

Research on Enterprise Accounting Informationization and Integration of Industry and Finance

Ruiting Zhu

Department of Accounting, Nanjing University of Science and Technology, Nanjing, China

17766104110@163.com

Abstract. The steady development of accounting informationization has become an inevitable requirement for the sustainable development of enterprises. The integration of industry and finance, as an effective way for enterprises to maintain business vitality and improve business efficiency in response to fierce market competition, is also gradually deepening. However, the current accounting informationization and industry financial integration still exist fragmentation, individualization, system is not strong and accounting personnel concept and quality and integration requirements gap between large and other issues. In this regard, this paper analyzes and discusses accounting informationization and business integration, mainly analyzes its functional role and specific implementation path. At the same time, it points out the implementation focus of the financial sharing center model to promote the integration of industry and finance, systematically explains the meaning of financial sharing and industry and finance integration, and further clarifies the relationship between the two and the promotion effect of financial sharing on industry and finance integration. On this basis, the problems existing in the process of enterprise industry-finance integration under the mode of financial sharing are deeply analyzed, countermeasures and suggestions are put forward to solve these problems, in order to provide certain guidance and reference for the development of enterprise industry-finance integration. At the same time, it is hoped that it can innovate financial management mode, help enterprises understand and promote the process of enterprise industry-finance integration management, keep up with the historical pace of data management and data operation, and realize the ultimate goal of maximizing enterprise value.

Keywords: Accounting informationization, industry and finance integration, financial sharing center.

1. Definition of accounting informationization and integration of industry and finance

1.1. Accounting informationization

Accounting informationization is to help enterprises understand and promote the process of enterprise financial integration management, keep up with the historical pace of data management and data operation, and realize the ultimate goal of maximizing enterprise value. Accounting informationization has two main characteristics, one is extensive, the other is developmental.

Accounting informationization is extensive. Every industry needs to collect and process relevant accounting information, so the most important feature of accounting information is its extensiveness. Secondly, in addition to some theories, the information content also includes many templates, which need to realize accounting informationization through information technology. Only by using information technology can the theory of accounting informationization be applied to many fields. And, on this basis, the accounting information theory can be more and more perfect, so as to apply to the financial management process of each enterprise.

Accounting informationization is developmental. Accounting informationization can not deal with the financial management problems in enterprises through simple information technology, each link of which has a typical development. So through reasonable methods to solve some problems existing in the structure of financial management, which will provide more reference for the integration of business, but also to improve the structure of financial management. The use of accounting informationization, financial management structure for continuous improvement, will be one of the important role of accounting informationization, while the external performance of enterprise

management structure adjustment and upgrading is the continuous development of accounting informationization.

1.2. Integration of industry and finance

Industry financial integration refers to the timely sharing of various data sources (such as business flow, capital flow, information flow, etc.) by business department and financial department using information technology and means, and jointly making a series of management activities such as planning, decision-making, control and evaluation based on the value goal in financial management to ensure the realization of enterprise value creation process.

In the process of carrying out the work of the business department, it is necessary to have the business thinking with the goal of maximizing the profit and value of the enterprise. At the same time, it is also necessary to strengthen the awareness of financial risks and reduce the losses caused by financial risks. While reducing losses for the company, it is also creating value. For the financial department, it is necessary to move the financial management work forward, connect it with the business department, scientifically analyze and predict the financial data, and help enterprises make more scientific strategic decisions. In addition, the integration of industry and finance can further promote the scientific and refined daily management of enterprises, which can also help to improve the economic benefits of enterprises to a certain extent. At the same time, enterprises implementing the integration of industry and finance should also accelerate the transformation and upgrading of financial management responsibilities, which will also further promote the development of industry and finance integration.

