

# Study on Financial Accounting Development based on Network Economy

Wanrong Zhang<sup>1, a</sup>

<sup>1</sup> Nanchang Institute of Science & Technology, Nanchang, Jiangxi, 330108

<sup>a</sup> email

**Keywords:** Network Economy, Financial Management, The Impact of Countermeasures

**Abstract.** The current development of network information technology to people's life has undergone enormous changes. Network economy, but also to the financial management has brought a huge impact. Compared with traditional financial management, financial management more scientific network to provide real-time dynamic financial and accounting information, and thus the company's financial information centralized processing and remote operation. In this paper, the development of network economy era of information technology, the impact of the financial management was analyzed, and pointed out some of the problems network accounting management, and put forward corresponding solutions.

## Introduction

Development of network information technology, to the people's production and life brought a series of changes. The financial and accounting management as an important part of the network economy, is also experiencing a change in accounting rules, theories and methods. Therefore, the financial accounting development of network economy era of exploration is critical.

## The Impact of Information Technology on the Network of Financial and Accounting Management

Currently, the accounting objective of "fiduciary responsibility to send" and "decision usefulness of" two representative viewpoints. "Accountability Sect" in natural resource economics, in the context of large-scale socialized production, the operator entrusted with the responsibility for the fulfillment of the goal of financial reporting to trustees operating results as the main content, reliability of accounting reports quality characteristics. "Decision-usefulness of" arising under market economy conditions,, to provide effective decision-making information to financial reporting objectives, in various decision-useful information as the main content of accounting information related to the quality characteristics. Both theories have particular application in different contexts, but with the development of the information economy, "On the decision usefulness" is gradually showing its superiority [1].

The financial information is mainly for financial reporting forms. Traditional financial reporting time span, the financial information is updated slowly, affect manages to keep control of financial information. The financial report under the network economy era, not only enables investors to timely grasp of corporate financial information, but also to promote enterprise and investors, companies and employees, businesses and consumers to communicate with each other pointing. Interaction through a variety of financial information accounting department to obtain more comprehensive and complete financial accounting can improve work efficiency, and promote the development of conscience enterprises.

Compared with the traditional mode of operation, the mode of operation of the network economy era of e-commerce based. Relying on highly developed electronics and information technology, according to the business paper documents into electronic documents, the majority of transactions can be completed directly online. And corporate accounting departments can view business data between each other through the company's internal network, you can get a variety of timely data needed. Therefore, the development of electronic documents, but also led the accounting method for

gathering and transmission efficiency changes.

Financial information network era of financial information compared to traditional, more open and transparent. The company's management can be clearly seen in time of financial revenues and expenditures of the company, providing data support for the timely adjustment of enterprise development direction. Meanwhile, in order to protect the security of corporate financial accounting information must be specific people to view the financial system. To prevent criminals favoritism, special personnel the same financial information can not be changed, can only view [2]. Financial data in such an open and transparent environment for the accuracy and effectiveness will be more conducive to long-term healthy development.

### **The financial and accounting management in the presence of the Network Information Age problems**

Modern electronic information technology on the one hand to provide information on financial and accounting work to provide technical support, on the other hand also to the financial and accounting work has brought threats, such as hackers, viruses and network intrusion problems. With the wide application of electronic information technology, a large number of criminals and hackers lurking in the network, using various forms of the virus, to stealing important information business, and even the destruction of important databases. In addition, because the problem itself, the network system, including the maintenance of hardware and software configuration, installation of the network, system, and proper use of the software itself vulnerabilities and other issues, will affect the stability and efficiency of the network transmission of information, which in turn generates network risk. Therefore, the network information security is particularly important, it is the core of enterprise financial accounting operation management.

In the network of financial security, China has not yet formed a sound laws and regulations. For example, in the financial software approval, there is no unified standard laws and regulations of its content and form, makes a variety of accounting software software market was mixed, difficult to choose. Moreover, the protection of the original financial software aspects, laws and regulations did not appear, making all kinds of software piracy rampant replication, a serious blow to the enthusiasm of developers, is not conducive to the sound development of financial and accounting software development [3].

