financial Management

After the financial digital transformation of administrative institutions, it is necessary to strengthen the publicity of the concept of business-finance integration, continuously improve the awareness of business-finance integration, break through the limited thinking of stagnation, innovatively apply systematic thinking, and achieve management synergy through business-finance integration. The financial management of institutions provides a basic guarantee. By integrating and optimizing resources, building an information system platform, promoting the communication and coordination between the financial department and the business department, and realizing the transformation of the financial management model from a traditional to a shared model, while strengthening the financial supervision function, the financial department continuously exerts the functions of financial value guidance, value guarantee, value reflection and value evaluation to stimulate the value creation capability of financial management. The business department uses the support of the information platform to keep abreast of financial resource allocation trends and communicate with the financial department in a timely manner to promote business development and improve work efficiency. Break through the wall between the financial department and the business department, create communication channels, maximize the value of the organization and improve the level of financial management.

5. Conclusion

To sum up, the digital economy promotes the transformation and upgrading of various industries in society. Driven by the digital economy, the financial and accounting management of administrative institutions has been greatly affected, whether in terms of financial accounting management concepts or specific management models, etc. A lot of changes have taken place. As financial accountants, they must keep up with the development trend of the digital economy, actively accept and learn new accounting concepts, strengthen their cognition and understanding of the digital economy, and apply more advanced concepts and higher standards in their daily accounting management work. The skills to complete each task well, to ensure the overall quality of financial management work. Administrative institutions should also further increase their emphasis on financial accounting management, and provide financial and accounting management with more comprehensive resource support and decision-making assistance, so as to provide assistance for the implementation of various financial accounting management measures.

Acknowledgements

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