2. New problems faced by accounting informationization and industry-finance integration

2.1. There is still a certain gap between the current integration and the development requirements of the "14th Five-Year Plan"

The 14th Five-Year Plan period is a crucial period for China's progress from building a moderately prosperous society in all respects to basically realizing socialist modernization. This also puts forward higher requirements for the development of accounting, and the reform and development of accounting has entered a new stage. The Ministry of Finance has specially formulated the Outline of the Fourteenth Five-Year Plan for Accounting Reform and Development. It is clearly put forward in the Outline of the Plan: to effectively accelerate the pace of accounting and audit digital transformation, and steadily promote the construction of the accounting industry management integration platform. It is necessary to open up the data interface between different platforms, use the accounting industry management big data, and provide data support for improving the modernization of national governance system and governance capacity. At present, the integration of accounting informationization and business is still mainly in the state of fragmentation, individualization and mutual fragmentation, which fails to form a perfect platform system, no real integration, and there is still a great distance from the digital transformation proposed in the "Outline of the Plan".

2.2. The accounting function at the present stage is difficult to meet the requirements of integration

Although during the 13th Five-Year Plan period, financial departments have strengthened internal management, prevention and control of risks, introduced and improved management accounting system indicators and promoted electronic accounting, which promoted the transformation of traditional accounting functions to enterprise value and capital management and participation in strategic decision-making, it is undeniable that, Most of these works still focus on data collection, data analysis and providing financial analysis reports in the traditional sense, and are basically based on historical data to predict, which has a large lag and does not realize synchronization with the

business. At present, what we call the integration of accounting and business is to realize the synchronization of business data and financial data processing, sometimes even the same batch of data. Only in this way can the immediency of accounting function be realized, and then play a greater role in the realization of enterprise value.

Under the traditional department function architecture, functional departments have their own department responsibilities, including between the finance department and the business department, between the business department and the business department, the department boundary is clear, and the communication between each other is not enough, or even no communication. For the business with cross edges, all parties are usually unwilling to take the lead in dealing with the situation. When there is a problem in the operation of the enterprise, each department will stand alone in its own department's position to analyze the problem and put forward solutions that are beneficial to its own department. When enterprises investigate the causes of business failures, various departments tend to pass the buck to each other. The financial department and the business department have their own responsibilities. The responsibilities of the traditional enterprise financial department are more based on the post-analysis, accounting and supervision of historical financial data. Under the traditional department function orientation, the finance department does not need to maintain full communication with the business department, and only needs to wait until all business related information is passed to the finance department before it needs to do corresponding processing. Passive work and passive risk response, the conclusion of financial data analysis at this time is seriously lagging behind, or even distorted. The work goal of the business department is to complete the signing of a sales contract, the warehousing of a material, the research and development of a product, or the completion of a performance target, where each item is related to the financial work. The different work objectives of the departments lead to the low enthusiasm of the communication between the finance department and the business department in the whole economic business process, which hinders the process of the integration of industry and finance.

2.3. The quality and integration requirements of accounting personnel at the present stage are still relatively insufficient

The integration of accounting and business is not a simple superposition of the two, nor a simple splicing, but the comprehensive application of enterprise data flow, which affects the timeliness and effectiveness of enterprise strategic decision-making, so as to realize the continuous value of enterprises. These put forward higher requirements for the comprehensive quality of accounting personnel, accounting personnel is not only after the accounting and supervision, but also to go into the forefront of the specific business of the enterprise, and constantly adjust their work direction according to the business data. However, at present, our accounting personnel did not really realize the change of concept and the improvement of quality, but only adhere to accounting, analysis and prediction, and did not synchronize with the business. They are not even familiar with the business content, business characteristics and business processes, so they cannot realize the organic integration of the two.

Most financial personnel in enterprises are from finance-related majors, with strong professional level and financial risk awareness, but at the same time, there are also great financial professional defects, such as lack of divergent thinking, too cautious decision-making and so on.