The rapid development of electronic information, so that some of the original incompatible accounting software can now be unified operation. In financial accounting to facilitate the work, but also increases the possibility of various errors occur, and huge losses. Many companies have internal management information and did not keep up with the rhythm of the development of safety awareness is not strong, there is no well-established information security oversight body, but did not implement systematic monitoring of network security.

Modern network accounting requires not only be excellent financial skills, must be proficient in computer knowledge. But the financial and accounting personnel of general company financial accounting knowledge is very proficient on the computer but only simple, face slightly more complex computer failure point in time can not be ruled out, so that accounting information processing and maintenance is not a good combination, seriously affecting the financial accounting circulation and productivity information.

### **Countermeasures under the Network Information Age of Financial Accounting Issues**

Enterprises must strengthen information security work, strengthen financial computer hardware and software configuration, the use of legitimate software to ensure special plane, a dedicated private network, to prevent the invasion of other illegal websites. And to strengthen supervision of foreign information, foreign CDs, hard drives and other mobile devices to check the virus, to prevent foreign invasion of the virus. Regular computer virus detection and backup information to prevent information leaks and data loss.

State laws and regulations should be timely Network Accounting to keep pace with network

development, formulate laws with Chinese characteristics in line with China's national conditions. Approval of the financial software should be standardized, managed separately, it is not required to re-correction software, to meet the requirements to enter the market circulation. In the fight against software piracy, it should strictly enforce the law against selling fake goods personnel promptly fined detention. Of the original software protection, legal and regulatory environment to optimize and improve accounting software developer's enthusiasm, there is conducive to the sound development of China's online accounting profession.

In the internal management of enterprises, it is necessary to strengthen the monitoring of the accounting process, but also to strengthen the establishment of audit oversight mechanisms. In terms of supervision and accounting processes, financial computer real-time monitoring, financial control and can not be managed by accountants. When accountants use of financial reimbursement system, while the monitoring system did record the situation back in time, back up and archive their information. This is to prevent internal staff false financial information, you can also use a backup forensic investigation [4] In the case of incorrect information. In overseeing the audit process, the company must constantly update the relevant laws and regulations and network auditing knowledge, strengthen professional training of auditors, improve the professional quality, the latest skills, so that the system can audit the company's accounting system to better monitor, service enterprises, so can only give full play to the audit department.

Corporate accounting personnel management, not only to the corporate accounting staff guidance and training expertise, but also for proper guidance to their positive ideas. Our companies need to develop a comprehensive and composite talent, which requires corporate accounting staff to master not only excellent professional knowledge, but also ready to learn and apply computer-related update operations, improve network security awareness, each capable of timely response kinds of hardware and software problems, in order to meet the needs of the development company. As major companies reserve forces and universities, should also be timely adjustment of educational content, learning the latest financial and accounting knowledge, in order to meet the market demand for graduates. In addition, business-to guide for accounting personnel to convert the latest management concepts, in order to allow them to the company's development and customer satisfaction as the center, improve the ideological and moral awareness, enhance the positive and motivated employees work.

## **Conclusions**

In the network economy, the environment, the traditional financial management has been a lot of changes. Network Financial Management to make financial reporting more intuitive, accurate and high speed, so that employees, businesses and investors increasingly close links between this is conducive to the operation and development of enterprises. Enterprises in strengthening the promotion of financial and accounting aspects of professional quality, to make safety management and supervision, preventive measures, reduce errors, and provide a strong guarantee for the healthy development of financial accounting management.

## **References**

- [1] Li Yan. On the Development of Network Economy Financial Times [J]. financial sector (Academic Edition), 2012, 11: 174-175.
- [2] Wang Yaoxian. Study Financial Network Economy Development [J]. Modern economic information, 2015, 07: 195.
- [3] Wu Dongxia. Based on financial accounting development of network economy [J]. era of modern marketing (HEAD), 2015, 04: 103.
- [4] Liu Yehong. Analysis of Financial Accounting lancet Hung Development Networks Economy [J]. Science and technology entrepreneurs, 2013, 05: 230.