



Research on the Application of Management Accounting in a Company Under the Background of Finance and Business Integration and Big Data

Chunli Wang^(✉) and Na Wu

Chongqing College of Architecture and Technology, Chongqing 401331, China
119072680@qq.com

Abstract. This paper analyzes the related contents of management accounting and the integration of industry and finance, combining with the company management accounting application, by studying the establishment is out of line with business, sharing management function is weak, the business process is not clear, low management accounting recognition, information system to improve the cause of the problems and countermeasures, the purpose is to promote the application of management accounting value, promote the orderly economic development of the company.

Keywords: Integration of industry and finance · Budget preparation · Management accounting

1 Introduction

In the process of stable economic development of enterprises, it is very important to do a good job in the construction of accounting system. The perfection and refinement of the system will also directly affect the level of financial management of enterprises. Based on the integration of business and finance, continuous optimization of the application approach of management accounting can, on the one hand, accelerate the speed of the mutual penetration of enterprise financial and business information, improve the efficiency of the process; on the other hand, it can provide help for the creation of enterprise value and enhance the core competitiveness of enterprises in the market.

2 Discussion on Basic Concepts

2.1 Management Accounting

Management accounting is mainly divided into forecast decision accounting, planning control accounting, responsibility accounting three basic contents, in the practical application, the three maintain a strong independence and correlation between each other.

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Z. Zhan et al. (Eds.): ICB DIE 2022, AHCS 5, pp. 1314–1322, 2023.

https://doi.org/10.2991/978-94-6463-034-3_135

Planning control of accounting’s main job is to integrated management of cost, budget, forecast decision accounting is responsible for the analysis of forecast content and rationality of decision, and management accounting is the overall management of all work, use during to the big data, data mining technology, etc., so as to get to the scientific evaluation results, to promote the rationality of the decision result. From the actual working situation, in the specific application process, control and performance evaluation accounting to the comprehensive budget as the basis of evaluation, the implementation of cost control and performance assessment. The responsibility accounting is established through the division of responsibilities, and the assessment and evaluation on the performance of employees’ responsibilities are carried out, and the real performance is reflected, so as to mobilize the enthusiasm of employees and ensure the realization of the enterprise goals. It mainly includes standard cost system and liability accounting.

2.2 Integration of Industry and Finance

The Basic Guidelines on Management Accounting proposes the organic integration of business and finance. Its database model is shown in Fig. 1. At present, in concept analysis, the common relations are as follows: (1) The cooperation between the two. The business department, as the direct creator of corporate wealth, and the financial department, as the manager of corporate wealth, master a full range of business information. The efficient integration and coordination of the two have a positive significance for promoting the quality and efficiency of the company. (2) The relationship between the two is cooperation and supervision. The integration of industry and finance is not only about financial personnel participating in business work. Through reasonable performance assessment, the enterprise should systematize the assessment of business and financial departments, so as to substantially improve the enterprise’s operation and management level. (3) Information system fusion. In the IT environment composed of network, database, software platform and so on, establish the information collection, processing and analysis process of integration of business and finance driven by business activities, so as to integrate financial data and business information. (4) Value chain convergence. Each node of the value chain provides the entry point for the integration of real and industry finance, and points out the operational direction for each specific value-added activity while refining the overall strategic goal, financial value-added goal and saving business cost.

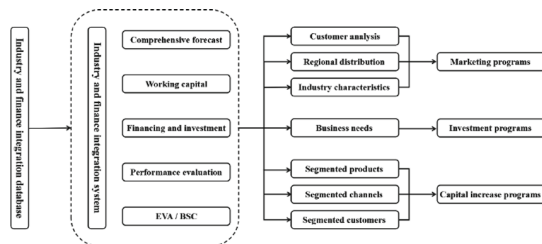


Fig. 1. Database model of industry and finance integration

3 Analysis of the Application of Management Accounting in a Company

3.1 Company Profile

The company was established in 2007, the main business includes mobile communication services, network access services, telecommunications proliferation services. At present, the company has a total of 363 employees. Before 2015, the average annual turnover growth rate of the company is 10%–12%. Since 2015, the annual turnover growth rate drops to less than 10%. In 2020, the growth rate will drop to -3.23% due to external factors. The company is also actively seeking a breakthrough, under the background of the integration of business and finance, to carry out a new discussion on the application of management accounting.

