

Analysis of enterprise management accounting transformation strategy under the integration of industry and finance

Min Hu

Hainan Vocational University of Science and Technology, Hainan 571126, China

Abstract: Through the overview of the integration of industry and finance, this paper analyzes the challenges faced by the transformation of enterprise management accounting, and in response to these challenges, puts forward four feasible strategies to enhance personnel management awareness, strengthen the application of information technology, improve the internal control system and change the concept of financial work, hoping to further promote the successful transformation of enterprise management accounting.

Keywords: Integration of Industry and Finance; Management Accounting Transformation; Feasible Strategy

Introduction

In today's competitive business environment, the integration of industry and finance has become an important means for enterprises to improve management efficiency and scientific decision-making. As an important part of the internal management of enterprises, management accounting's transformation to adapt to the trend of the integration of industry and finance has a key significance for the sustainable development of enterprises. In-depth research on the strategy of enterprise management accounting transformation under the combination of industry and finance is helpful for enterprises to better cope with market changes and achieve value creation and strategic goals.

1. Overview of industry and finance integration

The integration of industry and finance refers to the close combination of business activities and financial activities of enterprises, breaking the barriers between business and financial departments, and realizing information sharing, process collaboration and value co-creation. Through the integration of industry and finance, the finance department can have an in-depth understanding of business processes and operations, and provide more targeted and forward-looking financial support for business decisions; Business units also have a better understanding of financial metrics and requirements to optimize business activities and improve resource efficiency and economic efficiency.

2. Challenges facing the transformation of enterprise management accounting under the integration of industry and finance

2.1 The application degree of management accounting informatization is low

At present, the application degree of management accounting informatization in many enterprises is still low. First of all, there is an island phenomenon in the information system inside the enterprise, and there is a lack of effective integration and data sharing between the business system and the financial system, resulting in the information transmission is not timely and inaccurate. Secondly, the financial software used by some enterprises has a single function, which can not meet the needs of management accounting in data analysis, forecasting and decision support. Finally, enterprises' insufficient investment in informatization construction and lack of professional information technology talents also restrict the development of management accounting informatization ^[1].

2.2 The work management objectives of business and financial departments are not uniform

Business units usually focus on short-term business results and performance growth with the main goals of completing sales tasks, increasing market share and launching new products. The financial department pays more attention to the company's financial situation, capital security, cost control and long-term profitability, emphasizing risk prevention and financial compliance. This kind of disunity of goals is easy to lead to conflicts and contradictions between departments, and it is difficult to reach a consensus in resource allocation and project decision-making. 2.3 The financial management model does not match the accounting requirements for the integration of industry and finance

Under the background of the integration of industry and finance, management accounting needs to be deeply involved in the business process of enterprises and provide financial support and decision-making services for the whole process. However, the existing financial management mode has many inadequacies in organizational structure, process design, personnel allocation and other aspects, resulting in poor communication and coordination between financial departments and business departments, lagging information transmission, and difficult to play the role of management accounting in value creation and risk control.

2.3 The financial management model does not match the accounting requirements for the integration of industry and finance

Under the background of the integration of industry and finance, management accounting needs to be deeply involved in the business process of enterprises and provide financial support and decision-making services for the whole process. However, the existing financial management mode has many inadequacies in organizational structure, process design, personnel allocation and other aspects, resulting in poor communication and coordination between financial departments and business departments, lagging information transmission, and difficult to play the role of management accounting in value creation and risk control.

3. Feasible strategies for enterprise management accounting transformation under the background of industry and finance integration

3.1 Enhance enterprise personnel's awareness of integrated management of industry and finance

In order to realize the transformation of enterprise management accounting, first of all, we need to enhance the management consciousness of the integration of industry and finance. The top management of the enterprise should fully realize the importance of the integration of industry and finance for the development of the enterprise, and regard it as an important part of the enterprise strategy. Through the organization of training, internal publicity and other ways to convey the concept and goal of industry and finance integration to all employees, so that everyone understands that industry and finance integration is not a simple addition of business departments and financial departments, but to achieve deep integration and collaborative development. For business personnel, financial knowledge training should be strengthened to make them understand the basic financial concepts, financial indicators and financial analysis methods, so that they can consciously consider financial factors when carrying out business activities, and improve the scientific and rational business decisions. For financial personnel, it is necessary to encourage them to go deep into the business line, understand the business process and business needs, and improve the pertinence and effectiveness of financial services. At the same time, establish a cross-departmental communication mechanism and collaboration platform to promote information exchange and experience sharing between business departments and financial departments, and form a good atmosphere for the integration of industry and finance.

