

ANALYSIS ON THE INFLUENCE OF "INTERNET PLUS" ON ACCOUNTING INDUSTRY

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ABSTRACT

"Internet Plus", the product of times development, has spawned a new economic form and provided the environment for entrepreneurship and innovation. The wide application of "Internet Plus" affects all aspects of the accounting industry, and the accounting industry is facing new challenges. This article briefly discusses the meaning and application of "Internet Plus", and new opportunities and challenges of the accounting industry in the "Internet Plus" and big data era, then provides some thoughts on promoting the reform of the accounting industry and improving the overall work efficiency .

Keywords: "Internet Plus"; accounting; opportunities and challenges.