Business personnel come from different professional backgrounds and have their own professional advantages, but lack basic financial knowledge and financial risk awareness. In the actual business activities of enterprises, business personnel do not combine financial management ideas in the process of handling specific business, without considering the potential financial risk, and finally the business process to the hands of financial personnel, because it does not meet the requirements of financial management ideas, is returned to re-processing, greatly affecting the overall efficiency of enterprise business processing, affecting the effect of enterprise management. Financial personnel and business personnel have different professional backgrounds and inconsistent ideas on the problem, which is the main obstacle in the integration of enterprise industry and finance management.

2.4. Concerns about the cost-benefit balance of industry-finance integration

Although enterprise financial integration management is helpful to improve the management level and decision-making efficiency of enterprises, enterprises will inevitably consider the relevant implementation costs when promoting industry financial integration.

The first is the human cost. The primary resource for the implementation of the integration of industry and finance is the financial team with comprehensive business capabilities. The creation of the financial team requires a certain cost of time and capital. Secondly, the cost of building the data sharing center of industry and finance integration, integrating all the business data and financial data of the enterprise, and the construction of the business information system is a huge information project, which needs to consume a lot of enterprise human resources and financial resources. The concern about the cost effectiveness of enterprise financial integration often hinders the determination of management to promote the implementation of industry financial integration.

3. The role of accounting informationization and industry financial integration

3.1. Improve the quality of accounting information

The introduction of accounting informationization in the business activities of enterprises can effectively collect and process the financial information in the business activities, so as to improve the feedback efficiency of accounting information and improve the quality of accounting information. Under the mode of accounting informationization and business integration, the collection and processing of accounting information is dynamic, which improves the efficiency of information transmission, and collects financial information and business information at multiple levels in a series of business activities of the enterprise, which can fully understand the business progress of the enterprise and ensure that the accounting information reflects the real business situation of the enterprise. Through accounting informationization, the efficient transmission of data can be realized, and therefore the labor cost can be reduced.

3.2. Contribute to the prevention and control of financial risks

Under the accounting informationization and business integration, the effective prevention and control of financial risks is easier to achieve. Because in this process, business data is collected in time, enterprises can timely supervise the progress of various businesses, predict and analyze potential risks in advance, so as to take timely control measures to prevent, control and remedy, and reduce the losses caused by financial risks to enterprises. When enterprise accounting informationization and business are not integrated, the prevention and control of financial risks cannot be deeply integrated into the daily operation of enterprises. After the implementation of accounting informationization and business integration, various business data can be collected in time to provide the basis for risk prevention and control.

3.3. Optimize allocation of financial resources

Under the accounting informationization and business integration, the effective prevention and control of financial risks is easier to achieve. Because in this process, business data is collected in time, enterprises can timely supervise the progress of various businesses, predict and analyze potential risks in advance, so as to take timely control measures to prevent, control and remedy, and reduce the losses caused by financial risks to enterprises. When enterprise accounting informationization and business are not integrated, the prevention and control of financial risks cannot be deeply integrated into the daily operation of enterprises. After the implementation of accounting informationization and business integration, various business data can be collected in time to provide the basis for risk prevention and control.

Under the accounting informationization and business integration, financial resources and business can be connected in time, so that financial resources are allocated to the corresponding business

activities, so as to realize the effective allocation of resources. Through the high integration of accounting informationization and business, enterprises can improve the financial management of enterprises, collect and process various information and data of enterprises more efficiently, and meet the needs of business for financial resources. According to the business demand for financial resources, it can also be more efficient to identify the key business that is of great help to the operation of the enterprise, so as to make reasonable tilt of financial resources, so as to improve the business performance of the enterprise.

