Thinking on the Quality of Enterprise Financial Information in the Era of Big Data

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Abstract
Since the 21st century, China's economic situation is changing so much. As the modern computer information technology continuously popularizes and the mobile Internet technology develops rapidly, in fact, in the accounting work, the basic accounting work continues to reduce, on the contrary, the reduction in financial management has not existed. In the work of an accounting management department of an enterprise, miscellaneous accounting data analysis will only greatly increase the difficulty of data analysis and accounting workload of enterprise accounting work, and bring complicated and miscellaneous work to enterprise accounting personnel. What’s more, accounting data is a significant source of the financial information, and accounting information is mainly for the enterprise managers to provide financial transaction analysis and financial management decisions of important data. Therefore, this paper takes the progress of financial informatization in the current era of big data as the research background to discuss the direct impact of using big data on the quality of information of enterprises upon the new information environment, and propose several measures to boost the quality of enterprise financial information.

Keywords
Big Data; Financial Information; The Quality.

1. Introduction
In recent years, the application of enterprise cloud computing under the Internet and industrial big data grows more and more extensive, which makes the global data capacity almost show exponential explosive growth annually. Meanwhile, the vital concept of "big data" has also begun to attract widespread public attention, and has gradually become a hot issue that relevant scholars and experts from all over the world and almost all fields are eager to learn and think about. They want to apply it more successfully in their own fields. In the current information era, as a new commercial application analysis technology, big data technology plays a significantly vital part in the healthy development of every walk of the life. In this era of the whole accounting industry, if we are expected to enhance the efficiency quickly by using company big data accounting technology, we need firstly ensure the real-time quality of the accounting business information of the whole enterprise, and then we can effectively improve the efficiency of the financial management decision-making and social and economic benefits of the whole enterprise. Due to the application of the big data, enterprise management must constantly upgrade enterprise financial information if it wants to truly maximize the application value and benefits of accounting information of enterprise. In a short, improving the enterprise financial information quality is quite significant.
2. Organization of the Text

2.1. Comprehensive overview of the financial information

Big data storage is a kind of enterprise data collection which can obtain, analyze, store and manage the enterprise information amount, and its collection scale is far larger than that of a traditional enterprise database. Its prominent features in addition to huge amounts of data, and unstructured data structure is irregular or incomplete, and big data storage is not convenient to use the logic of two-dimensional performance, which in this way makes the data sources and information types of massive data become more diverse.

Financial information is commonly reflect the status of our country enterprise financial management situation, the operation management achievements and enterprise capital structure changes of important financial information. The non-commercial structured application characteristics of big data lead to the disorderly and diverse financial information presented in the financial information database system of Chinese enterprises. If some of the accounting information lacking a certain authenticity is widely spread and used, it will lead to the serious distortion of financial information in each aspect of company's financial analysis, which will strictly affect the financial management decisions of enterprises, and even directly cause problems throughout the enterprise and the development of the accounting profession.

2.1.1. Accounting informatization

Since the 21st century, there's no doubt that accounting informationization construction has become the main goal that the financial management of enterprises is eager to achieve. For grass-roots accounting personnel in enterprises, financial work is no longer the same as before, which is just a mechanical statistical collation of financial information, but has transformed into a deeper level of data analysis. And the management of enterprises also hope to better extract financial information from the large financial information system and make decisions. Financial information system is based on computer, network and communication, using modern technology real-time collection, processing, transmission, usage and the storage of information, to realize the automation of enterprise accounting business processing. The extensive popularization of financial information system enhances the ability of information processing of enterprises and realizes the integration of internal and external information of enterprises, which is beneficial to the input and output of enterprise accounting information, and improves the efficiency of information processing, so as to make the information can be grasped by enterprise managers and users of information accurately and timely. Furthermore, accounting informationization effectively improves the working efficiency of collecting of small or medium-sized firms.

