

# Research on the development of accounting industry in the Internet + era

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**Abstract.**In the era of "Internet +", the accounting industry must combine with big data and cloud computing, faster, more efficient process mass and rapidly changing accounting data, various accounting data will be not only applied to financial accounting, more is going to analyze and interpret the information behind the data, accounting is not only the finance function, more management role will gradually reflect, become an important part of business decision-making. In this paper, the Internet, information technology, "Internet +" with two branches of accounting, financial accounting and management accounting both for research and analysis on the "+" Internet age, how the accounting industry development, try to set up the Internet connection with accounting profession.

## 1. Introduction

On the Internet is connecting with offline a platform that is also a tool, since since the spread of the Internet development, broadband speed between each operator has gradually been on the agenda, even has been implemented in various places. The rise of "Internet +" concept drives a lot of industry transformation and reform, as technology advances, businesses in a wide range of industries are set up suitable for their own a set of ecological system, make sure you will be long-term and healthy development in the information age.

## 2. Concept

### 2.1 Internet + concept

The concept of "Internet plus" is a high-level summary of new forms of economic and social development driven by the co-evolution of the interaction between the new generation of information technology and innovation in the era of innovation 2.0. "Internet +" is not only the Internet from another heavy microcomputer extended to the ubiquitous high-performance handheld terminals, but the Internet has become a kind of thinking, through information and communications technology and hardware terminal equipment manufacturing technology continuously thorough application has brought the evolution of the innovative ideology.

### 2.2 The opportunity and challenge of Internet + era accounting

In the information age "Internet +" contains the concept of big data, cloud computing and mobile Internet, with the improvement of scientific and technological level, these three high and new technology to enhance the level of management accounting information to provide important technical force support, management accounting tools using a new solution. In recent years the use of big data and robot, the combination of Internet and Internet of things, save a lot of time and energy for financial personnel, and the time and energy are used to handle all kinds of expenses before audit, payment, billing, accounting, etc high repeatability, low technical work. After fusion "Internet +", financial personnel energy can be applied to high-end financial management, or transformed into its post focus to research and analyze specific problems encountered in the enterprise, so that for the enterprise internal management departments at all levels to provide decision-making, internal control and other information that you want to management accounting jobs.

At the beginning of the "Internet +" merge with accounting profession will have traditional thought collisions with new concept, difficult to accept the situation, this kind of situation easily led to the decrease of the efficiency of the financial department, enterprise financial support in conflict. In addition, the deployment of new network equipment is also a huge cost, and enterprise managers have to think twice about this expense. In addition, the transformation of financial position staff in enterprises also requires capital and time, and the existence of talent shortage in a considerable period of time is a fact that cannot be ignored.

### **3. The development trend of accounting industry under Internet +**

#### **3.1 Challenges to the combination of accounting and informatization**

"Together" in the traditional accounting industry and the Internet, computer technology and information technology was introduced into enterprise companies in financial information processing, information update speed and accuracy in changes and accuracy than in the past changes faster, higher frequency and different accounting relevant or irrelevant information flow connection closer, under the background of the accounting information, the related financial personnel needs not only possess solid knowledge of accounting, but also need to master information and the knowledge of IT. Through continuing education, the need to change the accounting practitioners timely updating of knowledge, and as a result, personal comprehensive quality of accounting personnel itself and put forward higher requirements. When the traditional manual accounting already exists on the Internet, the traditional accounting professionals should adapt to The Times and turn into compound talents.

#### **3.2 Combination of financial robot and accounting software**

Compared with traditional methods, even if robots use the same methods as humans to collect and organize data, they can also save a lot of labor costs for enterprises. For example, a business needs to file a tax return once a month for at least one employee at a time, which costs one worker. If using cloud platform and financial tax robot, to declare the job to enterprise own digital center or process automation equipment and the use of robot automation technology sharing center operations, each enterprise is to save the cost of the tax agent, when there are more enterprises of all this, for example, to a large number of human liberation, already had a great level of aggregation effect. In this case, the role of the Shared economy has been demonstrated. It can further improve the work efficiency by leaps and bounds and reduce the operating cost.

#### **3.3 Financial accounting difficulties**

In short: first, focus only on the financial figures themselves, not on the specific businesses that make them.<sup>2</sup> it is only a microscope and a magnifying glass, customs affairs financial digital accuracy, but ignore the financial statements on the financial figures hidden information, lead to ignore these Numbers to the company business development direction and the influence of tip; Three is one of the traditional financial accounting is the pursuit of financial indicators, caused the financial statements a good situation, the company's development from bad to worse ", namely good financial index not accordant with the needs of the company's strategic decision-making, can't give the firm a strategic decision support.

