

China's SMEs accounting management problems and countermeasures

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Abstract—In China, an enterprise operating status, the proportion of the economic structure of the various prospects for economic activity, all need to be provided with timely accounting information to master. Therefore, the accounting information is enterprise's life. Only by grasping accounting information in a timely and comprehensive manner, the company can fully grasp the opportunity and get the victory. However, as the economy continues to develop, there are many problems of SMEs accounting management. Therefore, as a business manager, he should strengthen accounting management of enterprises, which will help the rational allocation of corporate resources, the full development and utilization of resources, financial information. Only by fully grasping the financial information in a comprehensive and timely manner, enterprise can fully grasp the opportunity and get the victory.

Keywords- *SME accounting management; problem; countermeasure*

I. INTRODUCTION

Accounting is the most important part of all the work in enterprise and an important basis for enterprises to develop various programs' countermeasures. Even if others such as sales, production are better, accounting work being bad might not bring greater benefits to the enterprise. Thus, the company's accounting work is particularly important. Therefore, we must strengthen the management of corporate accounting work. Now, many large companies, with the development of society, have already been in a development from the traditional to the modern accounting management model. Moreover, due to the strong funds of large enterprises, they already have begun to compare the constant introduction of foreign advanced management accounting concept. These advanced management concept laid a solid foundation for the development of enterprises. However, at present, for many SMEs, the system and enterprise's scale affects them. Its accounting and management tools are still relatively backward, and even many SMEs accounting management tools cannot meet the needs of their own internal management, which has seriously affected the company's development and the ascension of their status. The SME is now has become an important driving force for economic and social development of our country, so we must pay attention to the development of SMEs, emphasis on the development of its accounting management level.

II. FUNCTIONS OF ACCOUNTING MANAGEMENT

Accounting management functions are decided by the objective necessity of accounting management work itself. Marx about the accounting is the production of "process control and summarize ideas", it is a high-level overview of the accounting function. This process, including production, circulation, distribution, consumption, is the entire process of social reproduction. Under the condition of market economy, this process shows the unity of the labor process and value forming process, and that accounting management is linked to the value of the labor process control and concept formation process is summarized, including the formation of the various stages of the value of the supply, production, marketing and the whole process of value-added generation, realization, distribution. During the whole process, the basic functions of accounting management show as: control functions, including forecasting, decision-making and target control in the process of implementation; "Concept summary" functions, including the three links of measurement, reporting, analysis and performance evaluation. Function of accounting management is evolving. In a market economy, accounting management functions can synthetically show as checking economic benefits, analyzing economic situation, monitoring economic activity, participating in economic decision and forecasting economic outlook. Management accounting is an organic system that consists of three components: before, during and after the event. The three parts are mutual restraint, interdependent, interrelated and interact together. They play together in the performance of the entire system of accounting functions to achieve fiscal targets effective role. Its function is to provide accounting information to complete the accounting tasks, and ultimately to improve the economic and social benefits. Accounting management system in addition to the object itself should be its role of the accounting object corresponding to each particular, also must adapt to changes in the environment including the essential elements and accounting information management system. Enterprise accounting management to carry out the work has an important role and significance.

III. THE PROBLEMS EXISTING IN SME ACCOUNTING MANAGEMENT

A. *insufficient awareness of business leaders, poor level of accounting management*

First, many companies implement family-oriented. They consider their own people can maximally protect the interests

of the company, thus gaining greater benefits. On the contrary, a family-oriented business is difficult to manage, and if managed improperly, the result is palpable. Second, most of the companies are showing a lot of money account with tube phenomenon. In accordance with the provisions of accounting standards, this should not happen; we must manage separately, so that it can prevent the occurrence of corruption, and take precautions. Third, many companies in the accounting function of management accounting is implemented blindly. They only set account, bill, and register, calculate the cost, and check property, make a report. In fact, a for-profit organization such as a business, it needs financial accounting and management accounting, and basic functions of accounting are the accounting checking and accounting supervision. Many enterprises should be in pursuit of short-term interest without doing the appropriate management accounting and accounting supervision work, which leads to the final big deficit business and it, is difficult to make up. The accounting body boundaries are not clear.

