

Research on the Impact of Business Model Innovation on Financial Accounting Reform in the Information Age

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Keywords: Business model, Financial accounting, Information age

Abstract: Nowadays, China's information society has been gradually constructed, and industrial reform based on information technology has become a hot topic at the moment. The emergence of information technology has made business model innovation a norm, and Internet platforms have become the mainstream business model today. Due to the impact of business tacit innovation, China's financial accounting work has also undergone a certain degree of change. In order to meet the development needs of the times, financial accounting needs to abandon the impact of traditional ideas and carry out reform work based on the background of informatization. This article mainly analyzes the impact of business model innovation on financial accounting and specific reform measures.

1. Introduction

Introduction: In the context of the information age, China's scientific and technological level is steadily improving, creating more opportunities for various industries in the society, but also bringing a certain degree of impact to the development of the industry. In order to be able to be in the information trend occupying a favorable position under the influence of China, it is necessary to face up to the innovation of the business model and abandon the disadvantages brought by the traditional development model. The innovation of business model will inevitably have an impact on the reform of financial accounting. This article analyzes this problem in detail for the reference of relevant companies.

2. Business Model Innovation Based on Informatization

With the continuous improvement of China's social informatization, information technology has gradually integrated into people's lives and has become an inseparable part. At the same time, information technology has also become one of the important ways to promote social and economic development. The business model relying on information technology has higher information storage capacity, which can effectively promote the development of enterprises. In the context of the information explosion, business models have become the key to determining the success or failure of enterprises. Business model innovation can be divided into the following aspects: First, economic innovation. Second, innovation in business methods. Third, innovation in strategic development. The use of information technology as an auxiliary means has effectively improved the efficiency of business model innovation. Here we can take the investment industry as an example to illustrate the impact of information technology development on business model innovation. Since the investment industry has a very high degree of risk, enterprises need to carry out comprehensive planning before the project, estimate the risks that may exist during the investment period, and formulate corresponding response plans to effectively reduce the risk of enterprise investment to avoid enterprises Leaders influence the overall planning of the enterprise due to subjective and wrong judgments. Based on this, it is not difficult to see that in the context of the new era, business model innovation is inevitable and also extremely necessary [1].

3. Inadequacies in Corporate Financial and Accounting Work Today

The professional qualities and professionalism of financial personnel are relatively low. Affected by traditional financial management concepts, the financial personnel of most enterprises still follow the traditional form of accounting work, which not only seriously affects the operational efficiency of the enterprise, but also fails to Meet the needs of today's social development [2].

The limitations of traditional financial accounting work. In the past financial accounting work, regardless of the content of work or salary and compensation are fixed, it is difficult to mobilize the enthusiasm of financial personnel, which affects the quality of financial accounting work.

The development concept is lagging behind, and the company's financial accounting expectations have not been innovated with changes in social needs. Today, many companies' annual statements are brought in based on the template of the previous year, and few managers recognize the changes in financial accounting Importance. As a result, financial work can hardly play its role [3].

4. The Impact of Business Model Innovation on the Reform of Financial Accounting in the Information Age

4.1 Corporate Financial Accounting

In the context of the new era, information technology not only brings convenience to people 's lives, but also promotes the innovation of business models, and therefore indirectly affects the financial accounting work of enterprises. In the process of handling transactions, financial personnel not only need to start with the actual financial needs of the enterprise, but also need to take corresponding reforms according to changes in business models, which can fully reflect the role of information technology in enterprise financial management. The data information reflects the operation status of the enterprise, which can effectively protect the authenticity of the enterprise's financial accounting work. The factors that affect the financial accounting process mainly include the following aspects: The first is the positive impact. Since the investment company has no production link, the production cost can be ignored in the process of financial data analysis. At the same time, due to the emergence of the Internet platform, many investment projects are now available for online negotiation, thereby saving labor costs. On the other hand, it has a negative impact. Although online investment on the Internet can save most of the manpower and material resources, due to the strong competitiveness of online investment, companies need to invest more publicity costs, which will also inevitably cause the company's capital chain The impact of this will bring greater financial pressure to the enterprise. It makes the enterprise most likely to have financial risks in the subsequent production activities, affecting the relationship between the enterprise and consumers [4].

4.2 Transformation of Corporate Financial Accounting

Compared with traditional financial data analysis methods, financial data collection, analysis, and processing methods based on information technology have changed to varying degrees. In order to be able to meet today's market demands, companies need to make timely financial accounting transformations. From the perspective of the collection of financial data, under the traditional model, data information is usually stored in social platforms, and the data information is scattered and lacks systematization. From the research on the use of financial data, we can understand that the traditional data analysis method only stays on the surface, and the data processing time is longer, and the effectiveness is not high. The emergence of information technology has also resulted in effective innovation of financial data analysis methods, such as similar analysis methods and decision analysis, which are commonly used in corporate financial data analysis. At the same time, the emergence of information technology has effectively improved the enterprise financial data storage system. Since the company is bound to involve a lot of financial information during its operation, a complete and efficient financial management method can help the company avoid

financial risks. In the context of the new era, corporate financial accounting transformation is an inevitable trend. Therefore, Leaders of various enterprises need to face up to the problems existing in the development process of the enterprise, and at the same time combine the development needs of the market and make targeted rectifications for the deficiencies in the enterprise's financial accounting work in order to improve the economic benefits of the enterprise [5].

