

# Analysis of Enterprise Financial Management under the Trend of Intelligent Accounting

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**Abstract:** Enterprise accounting is affected by the development of intelligent technology, and enterprise financial management should constantly innovate methods. Financial management is a very important link in the development of enterprises, the quality and level of financial management work will directly affect the speed of enterprise development. Enterprise financial management must advance with the times, to give full play to the role of the new era of intelligent technology, enterprises should actively introduce intelligent talents in the process of development, Intelligent talent to play in the role of financial management work, constantly innovate the methods of financial management work, continuously improve the quality of enterprise financial management work.

**Keywords :** Accounting; Intelligent; Enterprise; The financial management; Countermeasures

The new era of intelligent technology in the continuous development and maturity, and is being widely used in all aspects of social production and life. In the new era, enterprises of all kinds widely use intelligent technology, keep intelligent technology combined with enterprise production and management, thus, Constantly improve the quality and level of enterprise development<sup>[1]</sup>. Especially, the development of enterprises in the new era is facing new challenges, To usher in new opportunities, we must use intelligent technology to realize the transformation of enterprise financial management and improve the quality of enterprise financial management. On the basis of improving the quality of the financial management of enterprises, the level of financial management should be improved to provide good conditions for the high speed and high quality development of enterprises.

## 1. The reasons for the analysis of enterprise financial management under the trend of accounting intelligence

### 1.1 Objective requirement of market economy to modern enterprise development

In the process of enterprise development, financial management is a very important link, but also an aspect of enterprise accounting work must be paid attention to. Through the development of enterprise financial management, it can predict the future development of the enterprise, as well as the future business activities of the enterprise. Enterprise financial management using modern intelligent technology, promoting the development of management accounting can more accurately predict the future development of enterprises. The use of intelligent technology can further improve the efficiency and level of management accounting work, and promote the high quality of enterprise financial management work<sup>[2]</sup>. With the development of market economy, the level of intelligent information technology is constantly improving, enterprises must constantly promote the innovation of financial management according to the development, changes and requirements of market economy, Play the role of intelligent technology, realize the enterprise financial management work method innovation, realize the enterprise financial management work quality improvement.

### 1.2 The traditional financial management of enterprises has certain defects

With the development of enterprises, operators gradually realize that traditional financial management relying on manual work has certain limitations, lead to the quality of enterprise financial management work can not be improved. The financial accounting model that enterprises begin to use, in the process of financial management, it is difficult for enterprise staff to collect financial data, and financial reports are also limited by time factors. Financial accounting mode, is generally a month, quarter, or is in financial data, and then, conduct financial reporting, for a long time, which makes it impossible to reflect the financial data of sharpness. Enterprises can not accurately obtain market dynamics from financial data, which will affect the development of enterprise decision-making work, ultimately, it will affect the development of the enterprise. Especially under the background of the new era, the development and progress of intelligent information technology, In the process of enterprise financial management, it is necessary to use intelligent technology, only by conforming to the social development trend of the new era and actively using intelligent technology can enterprises achieve development and progress. The intelligent technology into the enterprise financial management, so as to timely and accurate grasp of financial information, only in this way can we correctly grasp the market development dynamics, do a good job in the control of enterprise financial management, and do a good job in the dynamic prediction of enterprise finance.

### **1.3 The development of enterprises must use intelligent technology**

In order to achieve high level and high quality development, enterprises in the new era must make good use of the new era intelligent technology according to the needs of the development of the era, with the support and help of new technology, high quality development of enterprises can be realized. In the process of the development of modern enterprises, the market structure has undergone tremendous changes, and the industrial structure is also changing constantly. The competitive pressure faced by enterprises in the process of development is also increasing, which requires enterprises to make new changes in the process of development<sup>[3]</sup>. Financial management plays an important role in the development of enterprises, Through the collection and analysis of financial data, can predict the specific situation of enterprise development, but also to understand the strengths and weaknesses of enterprises, and even, can accurately grasp the market dynamics. Therefore, enterprises in the process of development must do a good job in financial management, especially to use modern intelligent technology to carry out enterprise financial management, to achieve enterprise financial management information, modern development, to provide sufficient conditions and sufficient power for the long-term development of enterprises.

## **2. Analysis of the main problems existing in the financial management of enterprises under the trend of accounting intelligence**

### **2.1 Enterprise financial management work has not established a perfect working mechanism**

In the process of enterprise development, the enterprise financial management mechanism is not perfect, which leads to the transformation and upgrading of enterprise financial management work lack of system and mechanism guarantee, which will lead to the transformation and upgrading of enterprise financial management work. The enterprise financial management mechanism is not perfect, so it will lead to the enterprise financial management work can not be orderly. Now many enterprises still adhere to the use of traditional financial accounting mode, which will lead to the enterprise financial management work can not be carried out in high quality. Some companies have only a few financial accounting positions, such as accountant, cashier or financial manager. However, the position of management accounting is not set up, which leads to the enterprise financial management work mode can not be orderly. Enterprises also have problems in the system construction, the enterprise system is lagging and one-sided, and the innovation of the enterprise system is not enough, the enterprise system does not match the requirements of the management accounting work, which leads to the financial management work cannot be transformed.

### **2.2 Lack of intelligent talents in enterprise financial management**

In the process of enterprise development can not leave professional high-quality talents, especially the financial management of enterprises to play the role of intelligent technology, It is necessary to let intelligent technology to carry out financial management. For now, however, Enterprise ignored in the process of the development of intelligent technology introduction and training of professional talents, especially the enterprise financial management personnel in the intelligent technology of lack of knowledge and ability, It is difficult to integrate intelligent technology into enterprise financial management. In the process of development, enterprises do not pay attention to the training of intelligent technical personnel, which makes the lack of high-quality talents in financial management, which also causes certain difficulties for the promotion of financial management. Enterprise financial management personnel lack financial knowledge, financial accounting knowledge, intelligent technology and other related knowledge, lack of ability, comprehensive quality is not high, which leads to the financial management work mode can not be promoted.