4. Implementation path of enterprise accounting informationization and integration of industry and finance

4.1. Establish a high-quality operation team

Under the accounting informationization and business integration, the relationship between the accounting department and the business department is closer. In order to carry out efficient communication between departments, the enterprise should establish a high-quality professional team. First of all, it should pay attention to the cultivation of the comprehensive ability of the accounting personnel and the business personnel, and hold high-quality professional training courses regularly within the enterprise. Enrich and update the professional skill level of relevant personnel. Secondly, it is necessary to constantly accumulate and summarize experience in practice, because business personnel are in close contact with the market and have a better understanding of the business activities of the enterprise, so they should make efforts to improve the market share of the enterprise. And accounting personnel through the collection and collation of financial information, is conducive to the enterprise's comprehensive understanding of their own operating conditions, explore the potential, lack of understanding. Enterprises set up high-quality industry and finance integration team, requiring accounting personnel to have basic financial knowledge, but also to the business process of the enterprise also know, so as to provide financial help for the smooth development of various business activities.

4.2. Establish an efficient integration mechanism

In order to achieve a high degree of integration of accounting informationization and business, it is necessary to establish an integration mechanism to effectively connect the accounting department and business department of the enterprise to realize the full control of activities during the period. First of all, in today's information age, financial personnel should use information technology to actively promote the integration with the business department. When formulating financial goals and plans, we should consider the needs of the business department, so as to make the goals and plans feasible, and effectively transmit information to the business department. In the process of financial management, it is necessary to be able to identify the risk situation in time and solve it. We should also analyze the completion results of the business, summarize the experience and shortcomings, so as to improve the way. Secondly, the two should be combined with the actual work, the allocation of responsibilities and the formation of a relationship of mutual supervision, mutual promotion. Finally, in order to make the behavior of accounting personnel and business personnel conform to the norms, it is necessary to establish a set of unified work standards. The fusion of information is the basis of accounting informationization and business integration. Therefore, enterprises should reduce the probability of information asymmetry by establishing and improving the information platform.

4.3. Improve the supervision and evaluation mechanism

Enterprises need to effectively control accounting informationization and business integration by improving the supervision and evaluation mechanism, and stimulate the enthusiasm of financial and accounting personnel and business personnel to participate. Enterprises should also incorporate performance indicators into the assessment standards of accounting personnel and business personnel,

so that they can accurately evaluate the completion of the work of relevant personnel, avoid the operation mistakes of some staff members and accounting fraud for personal interests, so as to realize the effective supervision of the behavior of accounting personnel and business personnel. At the same time, we should also pay attention to the division of responsibilities of the relevant personnel, and allocate the relevant personnel responsible for each process, so that the department's position, efficient cooperation to complete the work. In addition, it is necessary to improve the risk prevention and control system, effectively prevent the risk, and take timely measures to deal with the occurrence of the risk, and establish a complete set of pre-event, in-event and post-event supervision system.

4.4. Strengthen the construction of accounting and business information systems

Only by docking accounting information systems and business systems can we ensure the sharing of data and information between them. If the information system of the enterprise and the business system itself can not be integrated, then the enterprise can realize the docking of the two by establishing another independent data conversion platform. However, this method can only dock part of important information and is not comprehensive enough. In addition, enterprises can also through the ERP system, this way can make the accounting information and financial information perfect match, therefore, enterprises can choose according to their own strength and to achieve the effect. Under the background of big smart cloud, financial sharing service mode can also be used to achieve the integration of industry and finance system.

5. The solution of industry and finance integration in the new era: financial sharing service model

5.1. Definition of financial sharing

Financial sharing service mode is a distributed management mode that relies on information technology, takes financial business process processing as the foundation, optimizes organizational structure, standardizes process, improves process efficiency, reduces operating costs or creates value, and provides professional production services for internal and external customers from the perspective of market. Through this mode, the scattered and repetitive business of each business unit of the enterprise can be integrated into the shared service center, and the limited resources and energy of the enterprise can be focused on the core business, and the purpose of integrating resources, reducing costs, improving quality and serving customers can be achieved.

Through this model, multi-directional industry and finance integration of financial accounting, financial management, management accounting, fiscal and tax management, shared services, reporting and merging can be realized, and it needs to be implemented from four dimensions of data management, shared services, design guidance, and thinking change.