The boundaries between business property and personal property are relatively vague, and enterprise management and ownership are not really separated. In the modern enterprise system, often there will be a variety of agency problems. To the majority of the SMEs, sometimes there will be the circumstances of property occupied with family and enterprises when investors and operators of the SMEs are organic combined, which makes the management of SMEs difficult to proceed smoothly.

B. The accounting personnel quality of SMEs needs further enhance

Because the nature of the SME accounting is rather special, it requires enterprise accounting practitioners higher requirements. Not only to enhance the quality aspects of individual will be able to do a good job management and accounting and auditing quality control of internal SMEs can play the great decisive role. Currently, the quality of personnel and team within SMEs engaged in accounting management is generally low. High-quality accounting practitioners are still relatively low, relatively speaking. Some SMEs accounting practitioners basic water and abilities are relatively low, when you need to deal with difficult data, there is often some hidden vulnerabilities not easily found, which often give enterprises unpredictable losses. As we all know, financial accounting plays an important role in enterprise management and strengthening and improving the financial management has become an important task for SMEs. Currently, there are many issues of concern in the management of SMEs accounting.

IV. FACTORS AFFECTING MODERN SME ACCOUNTING MANAGEMENT

Mainly one person is in the charge of most of SMEs. These managers mostly are not familiar with accounting not too seriously as well. They have a fluke mind, often put their own interests first, and ignore the supervision and checking of accounting department. Some managers even instigated accounting staff of the enterprise to do some illegal

accounting treatment. Facing the supervision of all society sectors, they think they can open relationship and just muddy the waters. In addition, they think the market is the first one, as long as profitable, what accounting system, accounting standards; internal controls will tie their hands and feet. They believe that the role of the financial staff is accounting and just afterwards finding ways not to pay taxes. They believe that the financial sector and setting up more staff are kind of a waste, and some small and medium enterprises are in order to save on the surface, cause, in fact, a greater degree of waste. Therefore, when enterprises develop to a certain scale, it needs to develop a series of rules and regulations, especially human, financial and management aspects. Moreover, the appropriate setting for the relevant financial departments of the enterprise should be set up, and we should increase investment management, in order to enable enterprises to grow and develop under the state of having a chapter and laws to follow.

V. STRATEGIES

A. improve accounting methods, and strengthen supervision functions

If SMEs want to improve the level of accounting, first, they need to start from the basis of accounting. According to the relevant requirements of the Accounting Law, the new accounting standards and financial regulations, they should take a few control points about accounting management of construction and improve the level of accounting, which can make accounting information be objective, fair and true reflection of the business situation. At the same time, they should also strengthen the oversight functions of accounting: 1 for the whole process of production and operation of SMEs, the accounting staff should implement the dynamic supervision, strengthen financial management, maximize the efficient use of funds, improve cost management, have rational allocation resources, and ultimately improve the economic efficiency of enterprises; 2 they should be on the operating results of an enterprise performance evaluation. The purpose of this part is to have a full range of supervision of the business situation, cash flow and management level, to regulate the conduct of operations managers. 3 they should strengthen the supervision of aspects of the distribution of profits. Profit distribution must take into account the interests of various stakeholders in order to achieve sustainable development of enterprises.

B. Strengthening the construction of internal accounting control system

Enterprise internal control system can be divided into two aspects of internal management systems and internal accounting controls, and internal accounting control system is more emphasis on protecting the security and integrity of corporate assets, to improve the accuracy of accounting information and so on. Specific operation can be in the following aspects: First, the goal of building the system of internal accounting controls is to coordinate short-term benefits and long-term interests of the coordinated

development of SMEs, local interests and the overall interests, but also to pursue the unity of corporate social and economic benefits. Second, they should expand the scope of the SME internal accounting controls. Whether corporate middle managers, line managers, general staff, or senior managers, they should all be included within the scope of the internal accounting control system to enable enterprises to achieve an equal, harmonious atmosphere for business. In addition, it is conducive to the exercise of oversight functions of internal accounting controls. Third, the development team of internal accounting system should include business owners, managers and internal staff, which reflects the modern enterprise management concepts, ensures equity and make internal accounting control system for SMEs have constantly updated lasting power.

