

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

THE MEANING AND APPLICATION OF "INTERNET PLUS"

"Internet Plus" represents a new economic form, which refers to a form concentrating on the core of information development--"Internet Plus", and integrating and restructuring the market, customers, products, technology, enterprise value chain and even the whole business ecosystem with it and promoting innovation under the development of the Internet, big data and cloud computing technology. Its main purpose is to give full play to the advantages of the Internet, and to focus on user experience, that is to upgrade the industry level first, then to enhance economic strength. The ultimate goal is to increase the wealth of whole society.

The further practice of Internet thinking has formed "Internet Plus", representing the formation of an advanced productivity. "Internet plus" also means "Internet plus various traditional industries". However, this is not a simply combination, but a deep integration of the Internet and traditional industries by using communication technologies and Internet platforms to create a new development ecology^[1]. It breaks through the dilemma of information asymmetry theory, improves labor productivity and reduces enterprise operating costs by subdividing product working procedures. It also provides an important platform and good opportunities for the transformation of industry, business, finance and other service industries, and accelerates the development of all walks of life. "Internet Plus" is first applied in the fields that are less dependent on technology. Currently, "Internet Plus" is widely developed in the service industry, which contains accounting industry. "Internet Plus Accounting", taking user experience as the goal, uses cloud computing technology to deeply mine the accounting information provided by users, and efficiently analyzes and utilizes data information, so that users can enjoy intimate accounting services under any circumstances. At present, it has gradually become the trend of development in accounting industry.

New opportunities for accounting industry in the era of "Internet Plus"

(1) Breaking through traditional technical constraints, acquisition and processing of accounting information will be more accurate and timely

Traditional accounting calculations make financial statement according to the established procedures. The duration is often long. At present, the annual financial report is generally reported around April of the following year, and the application of accounting information is not timely. In the "Internet Plus" big data era, accountants can use cloud computing, the Internet and other means to collect, process and mine useful accounting information. It breaks through the constraints of time and space, from the original static data analysis to dynamic data analysis, makes real-time financial reporting possible, enables companies to analyze and make decisions more timely and efficiently. Take asset measurement method as an example, since the fair value is greatly influenced by subjective factors, there are fewer effective means in traditional accounting; While in big data era, fair value is easier to obtain, and its reliability and credibility are improved. Then the value can be applied to a wider range^[2]. So the application of "Internet Plus" can improve the accounting measurement method and optimize accounting.

Contribute to Financial Sharing

The application of cloud computing technology makes information sharing possible. With the continuous growth and development, many enterprises began to set up their branches in other places, but due to the limitation of time and space, the head office often can not get the financial information of branches in a timely and effective manner. Under the background of "Internet Plus", big data platform can be used to facilitate the sharing of financial information and improve the effectiveness and efficiency. In the process of continuous application of cloud computing in accounting, more and more enterprises have shifted their accounting work from offline to online and established financial sharing platform. The establishment of cloud platform, the opening of bank-enterprise Internet interface and online tax declaration make it possible for enterprises to share data and cooperate with Banks, tax agencies, accounting firms, suppliers and customers, etc., which solves the difficult problem of financial sharing and cooperation under the traditional accounting mode of informatization^[3]. The emergence of electronic platforms has gradually replaced the paper media in traditional accounting work, achieving a "paperless" office, which has reduced costs and also greatly improved transmission speed. It makes financial work more convenient and accurate, and promotes the development of accounting work in the direction of globalization and intelligence.

Improve the quality of accounting personnel management

As one of the branches of modern enterprise management, management accounting is becoming more and more widely used in enterprises. Today, most of the basic work in the accounting industry can be completed quickly by computer, and the accounting function has gradually shifted from the original accounting and supervision to management. The widely spread of "Internet Plus" has brought new opportunities to accounting services, making the point of accounting services shifted from financial accounting to management accounting. Financial personnel should constantly learn new knowledge such as Internet tools and technology to update their knowledge base. Moreover, they should explore new ways to adapt to the accounting work in the era of "Internet Plus" from the perspectives of ideas, methods, etc., and transform job functions from a single financial field to a comprehensive management field. Corporate performance can be improved and resource allocation can be optimized through collecting and analyzing valuable data of enterprise accounting data. Therefore, how Challenges of the accounting industry under the era of "Internet Plus" practitioners, how to use financial analysis as a strategic support for enterprises, and promote the upgrading of management accounting are urgent problems to be solved in the accounting industry under the "Internet Plus" era.

