

# Optimization Measures of Financial Accounting Work of Enterprises in the Informationization Environment

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**Abstract:** In the context of the rapid development of information technology, the financial accounting work of enterprises is also facing new challenges and opportunities, and how to apply information technology in financial accounting work is one of the key tasks of enterprises. However, from the point of view of the current financial accounting work of enterprises, the level of application of information technology in many enterprises is still unable to meet the needs of enterprise development. Therefore, this paper will start from the problems faced by the enterprise financial accounting work under the informationization environment, and put forward the optimization measures of the enterprise financial accounting work under the background of informationization.

**Keywords:** Information Technology Environment; Enterprise Financial Accounting Work; Optimization Measures

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## Introduction

In the era of information technology, enterprise financial accounting work is no longer the traditional manual operation and record, but need to use information technology to improve efficiency and accuracy. But some enterprises are also facing new problems in the process of information technology application. Therefore, optimizing enterprise financial accounting work and adapting to the development needs of the information technology environment has become an important task for enterprises.

## 1. The important significance of optimizing the financial accounting work of enterprises in the informationization environment

### 1.1 Regulate enterprise accounting

In an information-based environment, with the help of financial management systems and information technology tools, it is possible to ensure that an enterprise's accounting work is carried out in accordance with prescribed processes and standards, reducing the possibility of human error and data inconsistency. By optimizing the financial accounting workflow and establishing a scientific and reasonable data entry and processing mechanism, we can make the financial information of enterprises more accurate and reliable and improve the quality of financial statements. At the same time, the financial accounting work under the informationization environment can realize automated data processing, reduce manual operation, and reduce the errors and risks caused by human factors.

### 1.2 Enhance the speed of information transfer

In the traditional financial accounting work, the process of information transfer is usually carried out through paper documents, fax or oral communication. This traditional way is less efficient and easy to lead to information delay or loss. However, in the information technology environment, the Internet, internal systems and e-mail and other technical means can be used to achieve rapid information transfer and communication. This can reduce the intermediate links and time consumption in information transmission, improve the timeliness and accuracy of information, so that enterprises can react and make decisions on the financial situation faster<sup>[1]</sup>.

## **2. Problems faced by the financial accounting work of enterprises in the informationization environment**

### **2.1 Expanded corporate financial risk**

Against the background of the comprehensive application of information technology, enterprises are facing increasing financial risks. For example, information systems are at risk of security loopholes and data leakage, which may lead to illegal access to or tampering with financial information. Moreover, the increase in financial accounting data and the acceleration of processing speed in the informationization environment have also brought challenges to the monitoring and control of financial risks. Once the core data is lost due to lax monitoring by the enterprise, it will bring irreparable losses to the enterprise and seriously affect the normal operation of the enterprise.

### **2.2 The level of application of information technology needs to be improved**

Although the development of information technology has made it possible to automate and digitize the financial accounting work of enterprises, there are still many enterprises that are deficient in the application of information technology. For example, some enterprises are limited to basic financial software and spreadsheets and lack more advanced information technology tools and techniques. In addition, the staff's understanding and application of information technology is also relatively limited, unable to fully utilize the advantages of information technology tools. And this situation leads to the fact that although enterprises have the application of informatization technology, the advantages of informatization technology cannot be fully utilized due to the insufficient level of staff.

### **2.3 Inadequate accounting information systems**

Although many enterprises have introduced financial management systems, accounting information systems are unable to meet the actual needs of the enterprises due to the lack of unified planning and integration, as well as the limitations of the system's functions. For example, the system may not be able to adapt to complex accounting processing, resulting in cumbersome and inaccurate data entry and processing processes. At the same time, the functions of the system may lack flexibility and fail to meet the special needs of different departments and business lines of the enterprise. Moreover, although the accounting software used by some enterprises is relatively comprehensive, it often can only realize the application of a small number of functions in the actual use of the process, and is unable to make full use of the accounting information system. This will easily lead to enterprises to spend a lot of effort to build the information system can not play a real role<sup>[2]</sup>.