5.2. Relationship between financial sharing and industry-finance integration

The main purpose of financial sharing is to optimize the workflow of enterprise financial management, change the organizational structure and further improve the work efficiency by relying on information technology, so as to maximize the value of the enterprise, while the integration of industry and finance is the process of process reengineering. The relationship between financial sharing and financial integration is mutually promoting.

First of all, financial sharing is the basis of industry-financial integration. Only by establishing a financial sharing center and realizing financial sharing can enterprises transfer relevant business information to the financial staff in a more timely manner, so that the financial staff can integrate and analyze the relevant information and data based on these business information, and draw certain conclusions, which are provided to the enterprise management. Management personnel can formulate and improve the relevant decisions and systems, and then help the development of enterprise industry financial integration.

Secondly, the integration of industry and finance is the key element of financial sharing. Specifically, the integration of industry and finance actually determines whether the financial work and business workflow reengineering of the enterprise can be realized. If the enterprise fails to successfully realize the integration of industry and finance, it will hinder financial sharing and communication between departments to a certain extent, thereby reducing the role of financial sharing. All in all, financial sharing and industry financial integration are inseparable, and enterprises must develop both at the same time. The mutual promotion of the two can help enterprises to further realize the business and financial process reengineering, improve the work efficiency between various departments of the enterprise, so as to help enterprises gain a firm foothold and develop steadily in the era of big data.

5.3. Development strategies of industry and finance integration under financial sharing

5.3.1 Improve the system construction

For enterprises to carry out standardized management and standardization construction, an important foundation and means need a perfect system. Due to the fact that many enterprises are still in the initial stage of industry and finance integration, they are not familiar with financial sharing and related business and process of industry and finance integration, which leads to the weak construction of relevant system. The system construction is not perfect, on the one hand, it will hinder the development of enterprise financial sharing and industry financial integration from the root; On the other hand, it reflects the imperfect internal supervision of enterprises, which further hinders the implementation of enterprise financial integration. Therefore, when establishing a financial sharing center and realizing the integration of industry and finance, enterprises should pay attention to the construction and improvement of the system and pay attention to the construction of the relevant management mechanism. At the same time, enterprise managers and staff of various departments should clarify the management mode of industry and finance integration, strengthen the internal supervision and control of the enterprise, so that the enterprise's industry and finance integration management level can be effectively improved.

5.3.2 Deepen enterprise system integration

The core of financial sharing is to realize information sharing. In the process of information sharing, data analysis platform should be established to simplify the operation and reduce the phenomenon of repeated entry of data, try to ensure that the data is processed once and then used by various departments to prevent the waste of time in secondary processing. In the process of information sharing, data analysis platform should be established to simplify the operation and reduce the phenomenon of repeated entry of data. Try to ensure that the data will be processed once and then used by various departments to prevent the waste of time in the secondary processing. At the same time, the data analysis platform can be used to further mine and analyze the initial data of the enterprise, obtain valuable information and provide it to the enterprise management, and the management can make relevant management decisions based on it. In addition, through the means of information technology, the financial sharing center of the enterprise can be integrated with the production system, asset management system, invoice system, and budget management system to ensure that the data of the enterprise can achieve the maximum degree of sharing, and further promote the organic integration of the enterprise's business chain and value chain, thereby boosting the development of the integration of industry and finance.

5.3.3 Adhere to value-driven

In the financial sharing mode, the financial management of enterprises is no longer simply the traditional financial accounting work. The establishment of financial sharing center helps enterprises form a financial data information center. The establishment of the financial sharing center must adhere to the value creation as the guidance, give play to the innovation leading role of the center, and constantly improve the management level and management efficiency of the enterprise. Through

the establishment of financial sharing center, it can help enterprises transform those repetitive and homogeneous work from the original decentralized processing to centralized processing, so as to reduce the operating cost of enterprises. At the same time, it also strengthens the financial supervision and control of enterprises, which helps enterprises to realize process optimization and further find value creation points. While meeting the needs of stakeholders and customers, the integration of industry and finance can generate huge synergy to help enterprises realize their development strategies as soon as possible.