CHALLENGES OF THE ACCOUNTING INDUSTRY UNDER THE ERA OF "INTERNET PLUS"

(1) Hidden Dangers about Information Security

Under the "Internet Plus" era, the development of accounting is closely related to the network, and the amount of accounting information has grown dramatically in the big data environment. This requires enterprises to have a large enough database to carry the information. However, at present, it is difficult for domestic technology to meet the standard. Then criminals can easily discover security vulnerabilities and steal enterprise data and information, which brings bad effect to the security of accounting information. In addition, Internet technology makes information sharing possible. When accessing accounting information on the network, data information may be leaked and then used by criminals. Through some security breaches, they can invade the accounting information system to steal business secrets and bring incalculable losses to enterprises^[4]. So enterprises should focus on information network security, and strengthen the supervision of networked data. In that way, risks can be prevented effectively.

Bringing a huge impact on basic accounting assumptions

The basic assumptions of traditional accounting include accounting entities, continuing operations, accounting stages, and currency measurement. However, "Internet Plus" accounting breaks the original time and space restrictions with its virtualization characteristics due to the sharing of timeliness of information transmission, and the accuracy and efficiency of information transmission will also break the limitation of accounting assumption elements, and whether time measurement assumption factors should be added on the basis of the original monetary measurement^[5]. First, based on traditional accounting concept, the accounting subject needs to obtain the legal person qualification after registering with the Trade and Industry Bureau. In the "Internet Plus" era, there are many temporary alliance organizations. Their work place is not fixed, work form is uncertain, legal person qualification is vague, and they do not meet the requirements of accounting subject assumption. Second, going concern assumption refers to that an enterprise carries out continuous production and operation activities in accordance with the established objectives and will not face dissolution, bankruptcy liquidation and other situations in the foreseeable future. Today, many virtual companies are formed temporarily for the same purpose and then disbanded as soon as the goal is met, violating the going concern assumption. Third, accounting staging refers to that the enterprise accountants divide the production operation process into several stages, wherein, respectively calculating the financial situation, providing financial accounting reports analyzing accounting information in a periodic period. As for today, Internet companies can quickly close a deal and then dissolve, making no sense for artificial accounting periods. Last, The traditional method of monetary measurement in China takes RMB as the base currency. In case of transactions dominated by foreign currencies, foreign currencies may be used for measurement first, and converted into RMB when making financial statements. Under the "Internet Plus" environment, network transactions are complex, transactions are various between different countries, and the international exchange rate changes in real time, which bring great difficulties to the traditional monetary measurement. Therefore, a virtual currency should be confirmed as a new measurement unit as soon as possible.

Facing replacement of computers and manpower

In the "Internet Plus" big data era, accountants have to learn tools such as cloud computing, financial sharing center mode and fine management carefully and systematically. They have to be skilled in using computerized systems to modify and save data to improve work efficiency. Traditional financial personnel still use the abacus, calculators and other equipment manual accounting, in the era of computerization expansion, without the use of information

technology, they are reluctant to accept the risk of financial sharing, and always do the basic work, such as charging to an account in the stagnation of personal skills, so they cannot keep up with the pace of the times and cannot transformed into high-end talent in the field of financial management. According to statistics, financial robots can work 24 hours a day, and Deloitte's small staff can complete a store transfer within five minutes. After 15 minutes, the mark is completed, which is superior to the limit of manpower for forty minutes. The emergence of financial intelligent robots has gradually replaced the grass-roots financial personnel of enterprises, resulting in the huge unemployment crisis of accounting practitioners.

CONCLUSION

In short, in the era of "Internet Plus" big data, the accounting industry is facing new opportunities and challenges. The application of "Internet Plus" pushes modern accounting to a new height. With the development of today's society, the application of "Internet Plus" has become an inevitable trend. Accountants should earnestly study the new knowledge and technology in the era of "Internet Plus" big data. They should realize the transformation from basic accounting to financial management function, and also adapt to the needs of modern industry, making contributions to the reform and development of the accounting industry.

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