

# The Influence of Accounting Informatization on Enterprise Financial Management and Countermeasures

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**Abstract:** With the rapid development of information technology, accounting informatization has become an important trend of enterprise financial management. This paper deeply discusses the various influences of accounting informatization on enterprise financial management. At the same time, it analyzes the challenges faced by enterprises in the process of accounting informatization, and puts forward the corresponding countermeasures. It aims to help enterprises make full use of accounting informatization to improve financial management level.

**Keywords:** Accounting informatization; Enterprise financial management; Face the impact; Counterplan

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## Introduction

In today's digital age, the extensive application of information technology has profoundly changed the operation and management mode of enterprises. Accounting as an important part of enterprise management, with the support of information technology, from the traditional manual recording to information processing mode change. The change of accounting informatization is not only the change of accounting work mode, but also the comprehensive innovation of enterprise financial management concept, process and method. Therefore, it is of great practical significance for enterprises to enhance their competitiveness and achieve their strategic goals to thoroughly study the impact of accounting informatization on enterprise financial management and formulate effective countermeasures.

## 1. Connotation analysis of accounting informatization

Accounting informatization refers to the process of combining information technology with accounting work, collecting, storing, processing and transmitting accounting information by using modern information technology means such as computer and network communication, realizing automation, digitization and intelligence of accounting business, and providing timely, accurate and comprehensive financial information for the operation and management of enterprises.

## 2. The influence of accounting informatization on enterprise financial management

### 2.1 Help improve financial management efficiency

#### 2.1.1 Automated accounting process

Accounting information system can automatically complete the certificate entry, bookkeeping, closing and other tedious accounting work, greatly shorten the accounting processing cycle, improve the work efficiency. For example, the popularity of electronic invoicing enables invoice information to be automatically imported into the accounting system, reducing the workload and error rate of manual entry.

#### 2.1.2 Real-time processing of financial data

Accounting informatization realizes real-time collection and processing of financial data, enables enterprises to obtain financial statements and analysis data in time, and provides rapid decision support for management. The management can always understand the capital flow, costs, profits and other conditions of the enterprise, find problems in time and take measures to solve them.

#### 2.1.3 Efficient sharing of financial information

Through network technology, the financial information can be shared in real time between various departments within the enterprise, eliminating the time and space barriers of information transmission, and improving the efficiency of work collaboration. For example, the sales department can timely understand the customer's credit status and accounts receivable situation, reasonable arrangement of sales strategy; The purchasing department can optimize the purchasing plan according to the inventory and fund status.

### 2.2 Improve the quality of financial information

#### 2.2.1 Improved data accuracy

Accounting informatization reduces manual operation, reduces data errors caused by human factors, and improves the accuracy of finan-

cial data. At the same time, the system's automatic verification and audit function can detect and correct data entry errors in time to ensure the quality of data<sup>[1]</sup>.

### **2.2.2 Information integrity is guaranteed**

Accounting information system can comprehensively record the financial transactions and business activities of enterprises to ensure the integrity of financial information. The system can record each business in detail, including the occurrence time, amount, relevant personnel, etc., providing rich data sources for financial analysis and decision-making.

### **2.2.3 The timeliness of financial reports has been further enhanced**

Accounting informatization enables enterprises to quickly generate financial reports and timely reflect the financial status and operating results of enterprises. The management can make timely decisions according to the latest financial reports, which improves the enterprise's adaptability and market competitiveness.

## **2.3 Ensure that financial decisions are more scientific and rational**

### **2.3.1 Rich financial analysis tools help optimize financial decisions**

The accounting information system provides a wealth of financial analysis tools and models, such as ratio analysis, trend analysis, cost analysis, etc., which can help the management to dig deeper into the information behind the financial data and provide strong support for decision-making. For example, through the analysis of cost structure, enterprises can find the key points of cost control and formulate effective cost reduction strategies.

### **2.3.2 Accurate forecasts and budgets help optimize financial decisions**

Based on historical financial data and business data, using data analysis and forecasting technology, accounting informatization can provide enterprises with more accurate financial forecast and budget. The management can make reasonable business plans and resource allocation schemes according to the predicted results, so as to improve the resource utilization efficiency and economic benefits of the enterprise.