2.1.2. The quality of financial information

Accounting information not only directly reflects the status of an enterprise daily management of significant data, but also directs stakeholders to provide corporate interests to make effective scientific basis for economic determinations. The quality requirement of accounting information is the basic standard to provide high quality accounting information for the financial accounting reports of enterprises. As far as we are concerned, high quality accounting report can not only convey the true and transparent signal to the outside, but also enhance the vitality of the companies. And high quality accounting report is the need for accounting information quality requirements to standardize. According to the Accounting Standards for Enterprises -- Basic Standards issued by the Ministry of Finance in January 2006, accounting information should be provided with the characteristics as followed at the same time: Financial information must ensure that it has enough reliability, that is, the financial information provided by enterprises to customers must confirm that they are true, reviewable and neutral. Meanwhile, financial information must be closely related to the users of information and the
subjects, which requests that our financial information can be useful for decision-making, with the value of prediction and feedback. Standards also require accounting information to have a certain comparability. The same enterprise shall adopt the same accounting policies for the same or similar transactions or events occurring in different periods and shall not be changed at will. If it is really necessary to change, it shall be clearly explained in the notes. For the same or similar transactions or events occurring in different enterprises, the prescribed accounting policies shall be adopted to ensure that accounting information is of the same caliber and comparable with each other. Comprehensibility requires that the users of information indeed can grasp the financial information and information is easy and clear to understand; Prudence requires companies to confirm, measure and report transactions or events carefully, and they cannot overestimate their assets or profits or underestimate their liabilities or expenses. Financial information also needs to meet the need of substance over form, that is, we should be in accord with the social and economic substance of commodity trade or service matters to its accounting recognition, measurement and report, not only with their legal standard form as its basis. In addition, accounting information also needs to have a strong importance, that is, important activities or events that are closely related to the financial position, cash flow and operating achievements of a company must be reflected in the accounting information. Due to the core values of enterprise financial information that is to help users of accounting information timely of the market economy analysis and decision making, thus the enterprise accounting information management of our country should be timely, can't advance or delay the collecting, processing, or report any relevant transactions or events have happened.

### 2.1.3. Financial work under the traditional model

Traditional financial work regards paper as the medium, where data and information are recorded, so if the companies’ financial activities are more frequent or enterprise investment and financing activities are more active, it will consume a lot of manpower and material resources, and the work is very boring and repetitive. As time goes on, accounting books become more numerous, and it can be time-consuming to classify them. Paper accounting books are easy to lose, once lost, it will inevitably have a passive impact on all aspects of the enterprise. When an enterprise makes an annual report, it often needs the information of the year before, so it is very complicated to find the information of the paper version. Basic accountants do the same unskilled work year after year. Their hands were tightly bound.

### 2.2. The impact of the big data on improving the quality of enterprise financial information

As the big data technology develops, if the staff of enterprises want to improve the financial work efficiency and the overall economic benefit can be further optimized and improved, it’s essential for them to promote the quality of enterprise accounting information. Therefore, enterprises need more clear understanding to the present era of big data directly influence to our country enterprise accounting information quality.

#### 2.2.1. Positive influence

1. **Reduce time and search costs**

   Financial decision-makers can quickly obtain a huge amount of information in a very short time through the huge amount of financial information which is contained in big data. Moreover, because now big data all implement sharing mechanism, companies needn’t seek help from third-party intermediary agencies, then it’s not necessary to spend extra time and expense to collect information from other channels, thus saving the cost of financial information acquisition. This can not only effectively reduce the time required for the collection or search of financial information, but also greatly decline the cost of financial information and search for the information needed to collect.
2. Strong timeliness of data
Due to the big data age, enterprise information sharing is of very high popularity, enterprise accounting financial information transmission and processing speed is very fast, timeliness, data is updated in real time, work efficiency greatly improved, and therefore can make more enterprise senior management personnel have more ample time to more fully understand the operating performance of enterprises for making the proper and suitable for financial decision-making.

3. More transparency
The application of the big data technology not only reduces the time cost and search cost, but also make information share each other, and transparency is greatly increased, which helps the enterprise interest directly related to better understand their enterprise’s daily operation, timely and reasonably adjust their accounting funds reasonable calls.
Accounting information is indeed full of vitality under big data technology, but some negative effects can't be ignored.

4. Upgrade of accounting technology
In the past, financial information was stored on paper. When the information was needed, financial personnel needed to rummage through a lot, which was time-consuming and laborious. And in charge to an account, there are a huge number of operations required. In the classification and summary of the time the workload is jumbled. There are times when one is tired and one inevitably makes mistakes.
Nowadays, accounting books have become electronic versions, which not only make it more rapid and convenient to find information, but also shorten the time of bookkeeping and improve the accuracy of calculation. Financial information storage is also a lot more convenient, and saves plenty of storage space.

2.2. Negative impact
1. Financial information processing difficulty
Big data has brought plenty of complicated accounting information data to the demanders of accounting business information of many enterprises, and all sorts of data are jumbled together. Under such circumstances, it will be quite difficult to quickly extract and output the required accounting information data from the huge accounting database. Nowadays, it remains a difficult technical problem to quickly obtain useful financial information from massive, complex and diversified accounting data.

2. Financial information Distortion
Influenced by the development of the current information era of big data, information sources are shared with very high confidentiality, and the time cost of obtaining information is very low, which makes it not easy for financial personnel to accurately distinguish the true and false financial information collected, thus directly affecting the accuracy and reliability of the quality of information collection. In the actual process of enterprise operation, the information that many companies are reluctant to disclose in time will be stolen by some criminals at will due to the open Internet, which is easy to cause the loss or tampering of a large number of information of many enterprises, and affect the normal operation and production business activities of enterprises.