3.2 Strengthen the application of technology represented by information technology

In order to promote the integration of industry and finance and the transformation of management accounting, enterprises should increase the investment and application of information technology. First of all, the existing information system is integrated and optimized to break the barriers between the business system and the financial system to achieve real-time data sharing and seamless docking. Secondly, enterprises need to actively introduce advanced financial management software and data analysis tools, such as enterprise resource planning (ERP) systems, business intelligence (BI) tools, etc., to enhance the ability of management accounting in data processing, analysis and forecasting. Big data technology and artificial intelligence algorithm are used to mine and analyze massive data, find potential business opportunities and risk points, and provide accurate basis for corporate decision-making. Finally, it is necessary to strengthen information security management and establish a sound data protection mechanism and risk prevention system to ensure the security and stability of enterprise data ^[2].

3.3 Improve the internal control system of the enterprise and optimize the business and financial management process

Enterprises should establish a sound internal control system, clarify the responsibilities and authority of various departments and posts, standardize business and financial processes, and strengthen the control of key links and risk points. In terms of business processes, core business processes such as procurement, sales and production are optimized, unnecessary links and process redundancy are eliminated, and business operation efficiency is improved. At the same time, the financial control node is embedded into the business process to realize the real-time monitoring and risk warning of the business. In terms of financial management process, establish a value-creation-oriented financial management process, and strengthen the coordination of budget management, cost management, and fund management. Through the implementation of comprehensive budget management, the strategic objectives of the enterprise are decomposed into specific budget indicators, and implemented in each department and business links, so as to achieve reasonable allocation and effective use of resources.

3.4 Change the financial work concept to ensure that it matches the management accounting objectives

As the core department of enterprise management accounting transformation, financial department should actively change its working concept from traditional financial accounting and statement preparation to value creation and decision support. Financial personnel should establish strategic thinking and overall concept, deeply understand the strategic planning and business development direction of the enterprise, and provide financial analysis and suggestions for the strategic decision of the enterprise. Strengthen the focus on forward-looking financial indicators, such as market share growth, customer satisfaction, new product research and development investment, and not just limited to traditional financial indicators. Through the analysis and prediction of these forward-looking indicators, it can provide strong financial support for the enterprise's business expansion and innovation. At the same time, the financial department should actively participate in the risk management of the enterprise, establish and improve the risk assessment and early warning mechanism, and discover and respond to various risks in a timely manner. Strengthen cooperation with business departments to jointly develop risk management strategies and control risks within an acceptable range ^[3].

Conclusion

To sum up, the integration of industry and finance is the inevitable trend of the development of enterprise management, and the transformation of management accounting is the key measure for enterprises to adapt to this trend. In the face of the challenges in the process of transformation, enterprises need to develop practical strategies from the aspects of enhancing personnel awareness, strengthening technology application, improving internal control system and changing the concept of financial work. Only in this way can enterprises achieve sustainable development in the fierce market competition and continuously improve their value creation ability and core competitiveness.

References

- [1] Zhong Qinduo. Research on the Application value of Enterprise financial Integration in the transformation of management accounting [J]. *Modern Commerce*, 2022,24 (15): 159-162.
- [2] Liu Junlong. Research on the integration of Enterprise financial Accounting and Management Accounting under the New Economic Situation [J]. *Finance*, 2024,42 (15): 111-113.
- [3] Wang Xinchun. Research on the strategy of enterprises in promoting the integration of financial accounting and management accounting [J]. *Investment and Entrepreneurship*, 2022,33 (7): 83-85.