3.2 Strengthen Management Accounting Content

3.2.1 Adjust the Financial Organization Structure

Based on the background of the integration of business and finance and the current development status of the company, the company began to adjust the financial organization structure. In the specific application, the company adjusted the structure from the following aspects: First, strategic financial management. This work mainly refers to the participation of personnel in the strategic objectives formulated by the enterprise, and the strategic planning discussion around the strategic objectives, so as to form a new financial management concept and meet the actual application management needs. Second, business financial management, which mainly refers to the integration of financial personnel into the business management link, cooperate with the business personnel to carry out relevant work in an orderly manner, but also provide them with reliable financial data, real-time delivery of financial information, so as to improve the work efficiency of 30%–50%. Third, shared financial management, mainly refers to the centralized processing of the company's business and finance based on the financial sharing

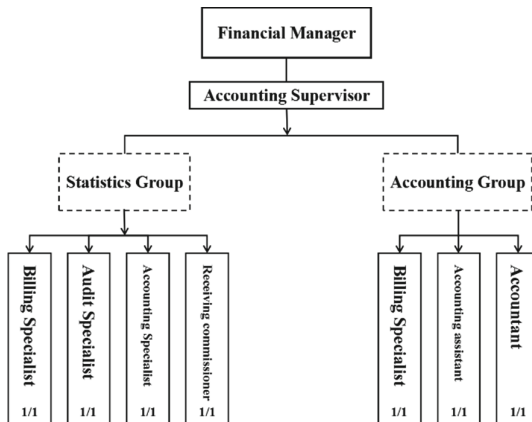


Fig. 2. Schematic diagram of financial organization structure

center, combined with information management methods, to reduce 20%–50% of the working time. The structural schematic diagram is shown in Fig. 2.

3.2.2 Financial Sharing Center Planning

When to plan the financial sharing center, first priority is to establish a unified information system, the system application, the front-end structure including financial accounting management, electronic accounting processing, electronic invoice management, financial capital management, image resource management, etc., and background operation system including reporting system, financial operation and management system, etc. During the working period of the system, all business data will be input into the business management system according to the established process. The input data will also be comprehensively processed in the front-end structure and summarized into the back-end system for data storage, so as to improve the scientific nature of decision-making. In addition, in the work also need to carry on the statistics to the standard financial process, at the same time also need to determine the application principle of the business processing process, optimize the design of the system content, so as to improve the work efficiency of 30%–40%, reduce the fault-tolerant rate of 10%–15%, improve the standardization of the comprehensive financial management process.

3.2.3 Reasonable Planning of Professional Finance

In its financial planning process, the company focuses on the following points: First, make clear the goal of professional finance, which is also an important content covering the whole core business chain. It also requires enterprises to carry out comprehensive management of special business contents within the scope of work, and cover 100% of the whole business elements, so as to improve economic benefits by 15%–30% under basic conditions. Second, the smooth implementation of professional financial content, based on the actual situation to establish a professional financial system, will take real-time data as the basic conditions of operation and development, according to the company's business chain to define the business scope, improve the actual work efficiency of the site. Third, in order to more effectively complete asset information processing, the company also optimized the existing organizational structure and subdivided the work scope of the financial department into network finance, sales finance, administrative finance, value management and comprehensive support, so as to improve the efficiency of the integration of financial work and business work.

