

# Thinking about the digital transformation of enterprise accounting in the digital economy era

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**Abstract:** In the era of digital economy, the social environment faced by enterprises has undergone great changes, and enterprises are facing more fierce social competition. As the front-line personnel of enterprise financial management, the work of accounting personnel is facing great challenges. This paper discusses the influence of digital economy era on enterprise accounting, and puts forward the specific strategy of digital transformation of enterprise accounting in digital economy era for reference.

**Keywords:** Digital Economy Era; Enterprise Accounting Personnel; Digital Transformation

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In the era of digital economy, the rapid development of digital technology has had a profound impact on all walks of life, and the way of enterprise management has undergone profound changes, and the field of enterprise accounting is no exception. Accounting work is the core work of enterprise management, closely related to the financial management of enterprises, related to the smooth operation of enterprises, and provide key data support for the decision-making of enterprises<sup>[1]</sup>. In the age of digital intelligence, the wide application of advanced technologies such as big data, cloud computing and artificial intelligence makes enterprise accounting more efficient and convenient, and also puts forward higher requirements for enterprise accounting personnel. Therefore, enterprises should pay attention to promoting the digital transformation of accounting personnel, improve the quality of accounting work, and promote the sustainable development of enterprises.

## 1. The impact of digital economy era on enterprise accounting

### 1.1 Improved skill requirements

In the era of digital economy, data is the key factor to promote the development of enterprises, and the enterprise data is growing explosively. Enterprise accountants must master big data analysis skills in order to extract valuable information from massive data and provide data support for enterprise decision-making. Enterprise accountants need to master the operation skills of ERP, CRM, SCM and other new information systems to improve the efficiency and quality of accounting work. Enterprise accountants need to have innovative consciousness and can take the initiative to innovate loss accounting. Accountants need to have a digital mindset, be able to look at the business from a data perspective, and be proactive in using digital technologies to do their work. Enterprise accountants need to establish a sense of lifelong learning, and constantly learn and master new digital technologies and new working methods to adapt to the changes of the digital economy era.

### 1.2 Job role change

In the traditional enterprise management mode, the work content of enterprise accounting is mainly budget, cashier, statistics and other financial related work content, in order to complete the task assigned by the enterprise manager. However, in the era of digital economy, enterprise accountants are not only simple financial data recorder and reporter, but also to analyze the valuable information contained in the enterprise financial data and provide valuable information for enterprise decision-making. In the era of digital economy, the dependence of enterprises on financial data increases, and accounting work is more important. Accountants need to be more involved in the decision-making process of enterprises, transforming from traditional financial accounting to management accounting<sup>[2]</sup>.

### 1.3 Working mode changes

In the era of digital economy, digital technology has prompted changes in the working methods of accounting work in enterprises. With the development of digital technologies such as mobile Internet and cloud computing, digital office has gradually become the normal work of accounting personnel in enterprises, improving work efficiency and flexibility. The application of financial robot software helps enterprise

accounting personnel to complete the basic accounting work, so that accounting personnel have more energy to engage in data analysis, enterprise management and other higher-level work. Moreover, in the accounting work, accountants need to carry out cross-departmental cooperation, which breaks the information island of each department. However, in the digital working environment, with the increase of the amount of enterprise data, the problem of data security is becoming increasingly prominent, which puts forward higher requirements for the security awareness and professional ethics of accounting personnel.

## **2. Thinking about the digital transformation of enterprise accounting in the era of digital economy**

### **2.1 Change thinking mode and establish digital thinking**

Enterprises need to help accountants to deeply understand the characteristics of the digital economy, so that accountants can realize the importance of data to the development of enterprises, as well as the importance of digital technology in improving the efficiency and quality of enterprise accounting work and improving the quality of enterprise operations. To this end, enterprises need to organize digital work mobilization meetings of accounting personnel to help accounting personnel establish digital thinking. At the same time, enterprises should cultivate the behavior habits of accounting personnel to carry out digital accounting work. In the early stage, digital work can be included in the daily work system of accounting personnel, and urge accounting personnel to master digital skills as soon as possible.

In the era of digital economy, the update of digital technology is extremely fast, accounting personnel need to maintain a lifelong learning attitude, keep up with the pace of The Times, and actively participate in the relevant training organized by enterprises, skills examinations related to accounting work, reading literature related to accounting work, etc., so as to constantly improve their professional quality. In the era of digital economy, the use of numerous intelligent software will force accountants to constantly improve their skills. If accountants in enterprises cannot maintain a positive learning attitude and actively learn, they will eventually be eliminated by enterprises and society<sup>[3]</sup>.

### **2.2 Strengthen the training of accounting personnel and improve accounting literacy**

Enterprises should strengthen the training of accounting personnel and cultivate the composite accounting talents needed to adapt to the development of enterprises in the digital economy era. To this end, the enterprise should develop a systematic, complete and standardized training plan according to its own strategic needs, and clarify the training content, training personnel, training time and training frequency. The training content should include accounting professional knowledge, operation skills of accounting digital system, big data analysis ability, professional ethics, data security awareness, etc. The digital technical content should change with the change of technology to ensure that accounting personnel can master the cutting-edge knowledge. Enterprises should invite experts or front-line accounting personnel with advanced work experience to participate in training to provide professional training guarantees for accounting personnel. In addition to theoretical learning, enterprises should also organize practical exercises, so that accounting personnel can apply the knowledge to solve practical problems. Enterprises can provide professional learning resources for accounting personnel, such as online accounting training courses and relevant literature materials of accounting digital transformation for accounting personnel to learn independently. Enterprises can also set up a book corner in the office of the accounting department to provide relevant training materials. Enterprises should encourage accountants to participate in professional training outside the company, take professional certification examinations, such as CPA (Certified Public accountant), CMA (Management accountant), and digital skills related certification examinations, to help accountants stay competitive.

### **2.3 Establish and improve the assessment and incentive mechanism to promote the digital transformation of accounting personnel**

In order to effectively promote the digital transformation of accounting personnel, enterprises should establish an assessment and incentive mechanism for accounting personnel, and take accounting personnel's data analysis ability, digital system operation ability, and participation in enterprise management as assessment indicators. At the same time, enterprises should pay attention to the professional ethics assessment of accounting personnel, strengthen the security guarantee of enterprise digital data, seriously hold accountable the security be-

havior of data leakage, and improve the awareness of enterprise accounting personnel on data security protection. Enterprises should establish a promotion mechanism that matches the assessment mechanism, and publicly commend accounting personnel with excellent performance in digital work, provide bonuses, benefits, promotion opportunities and other rewards. For the accounting personnel who can propose innovative plans, additional incentives should be given to encourage the accounting personnel to play the innovative ability, so as to contribute to the long-term development of the enterprise.

## **Conclusion**

In the era of digital economy, enterprise accounting faces the urgent need of digital transformation. Accelerating the digital transformation of accounting is the key for enterprises to adapt to market changes and enhance competitiveness. Enterprises should pay attention to the professional training of accounting personnel and cultivate compound accounting talents; Enterprises should strengthen the examination and incentive of accountants to promote the digital transformation of accountants. Accountants themselves should establish a sense of lifelong learning and form a digital work thinking, so as to provide a talent guarantee for the improvement of the financial management level of enterprises.

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