

Research and Analysis of Corporate Financial Decisions in the Era of Big Data and Cloud Accounting

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Abstract. With the rapid development of China's economy, the traditional financial decision-making schemes of enterprises have been unable to adapt to the era of big data and cloud. If an enterprise wants to continue to develop, it must carry out financial reform and innovation and fully grasp reasonable resources. A complete set of information system can not only improve the competitiveness in the peer enterprises, but also effectively predict the future financial development of enterprises, adapt to the development of the era of big data, and bring good development space for enterprises.

Keywords: big data; Cloud accounting era; corporate financial decision.

1. Influence of Big Data and Cloud Era on Corporate Financial Decisions

In the era of big data, the development of enterprises relies more on the construction of informatization, and continuous promotion of the development of enterprise information can help enterprises make better financial decisions, so as to maximize the beneficial value behind big data. In cost statistics, enterprises can quickly obtain relevant data with a good control system to improve timeliness and data effectiveness. Improve utilization and maximize value. Enterprises use big data reasonably for work, and obtain favorable information for direct use by decision makers, thus improving work efficiency. Do a good job of big data to make the information provided more accurate. Enterprise financial decision-making is also closely related to fair value. Fair value can not only ensure the financial management of enterprises, but also promote the development of enterprises more effectively. If financial personnel only judge the future data collection by themselves, once there is a change from it, it will further lead to the determination of fair value. If you use cloud accounting to get relevant values, and then use big data processing. The fair value can be accurately determined to ensure the normal operation of financial decision-making [1]. The detailed process is shown clearly in the form of pictures below, as shown in figure 1.

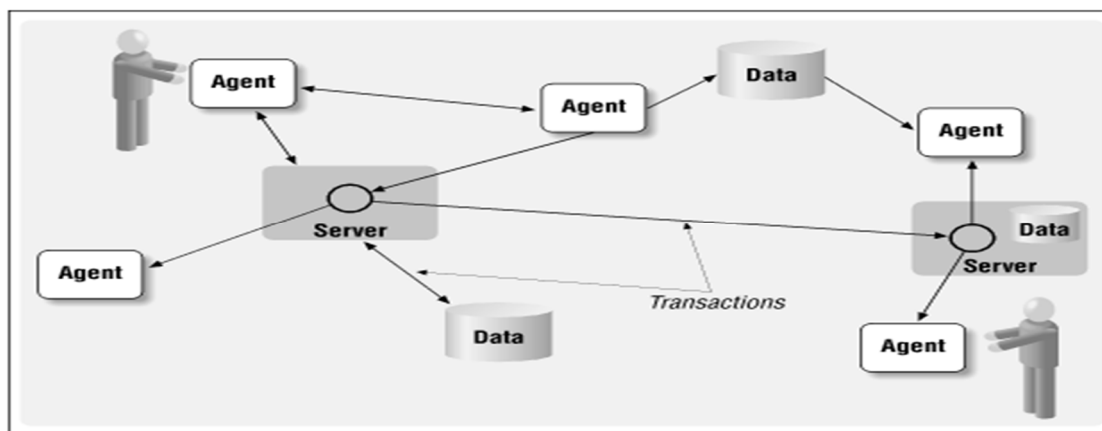


Figure 1. Flow chart of enterprise financial decisions in the era of big data and cloud

2. Problems Encountered in Financial Decision-Making in the Era of Big Data and Cloud

2.1 The Management System is not up to the Standard

The construction of a sound management system so that family planning work efficiency and conducive to the construction of information. In the era of big data and cloud accounting, enterprises should pay more attention to the existing information technology in China. Actively use modern financial management technology, emphasize and plan its management standard, strengthen internal management, let cloud platform technology enter every enterprise, and improve the management ability of enterprises. Different enterprises should also set up different models according to their own situations, and their main purpose is to strengthen the internal management ability of enterprises. By using the cloud platform to establish new work plans in daily management, the sustainable development strategy is implemented. In the traditional management system, there are often cases of non-cooperation such as overstepping the level, which leads to the hindrance of daily work and is not conducive to the development of the company in the long run.

2.2 Differences Compared with Traditional Management

There is a huge difference between the traditional process and the management in the era of big data. In the past, the financial management department used to rely on the statistics and analysis of data item by item. However, the management system in the era of big data is more efficient in daily work, and decisions are made in the process of work. At the beginning of the transformation of enterprise management system, due to the influence of traditional management thoughts, cloud accounting cannot be used by current enterprises. Too often, many managers just give in to the status quo and do not want to change the management mode of the enterprise, which makes it difficult for the enterprise to achieve success in the future development. The change to modern information management mode also makes it difficult for enterprises to meet the various needs of information technology management. The large difference between the two makes it difficult for modern management technology to be reflected in the management of enterprises.