## **2.4 Promote the improvement of financial internal control**

### **2.4.1 Standardize the business process**

The accounting information system has standardized and normalized the financial business process of the enterprise, clarified the responsibilities and authority of various departments and posts, and reduced the randomness of human operation and the occurrence of violations.

### **2.4.2 Real-time Monitoring and early warning**

By setting monitoring indicators and early warning thresholds, the accounting information system can monitor the financial activities of enterprises in real time, detect abnormal situations in time, and send early warning signals, so that the management can take measures to intervene and control<sup>[2]</sup>.

### **2.4.3 Traceability of audit trail**

The accounting information system retains the detailed records and operation traces of each financial transaction, which provides traceable audit clues for internal audit and supervision, helps to discover and prevent financial fraud, and guarantees the asset safety of enterprises.

## **3. Enterprise financial management countermeasures based on accounting informatization**

### **3.1 Attach importance to information security management**

#### **3.1.1 Establish a sound information security system**

Enterprises should develop strict information security management systems, including data access control, data backup and recovery, network security protection, employee information security training, etc., to clarify the responsibilities and obligations of various departments and personnel in information security, and ensure that information security work has rules to follow.

#### **3.1.2 Adopt advanced information security technology**

Enterprises should increase the investment in information security technology, and adopt advanced security technology means such as firewall, intrusion detection system, encryption technology, identity authentication, etc., to strengthen the protection of accounting information system and prevent data leakage and network attacks.

#### **3.1.3 Conduct regular information security assessment and audit**

Enterprises should regularly evaluate and audit the information security of the accounting information system, timely discover and solve the security risks in the system, and ensure the safe operation of the system. At the same time, the security management of third-party service providers should be strengthened, and strict service agreements should be signed to clarify the **security responsibilities of both parties**.

## 3.2 Cultivate high-end interdisciplinary talents

### 3.2.1 Strengthen talent introduction

Enterprises should strengthen the introduction of interdisciplinary talents, and attract talents with accounting, information technology, data analysis and other knowledge and skills to join the enterprise through recruitment, headhunting recommendation and other ways. At the same time, we should provide good development space and salary treatment for talents to retain outstanding talents.

### 3.2.2 Improve the training system

Enterprises should establish a complete training system, formulate personalized training programs according to the actual needs of financial personnel, strengthen training in information technology, data analysis, network security and other aspects, and improve the comprehensive quality and business ability of financial personnel. At the same time, financial personnel should be encouraged to study independently and participate in relevant vocational qualification examinations to improve their professional level<sup>[3]</sup>.

### 3.2.3 Carry out internal exchanges and cooperation

Enterprises should organize financial personnel to carry out internal exchanges and cooperation, share the experience and experience of accounting informatization, and promote the dissemination and sharing of knowledge and skills. At the same time, financial personnel should be encouraged to communicate and collaborate with business departments to understand business needs and improve the quality and efficiency of financial services.

## 3.3 Help enterprise systems to optimize integration

### 3.3.1 Unified planning information system

When enterprises carry out information construction, they should carry out unified planning, choose information systems with good compatibility and scalability, and avoid the problem of failure to integrate and share between systems. At the same time, a unified data standard and interface specification should be established to ensure the consistency and accuracy of data. A perfect information system can help accountants obtain the required data more efficiently and quickly, and help them complete various tasks.

### 3.3.2 Strengthen system integration and integration

For the existing different information systems, enterprises should strengthen the integration and integration between the systems through data interface, middleware and other technical means to achieve real-time data sharing and business collaborative processing. At the same time, data warehouse and data governance system should be established to manage and analyze financial data and business data in a unified manner, so as to improve the value and utilization efficiency of data.

## 4. Conclusion

To sum up, with the continuous development of information technology, the traditional financial management model is no longer applicable. The extensive application of information technology has brought positive effects on financial management in four aspects: improving management efficiency, improving the quality of financial information, ensuring that financial decisions are more scientific and reasonable, and promoting the improvement of financial internal control. In order to better help enterprises play the advantages of information technology, this paper puts forward several countermeasures, aiming at providing more references for enterprises to achieve sustainable development.

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