

Integration and Development of Enterprise Management Accounting and Financial Accounting under the New Situation

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Abstract: *Under the current new situation, the integration of management accounting and financial accounting of enterprises has become an inevitable trend. Only through the full integration, mutual supplement and synergy of the two can the enterprise's capital flow and accounting be supervised and managed, and through the active introduction of network information technology, a sound, unified and standardized financial management information system can be established, so that the enterprise can move towards a long-term and stable development path. This paper studies and analyzes the integration and development of enterprise management accounting and financial accounting under the new situation.*

Keywords: *Enterprise Management Accounting; Financial Accounting; Integrated Development*

1. Introduction

Although there are certain differences between management accounting and financial accounting, the ultimate goal of the two is consistent, and the data sources are similar. By effectively integrating, infiltrating and complementing the two, the financial management of the enterprise can be more efficient and accurate, and then lay the foundation for the long-term and stable development of the enterprise.

2. The relationship and difference between management accounting and financial accounting

2.1. The relationship between management accounting and financial accounting

As an important part of the financial department, management accounting and financial accounting can provide efficient and high-quality financial services for the future development and management of enterprises. Both can evaluate and analyze the operation and management activities of the enterprise through precise calculation and efficient analysis in the process of enterprise operation and management, so as to assist the enterprise's business decision-makers to formulate a more scientific and reasonable development direction and development plan, so that the enterprise can clarify its future development goals based on the existing accounting information. Both management accounting and financial accounting are branches of traditional enterprise accounting.[1] There are mutual constraints and interdependencies between them. In some links, there will also be collaborative cooperation. In the process of enterprise financial management, management accounting and financial accounting can be combined with each other, and through the effective deployment of the two, scientific and reasonable investment plans can be formulated for enterprise managers to ensure that the collected cost data are more authentic. Reliability enables enterprises to move towards a long-term and stable sustainable development path. In general, both management accounting and financial accounting need to record, evaluate and assess the data in the enterprise accounting work in detail, which can record and monitor the capital flow and use of the enterprise in detail, and lay the data foundation for the subsequent enterprise's investment decision-making plan, so as to improve the enterprise's resource utilization rate.

2.2. The difference between management accounting and financial accounting

In the actual development process of enterprises, management accounting and financial accounting belong to the same financial department. There are certain close links between them, and there are also

certain practical differences. Generally, the differences between the two are mainly reflected in the following aspects: First, there are differences in the work content and work items of the two.[2] Management accounting mainly focuses on formulating standardized and perfect decision plans, evaluating, analyzing and controlling the performance, mainly evaluating, predicting and predicting the enterprise's funds and financial resources, thus laying a data foundation for subsequent decisions, and mainly acting in the process of the enterprise's management economic activities. Financial accounting is mainly to calculate, analyze and record the assets and liabilities, equity, revenue and expenditure, profits and other relevant data of the enterprise. It is to report and measure the existing funds of the enterprise, which can truly reflect the flow and purpose of the enterprise's funds. Secondly, there are also certain differences in the service objects of the two. Management accounting can provide the most scientific and reasonable decision-making scheme and business data information for the future development of enterprises, so as to help the managers of enterprises to understand the internal financial situation of enterprises in a timely manner, so that enterprises can obtain more economic and social benefits, and ensure that the internal fund management control is more efficient, reasonable and accurate. Financial accounting mainly focuses on the basic financial information management of the enterprise, and pays more attention to the service of individuals or teams in economic activities, so that other personnel in the enterprise can timely understand the actual economic development of the enterprise. Finally, there are also differences in their work priorities. Management accounting is mainly to evaluate and analyze the historical data in the process of enterprise development, so as to predict, evaluate, analyze, plan and make decisions on the development direction and status of the future enterprise based on the past data and historical information. Its work focus is mainly on the future development. For financial accounting, it is mainly to manage the historical capital situation of the enterprise, and let the staff know the development status of the enterprise in time by summarizing the past data. Its work focus is mainly on the data facing the past. Finally, there are certain differences between the two in accounting procedures, accounting methods, accuracy and information performance.

3. The significance of the integration of enterprise management accounting and financial accounting under the new situation

With the continuous operation and development of the enterprise, a large number of business data and accounting data will be generated, and the structure is more complex and diverse. Whether the calculation results of business data are accurate and accurate can directly reflect the true economic and social benefits of the enterprise, which is related to the future development of the whole enterprise and the formulation of plans, and is the source of accounting. Specifically, by integrating financial accounting into management accounting, we can efficiently process and reuse historical data, and maximize the positive role of information in combination with the enterprise's own management requirements and actual development status, so as to prevent resource waste, and lay the foundation for subsequent program formulation, prediction, budget control and assessment, so that the enterprise can move towards a long-term and stable sustainable development path. At the same time, the effective integration of enterprise management accounting and financial accounting can enable enterprises to clarify their own performance objectives under the current new situation, so as to formulate more scientific and reasonable production and operation plans, effectively control the budget, and effectively supervise the production process.

3.1. Enhance the market competitiveness of enterprises

Under the current new situation, enterprises are facing increasingly fierce competition. By effectively integrating management accounting and financial accounting, enterprises can improve their market competitiveness to a certain extent. Financial accounting can carry out lean and detailed analysis and research according to the actual development of the enterprise, so as to make the management work more efficient, reasonable and flexible, and ensure the enterprise to move towards a long-term and stable development path through strict control of funds. Management accounting can provide important data basis for enterprises and enable enterprises to formulate scientific and reasonable development plans according to actual market demand.