3.2.4 Comprehensive Budget Optimization Management

Based on the relevant contents of the business objectives, the company carries out the optimization of the whole process of the whole business activities, and completes the comprehensive budget work on this basis. From the perspective of specific practice, in the process of comprehensive budget optimization management, it is also necessary to carry out comprehensive control over the whole business activities to ensure the rationality of the company's operation quality, and improve the economic benefits by 15%–30% on the original basis to maximize the economic value of the enterprise. In the application of

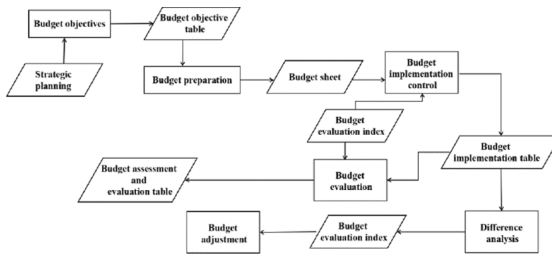


Fig. 3. Schematic diagram of comprehensive budget management process

comprehensive budget management module, its main function is scientific management of the current business situation, and in the case of comprehensive forecast, it will also decompose the business objectives, to refine the target to the financial management, responsibility of management unit, etc., which will execute the result feedback directly to the enterprise management, to boost the centralization of the management process, to meet the overall budget optimization management. The specific application process is shown in Fig. 3.

3.2.5 Stimulate the Vitality of Grassroots Responsibility

In the specific work, the company also pays attention to the stimulation of grass-roots responsibility vitality, which is also conducive to the smooth promotion of the core competitiveness of enterprises, so as to improve the competitive advantage of enterprises in the market. In the specific work, the company adopts the management mode of selecting and employing small supervisors, so that many small collectives with independent accounting can be formed within the company. These small collectives can enjoy certain independent management rights within the allowed scope, which is also conducive to the diversion of work tasks, and at the same time, more economic talents can be cultivated. Moreover, in the application of this kind of mode, the content of responsibilities and rights is relatively high, and then each small team will adjust it in combination with the actual situation in the case of independent operation, and on this basis to establish a reliable performance incentive plan and build an efficient team, which also lays a good application foundation for the smooth integration of management accounting.

4 Analysis on the Application of Company Management Accounting

4.1 Establishment is Out of Line with Business

Combined with the application of management accounting in the company, it can be understood that there is a disconnection between the establishment and the business, which is specifically reflected in the following points: (1) When the budget department controls the expenditure of each unit, its strength is relatively weak and it cannot form clear guidance, which reduces the correlation between budget parameters and financial management, thus reducing the application value of the budgeting work. (2)

The implementation speed of the assessment mechanism established during the budget management period is slow, unable to assist the smooth implementation of the budget management system, and the management personnel attach less importance to the implementation process of the system, which makes the implementation effect of the budgeting process poor, unable to meet the specific management needs.

4.2 The Shared Management Function is Weak

In the process of operation and management, the company also suffers from weak shared management function, which is embodied in the following aspects: First, in the planning of functional scope, it tends to adopt traditional accounting mode, which reduces the management function of the system and increases the problem of 20–30% poor communication. Second, in the process of information management, a reliable information exchange mechanism has not been established, so that in the process of information transmission, 20%–30% of the information is not delivered in a timely manner, which reduces the integrity of the information management process and interferes with the smooth progress of the integration of business and finance [1].

4.3 The Business Process is not Clear

In the management process of the company, there is also unclear business process, which is reflected in the following aspects: First, in order to expand the business scope, the company has been in the state of expanding business, including many kinds of business, but there is a low degree of clarity in business sorting, which makes the reimbursement process more complex, costs too much time, and at the same time increases the fault tolerance rate of about 20%. Secondly, in the construction of automated examination and approval procedures, there are many mistakes, so that many processes still require personnel participation, which reduces the efficiency of reimbursement and interferes with the smooth development of other work [2].

4.4 The Awareness of Management Accounting is Low

In the process of management, the company also has a low awareness of management accounting, which is reflected in the following aspects: Firstly, there is a lack of training on the awareness of management accounting for employees. At present, the company's personnel with a clear understanding of management accounting are mainly concentrated in the management and financial departments, while the employees' cognition of management accounting is not clear, thus increasing the fault tolerance rate during reimbursement activities [3]. Second, financial personnel have a low awareness in the process of cost management and do not have a clear understanding of the department's cost accounting. In this way, during the period of cost management, the value of management cost cannot be fully brought into play, thus reducing the application effect of management accounting.