### **4. Countermeasures for the development of accounting industry in the Internet + era**

#### **4.1 Promote the construction of accounting system informatization and apply big data and "cloud technology"**

When promoting the construction of accounting informatization and applying big data and "cloud technology", the traditional accounting industry process norms and practitioners will cause resistance to it. In response to the resistance, the government, industry leaders, and service providers should strengthen the propaganda guidance, through the actual case of significant results for relevant

industry users to understand and accept the new concepts and new technologies;The government should step up support to help this new concept develop rapidly.

In the transformation, enterprises should determine the boundaries and working directions of financial accounting and management accounting. When the basic financial work can be outsourced to according to "Internet +" concept of the construction of the financial Shared services center, financial accounting can be advanced by accounting accounting information provide decision support for management accounting data needed.

#### **4.2 Promote the transformation of financial accounting to management accounting**

Nowadays, enterprises have increasingly strict requirements on internal control, and it has become the norm for enterprises to require more and more high-quality internal control. The same is true for enterprises to require financial reports. After nearly 20 years of development in China's management accounting field, the economic environment of enterprises has also changed dramatically. As global competition becomes increasingly fierce, new challenges and new problems are emerging.

#### **4.3 Establish and improve a new internal control system in line with the development of The Times and the development of the market**

From the perspective of internal control, idealized internal control must play its role all the time. It is an important step for an enterprise to develop healthily and sustainably in the long run and perfect its own internal control system. Chinese enterprises need in economic development and business exchange activities, such as compared to the foreign advanced methods, combined with their own situation, constantly sum up experience, constantly thinking about the existing problems and continuously with real experience to fill the empty part of itself. Only conform to the legal norms of internal control is to ensure their own strong, the enterprise internal control situation just simply pass, more important is to be on the basis of their establishment conforms to its own system, and learning, constantly improve and update.

#### **4.4 Set up a theoretical system of management accounting in line with China's national conditions, focusing on the forefront of The Times**

Some enterprise management accounting in the management of personnel is often by imitating or copying other enterprise management accounting knowledge system to set up the management of this enterprise operation mode, not combined with the characteristics of the enterprise and its focus to design. Enterprises should first imitating or copying or the introduction of management accounting system is not perfect, may be related to the financial department, production department and other frontline department does not close, lead to enterprise production material, enterprise inventory chaos, enterprise product accounting inaccurate, eventually lead to cost analysis data authenticity and reliability. All kinds of aspects reduce the value of enterprise management, but also fail to reflect the role of management accounting position.

#### **4.5 Improve the work responsibility of accounting professionals, and strengthen legal awareness and professional ethics**

As all walks of life set and judge their own professional ethics standards more and more high, the possession of good reputation has become a major bargaining chip for professional competition. The values and professional ethics of accountants should be developed and improved in their career. For over 30 years, even if the management accounting has been developing in our country, but the theory and practice are still quite a distance, to large enterprises with developed countries on the theory of management accounting practice, you should start from improving the existing accounting personnel quality, build up professional management accountants. Accountants should take the initiative to continue education, keep up with The Times and learn new economic methods.

#### 4.6 Constantly improve the accounting standard system

Restriction system of laws, regulations and standards of accounting behavior, such as collection of accounting norms, shall be as the standard of the accounting norms, above mentioned in some of the accounting norms such as unclear definition, such as ambiguity problem, should be solved by perfecting the accounting norms. With the international conventions or national practices such as the United States accounting standards, mutual communication, coordination, retains the Chinese characteristics, improve the accuracy and reliability of the accounting methods, to improve the application of new method and old method after the update value, enhance the operability, the extent of deviation from the result of actually reduce accounting information.

#### 5. Conclusion

With the support of "Internet +" technology, accounting industry can be more and more integrated into the management system of enterprises and administrative organs under the economic globalization today. In order to achieve better development, enterprises must first improve their own core competitiveness. Modern management accounting will be valued by managers and applied more and more widely in all walks of life. After all, China still lags behind the west in "Internet plus" and transition management accounting. Therefore, building a management accounting work system in line with China's national conditions is the core work. China's accounting industry in the Internet + era of the accounting industry growth and development of the road, there is a long way to go.

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