2.3 Slow Development of Cloud Computing Platforms

As China's current information technology lags far behind other developed countries, the establishment time of China's cloud computing platform is relatively small, which has become the biggest problem on the development path of cloud accounting. Relying on cloud accounting for a long time, if the cloud accounting service provider does not timely update effective data and important content, it will backfire and cause the accounting system of major enterprises to be paralyzed, thus affecting the normal work of enterprises. Only through the continuous introduction of advanced technology from its developed countries to overcome the problem of backward platform level.

2.4 Weak Awareness of Personnel and Legal Protection

The concept of cloud computing was proposed at the end of the last century, just over ten years ago. The introduction and application of cloud computing technology in China is relatively late compared with other developed countries in other related aspects, so there are certain deficiencies in terms of technology and there is still a lot of room for progress. Cloud technology in the current our country enterprise financial management problems of the practical application of focused and integration, its alignment cannot reach a satisfactory level can cause accounting personnel in the work related to awareness is relatively thin, can correctly use cloud technology in a lot of work to speed up the work efficiency to reduce error and because caused by weak consciousness of its use are not normal. With the rapid development of big data era, cloud accounting is also gradually known to all, cloud technology can be widely used around the world because of its comprehensiveness and integrity [2].

3. Improve Strategies

3.1 Information Collection and Storage

A large area of information collection, only according to the financial report to make financial decisions. This is obviously not correct. It is necessary to further analyze the integration of relevant information in different regions, improve the internal information collection and storage system, and make corresponding measures for different data performance in different regions. By integrating information from different departments in an enterprise, data analysis with a unified memory can improve the work efficiency of data statistics. Integrate all the useful information collected with the platform, transform the information into data, more clearly and profitably reflect the recent development trend of the enterprise, and make a higher plan for the future of the enterprise. Having accurate and clear data will lay a solid foundation for the following implementation work.

3.2 Enterprises Shall do Well in Office Work

Enterprise should through the real-time monitoring system to supervise the finance department, if in daily work found the problem, can in time to stop, cloud accounting can also be memory in daily risk assessment, different enterprises to formulate different risk index, build complete supervision can avoid the information transmission error, eliminate unnecessary risks. The capital management of the enterprise should also accord with the actual situation of itself to scientifically control the use of funds. Use cloud platform to strengthen management awareness. In the premise of achieving the goal of the work also to ensure the effectiveness and reliability of all aspects, and meet the current enterprise management development requirements.

3.3 Improve Employees' Awareness of Financial Risks

At present our country small and medium-sized enterprise knowledge of high talent scarcity, lead to the lack of cloud accounting use consciousness weak, small and medium-sized enterprises due to reasons such as competitiveness is unwilling to enterprise accounting management to the cloud, can lead to the development of the individual enterprise management undeserved, eventually lead to bankruptcy, enterprise is the moment to do by strengthening the management of the enterprise internal employee awareness, through the technical communication with foreign companies, the introduction of foreign advanced management mode, combined with the characteristics of the enterprise, form suitable for the training mode of the enterprise, its more able to adapt to the new era of talent cultivation. In an enterprise, not only the senior management should be aware of the crisis of enterprise management, but also the subordinate employees should be aware that the introduction of highly educated personnel and scientific training for employees can make the enterprise appear more calm and calm in the face of risks and difficulties [3].

3.4 Improve the Management System

In the use of cloud accounting by enterprises, the improvement of relevant management systems is the basis for the application of cloud accounting in enterprises. Therefore, it is necessary to establish a set of sound and correct management systems. First of all, it is necessary to ensure a good order and establish effective cloud accounting management strategies. By constantly improving the management system, the work efficiency of enterprises can be improved. In the face of the advent of cloud accounting era, enterprises should actively develop information technology. The enterprise can be managed from the cloud. The main task of the enterprise is to develop a set of standard management systems and measures based on itself, and release new work plans through the cloud platform in a timely manner, so as to meet its own development strategy [4].

4. Endnotes

Along with the continuous development of enterprise information construction, it also welcomes the reform and innovation brought by big data and the era to the financial management of enterprises.

Enterprises can only continuously improve into a reasonable management system, so as to determine the timeliness and accuracy of information in the era of big data. Enterprises to do a good job in the collection and storage of information, improve the office staff of financial risk awareness, the use of existing scientific knowledge and technology, enterprise management analysis. In all aspects of foolproof, can promote the economic development of enterprises.

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