5. Important Measures for Corporate Financial Accounting Reform in the Information Age

From a macro perspective, it is not difficult to see that financial accounting has played a vital role in the development of the enterprise. Therefore, in order to meet the requirements of enterprise management in the new era, enterprises need to adopt corresponding innovative strategies for financial accounting work, so that they can not only meet the basic financial needs of the enterprise, but also effectively manage the financial data and operation of the enterprise. Control, especially for the management and allocation of enterprise capital chains, enables enterprises to maximize their benefits. Based on this, in the era of information technology, enterprises need to increase the degree of attention to financial and accounting changes, improve their relevance to business model innovation, and adopt scientific and rational means to promote the development of enterprises. In summary, in the process of implementing financial and accounting reforms, enterprises need to address the following aspects [6].

5.1 Improve Financial Accounting Data Analysis Platform

In order to enable enterprises to adapt to the development trend of the times, not only managers need to improve their own cognition, but also need companies to increase investment costs and further improve the financial accounting data analysis platform. The types of data processing are diverse, covering multiple forms such as audiovisual, documents, pictures, location information and customer evaluation. Scientific system design, analysis and processing of enterprise financial accounting content such as production planning, sales management, enterprise fixed assets, etc., can achieve high-quality and efficient data analysis. At the same time, it is necessary to ensure the applicability of the platform so that it can be used on any mobile terminal to ensure that relevant staff can process financial information in a timely manner [7].

5.2 Highlight the Basic Functions of Financial Accounting

The main purpose of enterprise financial accounting is to be able to effectively control and control the financial situation of the enterprise, and at the same time control the flow of enterprise capital chain in real time. Based on this, in order to promote the reform of corporate financial accounting, it is necessary for relevant staff to start with the basic functions of financial accounting and further improve accounting and accounting supervision. Only by doing the basic work well can we provide a solid business model innovation The basics. From another perspective, before an enterprise undertakes innovation work, it is necessary to first clarify the impact of business model innovation on the financial and accounting reform of the enterprise and the relationship between the two, and find out the fundamental problems affecting the development of the enterprise through in-depth analysis. Then according to the existing rules and regulations for targeted rectification, to improve the basic process of financial accounting work, so that all behaviors can follow the rules [8].

5.3 Improve Corporate Financial Reports

In general, the financial report of an enterprise not only reflects the operation status of the enterprise at the stage of its emergence, but also enables the enterprise manager to understand the financial risks existing during the development of the enterprise, thereby providing corresponding decision-making basis for it. Therefore, in the context of the information age, companies are required to further improve their financial reports, relying on information technology to perform basic analysis of the data in the financial statements, so that the company's financial statements can fully reflect the company's financial statements. Development status and development needs.

During the operation period of the enterprise, if there is any discrepancy between the data in the financial statements and the actual data, it must be corrected in a timely manner, and at the same time the reasons for the data discrepancy should be analyzed to avoid recurring errors. As the new era puts forward higher requirements for the development of enterprises, in order to be able to survive for a long time in the fiercely competitive market, enterprises need to improve the current financial reports, enhance the professional awareness of financial personnel, and conduct financial work reviews on time. In particular, it conducts on-time inspections of important projects under the enterprise's business model to avoid misreporting, omission, and concealment.

5.4 Establish an Assessment System to Train Professionals

Talent is the basis to ensure the smooth implementation of the policy, but during the actual operation of the enterprise, some companies still do not realize the importance of financial talent. Some financial personnel are not students of financial related majors, and they do not have financial work experience. Some even because of Job vacancies are directly allocated to other positions, which makes some financial personnel unable to do the work in their positions, which has a negative impact on the quality of the company's financial management. Therefore, in order to promote the enterprise's financial and accounting work, enterprises need to increase the recruitment requirements for financial personnel, and at the same time to train financial personnel on the job. At the same time, companies also need to take effective measures to enhance the enthusiasm of the staff, establish a corresponding accountability mechanism, and put the responsibilities on everyone. This can effectively prevent the relevant staff from escaping each other when financial problems occur, but the point to note when implementing this system is that the more serious responsibilities cannot fall on the head of the individual, and need to be shared by the entire department to ensure that The accountability mechanism can be implemented smoothly. At the same time, companies also need to regularly organize relevant training, the purpose is not only to improve the professional skills of staff, but also to cultivate their professional qualities. In order to effectively improve the professional standards of financial personnel, enterprises can also cooperate with relevant universities to provide high-quality financial accounting talents for enterprises.

5.5 Based on Information Technology, Enhance the Core Competitiveness of Enterprises

While developing technology, enterprises cannot ignore business model innovation. Because technological innovation requires time and cost, the financial accounting level of peer companies is about the same, and core competitiveness is also in the same range. Under such circumstances, in order to be able to stand out among many enterprises, it is necessary for enterprises to effectively improve their core competitiveness, make corresponding business decisions, and create a new business model. From the perspective of investing in enterprises, investment behavior can be divided into fixed investment and intangible investment, etc. Enterprises need to continue the actual situation of the investment industry today and formulate scientific and effective investment plans that meet the standards of the information age.

6. Conclusion

In summary, with the information age as the background for analysis, it is not difficult to see that the financial accounting reform is based on business model innovation, which involves many information technology methods. In order to promote the transformation of China's financial accounting, it is necessary for relevant companies to further improve the basic processes of financial accounting, actively introduce high-end financial talents, and improve the accuracy of financial data. If an enterprise can make changes in the above aspects, it is bound to enhance the core competitiveness of the enterprise, so that the enterprise can occupy a place in the fiercely competitive market, and at the same time it can bring out the innovation of the enterprise business model in the context of the information age.

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