## **3. Optimization measures of enterprise financial accounting work under the background of informationization**

### **3.1 Strengthening financial risk awareness**

To effectively reduce the financial winds of enterprises in the context of information technology, managers also need to continuously strengthen the awareness of financial risks, the specific requirements are as follows: (1) Enterprises should establish a sound internal control system, clarify the division of financial responsibilities and authority, and ensure the legality and standardization of financial activities. For example, enterprises can implement system review to ensure that financial policies and processes are in line with laws and regulations, and establish a risk early warning mechanism to detect and respond to potential financial risks in a timely manner. (2) Under the informationization environment, the security and integrity of financial data is an important issue for enterprises. Relevant personnel need to establish a sound information security management system and take a series of measures to protect the security of financial data. For example, strengthening network security protection, establishing reasonable access rights and audit system, encrypting sensitive information, and regularly backing up data. (3) In order to improve the risk awareness and prevention ability of financial personnel, enterprises also need to carry out regular training. The training may include risk management theory and practice, financial data analysis and risk assessment methods, internal control points, etc.<sup>[3]</sup>.

### **3.2 Enhance the level of application of information technology**

If enterprises want to continuously optimize the current accounting work and improve the overall work efficiency, they

also need to continuously improve the level of information technology application, only in this way can they improve the core competitiveness of enterprises. (1) Enterprise managers need to set up a specialized information technology application team, composed of professionals, responsible for solving the problems and needs of enterprises in the application of information technology. This team can participate in the planning and design of information systems, customize and optimize financial accounting software, and provide technical support and training. In addition, the technical team can also pay regular attention to and study the latest information technology development, assess its application value in financial accounting work, and make corresponding suggestions to the enterprise. (2) Enterprises can also establish cooperative relationships with professional informatization technology suppliers to jointly carry out technical research and development and innovation. The supplier can continuously launch the latest information technology products and solutions to meet the individual needs of enterprises. At the same time, suppliers can also provide relevant technical support to assist enterprises to better understand and apply information technology.

### **3.3 Building a sound accounting information system**

(1) Enterprises need to have an in-depth understanding of their own accounting business processes and needs, and to specify the required functions and features to ensure that the accounting information system can accurately support and meet the accounting work of the enterprise. For example, the accounting information system should have the ability to quickly and accurately perform data entry and processing, be able to generate high-quality financial statements, and have strong security and reliability. On the basis of clear needs and objectives, enterprises can develop appropriate information system planning and design to build a perfect accounting information system that matches the actual needs of the enterprise. (2) Many enterprises have already introduced various information technology resources and systems, such as financial software and data storage systems, in the process of information technology construction. In order to build a perfect accounting information system, enterprises need to integrate these existing information technology resources and systems to form a unified and synergistic accounting information system. This can be realized through the technical means of data interface and data interoperability. The integrated accounting information system should be able to realize the process, automation and real-time processing of financial data, and achieve the accuracy and consistency of financial data. (3) Continuous optimization of accounting information system. Enterprises should maintain continuous attention to and improvement of the accounting information system, and update the technology and functions of the system in a timely manner to meet the changing needs of enterprises. For example, enterprises can conduct regular system performance evaluation to identify and improve potential system bottlenecks and safeguard system stability and reliability.

## **Conclusion**

The optimization measures of enterprise financial accounting work under the informationization environment is an inevitable choice for enterprise development. The efficiency and accuracy of financial accounting work can be improved by strengthening the awareness of financial risk, enhancing the application level of information technology, and constructing a perfect accounting information system. Under the background of information technology, enterprises should actively embrace information technology and continuously innovate and optimize financial accounting work to meet the development needs of the times. Only in this way can enterprises be invincible in the fierce market competition and realize sustainable development.

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