### **2.3 Enterprise financial management staff concept backward**

Enterprise financial management staff did not according to the needs of the development of The Times, constantly update the concept of financial management, take the initiative to promote the innovation and development of enterprise financial management. The staff of the financial management department of the enterprise must do a good job in sorting out and accounting financial data in the process of carrying out specific work, but, the staff of the financial management department of the enterprise ignores the communication and contact with other departments in the specific operation process, on the financial report information and feedback problems, which makes it impossible to play to the role of the financial data information, will also bring certain restriction function to enterprise development. Some enterprises lack management consciousness in financial aspects, and do not implement the financial management of enterprises according to the relevant provisions of enterprise development. Enterprise financial management personnel do not fully realize the important role of financial information data for the development of the whole enterprise, and do not pay attention to the development of enterprise financial management. Now the government has issued relevant policies to encourage the transformation and upgrading of the financial management of enterprises, but the financial management personnel of enterprises do not carry out the financial management work in accordance with the requirements, which leads to the transformation and upgrading effect of the financial management is not obvious.

## **3. Analysis of countermeasures to promote enterprise financial management under the trend of accounting intelligence**

### **3.1 Cultivate high quality enterprise financial management personnel**

In the process of enterprise development, we must pay attention to the cultivation and introduction of high-quality talents, especially high-quality talents in enterprise financial management. We should pay attention to the cultivation of financial knowledge, financial accounting knowledge and intelligent technology of enterprise financial management personnel, so that financial data management personnel can master and use financial knowledge, financial accounting knowledge and intelligent technology, and constantly improve the comprehensive quality of enterprise financial management personnel, improve the working ability of enterprise financial management personnel. In the process of development, enterprises should pay attention to the introduction of high-quality talents, strengthen the cooperation with colleges and universities, and actively introduce high-quality talents from schools. At the same time,

in the process of development, enterprises should also pay attention to the training of employees, strengthen the study of theoretical knowledge of employees, but also strengthen the training of financial management ability of employees, especially to pay attention to the cultivation of intelligent technology application ability of employees. Enterprises in the process of organization and operation in a planned, purposeful training of enterprise financial management personnel, strengthen the learning of enterprise employees, in the continuous learning to promote enterprise employees rich knowledge, ability to improve, ability to enhance. Especially for corporate finance managers, to establish the learning system of enterprise financial management personnel, according to the actual situation of the work of enterprise financial management personnel, determine the regular learning time of enterprise financial personnel, do a good job in the training of enterprise financial management personnel, and constantly improve the ability of enterprise financial management personnel, especially constantly improve the ability of enterprise financial management personnel to use intelligent technology.

### **3.2 Enterprise financial managers should establish a new concept of intelligent financial management**

In the process of enterprise development, to integrate intelligence into enterprise financial management, enterprise financial managers must innovate their own financial management ideas, and constantly promote enterprise financial management to advance with The Times. Enterprise financial managers should clarify the requirements of the development of The Times, understand the important role of intelligent technology, especially to see the positive role of intelligent technology in the process of combining social production and life practice. Enterprise financial managers must consciously learn intelligent technology, to have the consciousness of integrating intelligent technology into enterprise financial management, to understand the necessity of promoting the transformation and upgrading of enterprise financial management under the conditions of the new era, understand the development trend of enterprise financial management, so that the enterprise financial management personnel can actively promote the financial management work towards the direction of social requirements, can promote the progress of enterprise financial management. Enterprise financial management personnel should know the important role of financial management, understand the enthusiasm of financial management for enterprise accounting work efficiency improvement. Enterprise financial management personnel should have a certain awareness of information technology, to understand that enterprises adapt to the development of The Times, we must improve enterprise information technology ability, especially the improvement of information collection and processing ability. We should take the initiative to combine intelligent information technology with financial management, promote the innovation and development of enterprise financial management, and make enterprise financial management adapt to the needs of social development. We should also actively innovate the concept of enterprise financial management, constantly innovate the methods of enterprise financial management, and improve the level of enterprise financial management.

### **3.3 Construct perfect enterprise financial management mechanism**

In the process of enterprise development, we must strive to improve the system and mechanism of our own work, especially the establishment and improvement of enterprise financial management mechanism. Under the guidance of improving the enterprise financial management mechanism, the enterprise can carry out the enterprise financial management in an orderly manner, and can efficiently complete the enterprise financial management. Enterprise financial management mechanism can guide the financial staff to engage in financial management work strictly in accordance with the requirements, can realize the supervision of financial management personnel, guide enterprise financial management personnel to regulate their own behavior, and constantly improve the ability and level of enterprise financial management personnel to complete the financial management work. In enterprise financial management mechanism and system in the process of develop, from the reality of enterprise financial management work, to understand that every link of enterprise financial management work involved, understand financial management work each step and the issues should be paid attention to, then, for each link request work. Then the enterprise financial management work each link needs to achieve the requirements of systematic, theoretical summary, so as to form the enterprise financial management system and mechanism.

## **Conclusion**

In the process of development, enterprises must attach importance to the development of enterprise financial management, and constantly improve the quality and level of enterprise financial management, so that the financial management of enterprises and the requirements of the intelligent era, to provide the basic conditions for the high-quality development of enterprises.

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