3. Lack of Financial personnel skills
Due to the fact that big data design is complex and its application is comprehensive, it requires accountants to have relatively professional accounting techniques and the ability to analyse and process data, so as to make accounting work more convenient. Compared to the traditional financial work, financial personnel who engaged in work has to change a lot, and the content of the accounting staff in practice not only need to complete the traditional accounting, but also
need to collect, sort and screen data, the information database of mining, refining, form some in vast amounts of information and data on the content of the value.

4. Lack of serious supervision system and laws and regulations
A very important content of accounting work is the quality supervision of financial information. However, the information quality supervision system in our country at present stage also has some disadvantages. Supervision is patchy and there is no severe punishment. The law for accounting information disclosure is not standard and other issues of punishment intensity is small, so it can not effectively curb the emergence of this behavior.

5. Information fragmentation
In the background of big data, accounting information will become more and more fragmented and scattered, which is not conducive to enterprise accounting personnel information, systemic analysis to the accounting information analysis work caused a lot of difficulties, meanwhile, it is hard to the screening of information, and it’s easy to reduce the use of the information efficiency, affecting the quality of the financial information, and lead managers to make improper decisions.

2.3. The main methods to improve the quality of financial information in the era of big data

2.3.1. Information enterprise characteristics
Enterprise informatization is not achieved overnight, but a process, which needs to be continuously adjusted during the establishment, which is not achieved overnight. The enterprise information technology personnel ought to constantly improve their own information technology professional ability and application ability, improve business ability, promote the enterprise information circulation and decision-making. In addition, the technical personnel should also be active learning communication, enterprise training guide, deepen the management environment to the enterprise, its operating conditions, such as understanding of the information, make the enterprise informationization level and matching enterprises operating results, their finances, ensure that the financial information system can meet the phased needs of enterprises, also for the future promotion transformation reserve enough development space.

2.3.2. Financial information security maintenance
As the systematic construction of accounting information popularizes continually, the content authenticity, the reliability and accuracy of information are very important. Therefore, it is necessary for enterprise management to pay more attention to the security and maintenance of enterprise accounting information. Enterprises must timely upgrade their own security protection system, timely discovery, update and repair, to avoid vulnerabilities, in order to avoid being invaded by outsiders. If necessary, relevant regulations can be formulated and requested to be complied with by the internal personnel. Only through it, can the internal enterprise effectively ensure the security of important financial accounting information, and can enterprises continue to develop healthily and well.

2.3.3. Training of financial information personnel
The vitality of an enterprise is given to it by people. Therefore, an enterprise's talent training is very important. In view of the enterprise senior leaders, they should notice to management training, strengthen the top decision makers on the cognition of the importance of financial information by the top decision makers, and strive to carry out the implementation of informatization reform. For all levels of enterprise management, cultivate its for enterprise everywhere, and the ability of information integration and coordination among various departments within the enterprise, promote the production and business operation and financial management information to contact each other. For enterprise information
technology personnel to carry on the regular training and examination of computer technology, and improve the technical personnel of the overall situation of internal and external knowledge, guarantee accounting information system and their own adaptation. For company financial personnel at all levels, they should not only receive training on the use of accounting information system, but also cultivate their awareness of abiding.

2.3.4. Industry supervision must be strengthened

In the current era of big data with the development of the Internet, almost all fields of business of enterprises are being more and more diversified, and the difficulty of financial information processing is also increasing. If enterprises want to adapt to the change, they must be sure to actively accept the supervision of the industry. What’s more, basic education of the industry indeed needs to be strengthened, and various professional title examinations can promote the study of accounting personnel in enterprises. Each enterprise financial personnel ought to observe the regulations of the enterprise strictly, through the industry self-discipline education to enhance accountant's sense of mission and responsibility.

2.3.5. Improve the big data platform construction mechanism

Enterprises should fully focus on how to use big data technology more effectively and strive to promote the innovation and efficiency of the application of accounting information quality management technology. This requires that we must further effectively integrate and strengthen all information, so as to realize a higher concentration and reasonable use of all different kinds of information technology resources. In order to consolidate the construction of the big data platform, it is also necessary to further improve and perfect the risk monitoring and management system, and accelerate the development, application and management of the big data platform. Only through that can we strengthen the construction of China’s Internet big data platform to achieve more breakthroughs and steady development.

3. Conclusion

Nowadays, with the big data application popularizing, China is facing many new development problems in promoting enterprise accounting data informationization management. Although the current enterprise accounting data information network transmission and application speed has been improved, but the quality and reliability of China’s enterprise financial information hasn’t been fully guaranteed. Big data can bring large amount of accounting information, wide channels and fast dissemination and the low threshold of financial information acquisition can make it more convenient for enterprise users to obtain relevant accounting information. But due to excessive lack of financial supervision measures, it seriously affected the enterprise the reliability and authenticity of financial information quality. Enterprises must actively carry out more powerful construction of company financial information system, cultivate professional financial information management talents, Internet rule of law needs to be more sound, which can effectively be sure that the improvement of enterprise accounting information quality, so as to effectively promote the progress of Chinese enterprises.

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