4.5 The Information System Needs to Be Improved

In the management process of the company, there are problems that need to be improved in the information system, which are embodied in the following aspects: First, the unity of the system is poor. The company includes many application systems in its specific work. Although these systems in a state of coexistence, but maintained a very strong independence, which also increases the difficulty of information collation in the process of information processing. The information symmetry is often low, which reduces the timeliness of information by 15%–30%. Secondly, the update frequency of the information system is relatively low, and only regular updates are carried out once a month, which also makes the system performance cannot be kept in a stable state continuously, thus reducing the timeliness of the system application process [4].

5 Measures to Optimize the Application of Management Accounting

5.1 Enhance Organizational and Business Relevance

By improving the correlation between establishment and business, the application value of management accounting can be effectively enhanced to meet the relevant application needs. In practice, the following points should also be noted: (1) When the budget department controls the expenditure of each unit, it needs to improve the control intensity, so as to form a clear guiding role. In this way, the correlation between budget parameters and financial management is improved, and the application value of budgeting work is improved [5]. (2) Speed up the implementation of the assessment mechanism, so that it can smoothly assist the implementation of the budget management system, and the management personnel also need to enhance the importance of the implementation process of the system, so that the implementation effect of the budgeting process is constantly improved, and better meet the management needs.

5.2 Coordinate Shared Management Functions

By coordinating the shared management functions, the effectiveness of the proposed management system can be improved and the requirements of shared management functions can be met. From the practical situation, firstly, in the planning of functional scope, the existing accounting model needs to be changed, which also improves the management function of the system, so as to reduce the application effect of functions and improve the work efficiency by 20%–30%. Second, in the process of information management, a reliable information exchange mechanism should be established to ensure that 100% of information is transferred quickly in the process of information transmission, so as to improve the integrity of the information management process and ensure the smooth progress of the integration of business and finance [6].

5.3 Comb the Business Service Process

Through combing business service process, can improve the efficiency of the process of business services and improved for the management of each link, in the concrete practice, first of all, given the company has been in development state of the business, its business includes sort is more, but also need to improve on business combing work content clear degree, reduce the loss of the time cost Thus, the work efficiency has been improved by 20% [7]. Second, in the construction of automated examination and approval procedures, it is also necessary to improve the supplementary work of details, which can also effectively improve the automation of examination and approval procedures, improve the reimbursement efficiency of this work, and lay a foundation for the smooth development of other work.

5.4 Enhance the Awareness of Management Accounting

By improving the awareness of management accounting, we can ensure the orderly progress of other work and give full play to the application value of management accounting. In practice, first of all, it is necessary to improve the training of employees' awareness of management accounting. In addition to the training of the management and financial departments, the company also needs to do a good job of training at the employee level, so as to improve employees' awareness of management accounting and reduce the fault tolerance rate during reimbursement activities. Second, enhance the financial personnel in the process of cost management attention, so that in the cost management period, can also give full play to the value of management cost, so as to improve the application effect of management accounting.

5.5 Improve the Information Management System

By improving the information management system, it can enhance the efficiency of information management and give full play to the application value of collating information. In practice, first of all, we should improve the unity of the system. We should unify the information systems which are in the coexistence state of the company but maintain their independence, and make them into an intensive management system, thus improving the timeliness of information by 15%–30%. Secondly, the updating frequency of the information system should be improved, and the system should be updated irregularly according to the actual situation, so as to ensure that the system can be kept in a stable state continuously, thus improving the timeliness of the system application process [8].

6 Conclusion

Above all, improve the organization and business relevance, can effectively promote the application of management accounting value; sharing coordination management function, can improve the effectiveness of the proposed management system; combing the business service process, can improve the efficiency of the business service process; improve management accounting recognition, can ensure that the other work orderly;

perfect information management system, can improve the efficiency of information management. Based on the integration of business and finance, it is of positive significance to take reliable measures to improve the application effect of management accounting for promoting the economic development of enterprises.

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