5.3.4 Improve business quality

In the era of big data, financial sharing gradually realizes the organic integration of enterprise business and financial work, which also brings certain challenges to traditional financial management. In the traditional financial work, financial staff only need to be familiar with the relevant work of financial accounting, but now it is far from enough. The financial personnel of the enterprise not only need the basic financial accounting ability, but also have an understanding of the front-end business, and master a certain professional foundation. At the same time, they also need to have the ability to analyze the original data generated by the financial department, and find the potential risks, so as to report them to the management in time for control. In addition, enterprises should also carry out continuing education activities and special training on a regular basis. While improving the professional quality of the original staff, they should also actively establish a professional industry consortium team to further help enterprises realize the integration of industry and finance.

5.3.5 Establish a good communication mechanism

In today's reality, the financial and business of many enterprises are often separated, and departments uphold their own principles and processes to carry out work, lacking effective communication, which is obviously difficult to adapt to the current development. Therefore, enterprises must establish a good communication mechanism. On the one hand, enterprise personnel need to change the traditional concept, can not be limited to the work within the department, to rely on the financial sharing center, and establish an effective connection between various departments, gradually blurring the boundaries between departments; On the other hand, enterprises should establish unified standards based on the principle of financial sharing to ensure that the differences between various departments are gradually reduced, and the effective interaction between finance and business is strengthened, so as to further promote the integration of industry and finance.

6. Summary

Social and economic development and the continuous progress of information technology such as "big wisdom cloud", put forward more requirements for enterprises. In order to improve the ability to resist risk in the market, the majority of accounting personnel should fully realize the importance of the integration of accounting and business, recognize their own shortcomings, and constantly improve their own quality. On the basis of qualitative change in thinking, learn to use accounting informationization and business integration mode to manage enterprises, such as the use of financial sharing center to improve the level of enterprise financial management, so as to improve the operating conditions of enterprises. This paper discusses the role of enterprise accounting informationization and integration of industry and finance, including improving the quality of accounting information, helping to prevent and control financial risks, and optimizing the allocation of financial resources. On this basis, this paper analyzes the specific implementation path of enterprise accounting informationization and integration of industry and finance: Establish a high-quality operation team, establish an efficient integration mechanism, improve the supervision and evaluation mechanism, and strengthen the construction of accounting and business information systems. In addition, this paper further expounds that the financial sharing service model, as a solution to realize the integration of industry and finance, needs to be implemented from four dimensions of data management, shared services, design guidance, and thinking change. It is hoped that it can provide reference for enterprises

to carry out accounting informationization and business integration, and provide solutions for the realization of industry and finance integration in the new era.

References

- [1] Li Yan. Discussion on the impact of accounting informationization on enterprise Financial Management [J]. China Township Enterprise Accounting, 2022(03): 163-165.
- [2] Liu Ying. Discussion on the Construction of Enterprise accounting informationization in the new Era [J]. Economist, 2022(02): 72-73.
- [3] Li Liang. On the Development Strategy of Financial Cloud in the era of "Internet +" accounting Informationization [J]. Modern Business, 2021(36): 181-183. DOI: 10.2021.36.056.
- [4] Cao L. Accounting information management based on financial sharing service [J]. Science and Technology Information, 2021, 19(30): 73-75. DOI: 10.1672-3791.
- [5] Xia L L. Research on management accounting informationization based on financial sharing service [J]. China Sanjing, 2021(18): 98-100.
- [6] Yan Shiwen. Analysis of the development trend of accounting informationization based on the background of big data era [J]. Investment and Entrepreneurship, 2021, 32(17): 77-79.