3.2. Reduce enterprise production costs

The effective integration of management accounting and financial accounting can reduce the production costs of enterprises and prevent the waste of resources. Financial accounting can accurately, scientifically and efficiently calculate and check costs. Management accounting can match, compare

and analyze the calculation results obtained by financial accounting with the relevant data of the same industry or history, and then formulate more scientific and reasonable product production directions and plans to prevent the blind expansion of enterprises from causing resource waste, thus achieving the goal of reducing production costs.

4. Problems in the integration of enterprise management accounting and financial accounting under the new situation

4.1. Didn't recognize the importance of financial management

Because the enterprise does not realize the importance of financial management, it will lead to the phenomenon that the production and sales of the enterprise are not right and the product inventory is overstocked in the process of operation, which will lead to financial abnormalities and capital chain fracture, which will seriously hinder the development of the enterprise. At the same time, if the enterprise does not realize the importance of financial management, it cannot play a positive role in financial management, leading to the lack of data reference when making decisions, making the decisions not scientific, reasonable and accurate, and thus laying a hidden risk for the enterprise's future development.

4.2. No sound accounting system has been established

In the new situation, the government should reform and optimize the existing accounting system according to the actual needs of economic development, and ensure the effective integration of enterprise management accounting and financial accounting by improving the corresponding laws, regulations and rules. If the enterprise accounting system is not perfect and comprehensive, it will lead to misjudgment of resource allocation in the process of operation and management, so there is no way to scientifically and reasonably allocate resources in combination with the actual development of the enterprise, resulting in capital loss and resource waste, which will make the enterprise unable to develop stably for a long time.

4.3. Accounting management methods are backward

If the enterprise still adopts the traditional, single and backward way to collect, sort and analyze the accounting information, there will be a waste of human, financial and material resources in the process of financial management, and a lot of time and energy will be consumed. It is unable to keep the accounting information up with the changes of society and the market in time, thus making the enterprise information lag and unable to occupy a leading position in the fierce market competition.

5. Specific implementation plan for the integration and development of enterprise management accounting and financial accounting under the new situation

5.1. Establish a correct concept of financial management

Under current circumstances, enterprises should establish correct financial management concepts to ensure the full integration of management accounting and financial accounting. In this process, first of all, enterprises should recognize the difference between management accounting and financial accounting funds, and make rational use of the functions of management accounting and financial accounting. Secondly, according to the differences between the two, we should dig into the actual role of management accounting and financial accounting in the process of enterprise operation and management, so as to maximize the positive role of both. First, an enterprise should set up a special team to understand the development of the enterprise in a timely manner, and list and analyze the characteristics and positive role of management accounting and financial accounting. Second, before integrating management accounting and financial accounting, the accounting data of enterprises should be sorted, analyzed and integrated in time to screen out effective financial information, so as to clarify the future development direction of enterprises. Third, according to the problems existing in the development process of the enterprise, formulate more scientific and reasonable solutions, and timely discover the loopholes and problems existing in the existing management mode through efficient and effective communication with other departments. Fourth, carry out corresponding work summary meetings regularly and regularly to summarize and analyze the problems existing in the management process.

5.2. Establish a sound financial network information system

With the continuous development of science and technology in China, information network technology has been applied in the process of financial management. Through scientific and reasonable application of information network technology, traditional data can break through the original time and space constraints, speed up the efficiency of information dissemination, and ensure that information dissemination is more authentic and reliable. Enterprises can actively introduce advanced information network technology, build a unified, complete and standardized financial network information system, thus laying an important data support for the future development of enterprises, and improve the efficiency and quality of enterprise management by reducing repetitive work. At the same time, enterprises should improve and optimize the existing financial management system in combination with the connection and difference between management accounting and financial accounting, so as to establish a database and realize the overall coordination of the later management work. In addition, by building a financial network information system, it can also ensure that the staff can quickly query the information and data they need from the database, and compile the information into various types of accounting reports, thus providing suggestions and directions for the future development of subsequent enterprises.

5.3. Improve and optimize the financial information management mechanism

Under the current new situation, in order to effectively integrate management accounting and financial accounting, it is necessary to ensure that financial information is more efficient and accurate. By improving and optimizing the existing information management system, it will lay a foundation for the establishment of subsequent financial information systems and assist managers in supervision and management. At the same time, the data information should be subject to secondary supervision in combination with the actual development of different enterprises to prevent loopholes and errors in the financial information, which will lead to misjudgments by subsequent managers and affect the future development of enterprises.

5.4. Cultivate comprehensive and professional talents

Under the new situation, personnel engaged in management accounting and financial accounting should break their own limitations and actively learn advanced ideas and concepts, so as to meet the actual needs of society, become comprehensive and comprehensive talents of management accounting and financial accounting, and make contributions to the future development of enterprises. Under the current new situation, it is of great significance to cultivate comprehensive and comprehensive talents. If talents are not suitable, the application level of management accounting will be low, which will make enterprises unable to occupy a leading position in the fierce market competition. Therefore, in order to effectively integrate management accounting and financial accounting, enterprises should actively cultivate professional, comprehensive, comprehensive and comprehensive talents. In this process, first of all, all financial personnel should be required to complete career transformation, actively learn advanced management, computer science and other relevant theoretical knowledge, and then improve their professional quality and comprehensive quality. Secondly, we should communicate with the top talents and outstanding talents in the industry to find out our own problems in time.

6. Conclusion

To sum up, in the current new situation, only by effectively integrating the management accounting and financial accounting of the enterprise can we ensure that the enterprise will move towards a long-term and stable sustainable development path, improve its own competitiveness, and enable the enterprise to occupy a leading position in the fierce market. In this process, enterprises should effectively integrate current financial accounting and management accounting according to their own development level and market demand, so as to enhance their competitiveness.

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