C. To enhance the overall quality of the management staff

An enterprise management is an important component of an enterprise. If they want to improve the level of corporate consolidation accounting management personnel, they should have enterprise accounting management staff a regular training, which make them timely grasp the latest knowledge of management and accounting. The second is to train multifaceted compound management talent, not just one aspect of the backbone, but they should be able to work independently, have a comprehensive knowledge of the system and can be capable of developing in many aspects. The final step is for the enterprise accounting management personnel to conduct regular assessment. This assessment is to inspire the ability of independent learning accounting management personnel, and it can form good competition between lines. Besides, it is also possible regularly to find problems present in the enterprise accounting management so that the issue can be solved fast.

D. improve accounting methods, strengthen accounting oversight functions

Perfecting the accounting methods should start from the most basic accounting work of SMEs. All aspects should have strict rules, form a complete accounting system, and resolutely put an end to the bad debts and bad debts. However, in the whole accounting process, it should be synchronized oversight, to help better complete accounting work and it is possible to effectively avoid the occurrence of the book being distorted.

Adhere to the evaluation and analysis of the budget. Based on feedback of budget information and control budget, the evaluation of the budget linked to salary is the key of whether budget management can be successful. The main purpose of the evaluation is to see the budget gap through evaluation, tap potential, stimulate their enthusiasm, initiative and creativity, and thus to further clarify the direction of management, improved control methods, while promoting lower levels of communication, so that the higher the budget through evaluation rather than superficial understanding of subordinates. Budget evaluation must be linked to the salary of employees; They should calculate the salary of compensation responsibility unit through budget

evaluation. Then the responsibility of units basing on individual job again, responsibilities and each person's fulfillment of responsibility for the budget, will pay the people.

E. Strengthening the legal education of the whole, improve the legal awareness

In view of the phenomenon of not following chapters and laws in the SMEs, we should strengthen the legal education of the whole and raise the legal awareness. Firstly, we should start from business leaders, raise legal awareness and legal concepts of business leaders. In this way, the accounting management work of SMEs can follow the rules and laws and there are laws that must be strictly enforced. Moreover, the accounting management work of SMEs should be established with the objective trend of the development of market economy and modern enterprise system to adapt to the requirement. They should accurately reflect the correct functioning of the enterprise business, without putting the accounting management of SMEs in level of business leadership interests and the immediate interests of business. Secondly, we must continue to improve the legal awareness of all members, enhance legal concept and enhance the consciousness. Only when all business members unite together and work together, it can prevent and avoid the problems that appear in the business operation and improve the quality of accounting management, improve the operation and management of enterprises, improve their own competitiveness.

F. establish and improve accounting management control system

Establishing good accounting management control system is an important condition to inhibit and solve the problems of accounting work. SME accounting departments should establish procedures include transfer vouchers, personal responsibility among the various functional departments and contact information; job responsibilities of each accountant, illegal content such liability. They should achieve the clear work goals, specific responsibilities, accountability and rules to follow to ensure accountants in their work. Meanwhile, what is more important is the management control system seriously implemented. Implementation of the system needs to work closely with the various departments, led by the accounting department and fully supported by the responsible persons of enterprises. In the process of implementation of the control system, it requires constant adjustments and continues to modify clauses and program that are not suited to their actual situation.

VI. CONCLUSIONS

According to the problems existing in SME Accounting Management, we can improve accounting methods by strengthening supervision functions, Strengthening the construction of internal accounting control system, To enhance the overall quality of the management staff, to improve accounting methods, strengthen accounting oversight functions, Strengthening the legal education of the whole, improve the legal awareness, to establish and improve accounting management control system.

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