Predicament and Countermeasures of China SMEs Accounting Information

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**Abstract.** This paper analyzes the difficulties encountered in the process of accounting information in China's small and medium enterprises. Cloud accounting provides a practical technical support platform for the construction of accounting information system. Cloud accounting has great advantage in the practice of accounting information in small and medium enterprises. It can overcome the problems and bottlenecks in the process of accounting information. The accounting information system is composed of the risk control subsystem, the internal management subsystem, the external management subsystem and the database structure. Use this system to carry on Data Mining. Small and medium enterprises can get the large amount of data contained the value. And to provide a scientific basis for their financial decisions and investment decisions.

**The Development Course and Predicament of Accounting Informatization in Small and Medium Sized Enterprises**

Enterprise accounting normalization is a dynamic process, normalization construction level is gradually enhanced. At the same time, the results and the level of enterprise normalization construction and with the conditions of science and technology, economic development, enterprise needs are closely linked. To sort out the development process of the normalization of small and medium sized enterprises and its obstacles, it is helpful to understand the trend of normalization and the direction of enterprise information construction.

The course of accounting normalization of small and medium sized enterprises in China after the reform and opening up can be roughly divided into accounting electric calculation of phase (1978-1998) and accounting normalization stage (1998 to present) at the turn of the century.

First, it is from the traditional accounting to the accounting computerization stage and information island dilemma.

The emergence of computerized accounting information system is a revolution to the traditional accounting. It applies the computer to the accounting field and automated accounting, bookkeeping, accounts reimbursement and other activities. These groundbreaking changes make the traditional manual accounting begin to get rid of repetitive, tedious and procrastination, improve the accuracy and efficiency of accounting management. At the same time, it can also provide decision support information to the managers.

However, with the advance of practice, the limitation and limitation of the revolution of computerized accounting is gradually revealed. Thus forming the “accounting information island” dilemma. [3] It is the accounting information system on the basis of accounting subject system, data production and business activities of enterprises for collection and
classification, summary, processing, storage and reporting of accounting information cannot meet the decision-making needs of users of the state. This dilemma or abuse is mainly manifested in the external report can not provide sufficient support for decision-making. As a result of the information content and structure seriously depend on the accounting system of the business flow, capital flow, information flow separation, financial information and non-financial information separation.

Second, it is the difficulties encountered by the technical support program from the accounting computerization to the accounting information stage.

In the new century, the development of information technology and information industry in our country is changing with each passing day. Broadband transmission speed is faster and faster. The development of sensor technology and the emergence of the prototype of the Internet to enable enterprises to achieve production processes, business process of massive data collection, transmission and management becomes possible. Big data processing technology is also gradually mature, data processing business begins to market. At the same time, China's economy is growing, the degree of mercerization is getting higher and higher, and the world economy is closely linked with the depth of integration, the rapid development of virtual economy, economic data size and speed are great. Therefore, the complexity of the business environment, the risk is also increased. All these have put forward higher requirements for accounting information. More efficient, more intelligent and more diverse become the direction of the construction of accounting information. However, the original practice of computerized accounting has been unable to meet the requirements of accounting information. This is mainly manifested in the contradiction between the financial resources of small and medium enterprises and the purchase of facilities, the contradiction between the lack of information personnel and equipment maintenance, the development of various enterprise systems standards are not and can not be compatible with each other.


Social service reduces the cost of accounting information of small and medium sized enterprises. The construction of accounting normalization of small and medium enterprises through the social service outsource to the IT enterprise. SMEs themselves do not need to buy expensive data storage or processing equipment, do not have to build data centers and other base construction facilities, do not have to be equipped with professional technical personnel to carry out the system maintenance and also avoid the self construction of the server capacity and function of the idle problem, not easy to extend the problem. As long as according to the amount of the use of resources or the use of the amount of time paying for the accounting information can enjoy the software and hardware resources. This kind of socialized and intensive accounting information model has greatly reduced the cost of small and medium enterprises. [2]

Specialized division of labor ensures that the small and medium-sized enterprise accounting information technology is supported. In the process of enterprise information, IT enterprises or cloud accounting service providers give full play to their technical advantages. Construction of large-scale cloud computing data storage and data center, the development of small and medium enterprises to come forward to the accounting information system, And according to the willingness of companies to achieve scale data upgrading and extending the function of the system, application integration, the timely provision of system maintenance
and consulting services, while working to improve cloud accounting reliability, safety, convenience, provides strong technical support for medium and small sized enterprises normalization.

Small and medium enterprises can concentrate on the management of the enterprise.

Construction of AIS is a Feasible Scheme to Promote the Accounting Normalization of Small and Medium Sized Enterprises

Based on the cloud accounting platform accounting information system, (accounting information systems, AIS,) is big data, cloud computing technology in the field of accounting application, become the small and medium-sized enterprise complete financial business processing, access to large data, an important tool in data mining, but also promote the feasibility of construction of accounting information and countermeasures.

The Composition and Function of AIS Based on Cloud Accounting

“Accounting work in the cloud accounting environment, the essence is to use the cloud technology to build a virtual accounting information system on the Internet, to complete the enterprise accounting and accounting management and other content.” [3]This virtual accounting information system (Information Systems Accounting, AIS,) mainly consists of the wind control management subsystem, the internal business processing subsystem, the external business management subsystem and the database.

Strategic Decision of Small and Medium Sized Enterprises in the Cloud Accounting Environment

In the cloud accounting environment, the use of data mining technology for large data processing, it is important to provide decision support for small and medium enterprises, so that the strategic decision-making more timely and scientific.

Application in Financial Decision Making

Influence of data mining on financial decisions, mainly reflected in improve the accuracy of the determination of the fair value and improve the quality of cost management and other aspects, reflected by increasing the accuracy and scientificness of various decision-making factors to improve the quality level of the financial decisions. Improve the accuracy of the determination of fair value. The fair value is the important basis and reference to determine the price of financial asset or enterprise asset price, and it is an important standard to achieve the transaction behavior. In the source of the fair value, the future cash flow discount has a more important significance and more general applicability. But determine the discounted future cash flow requirements provide detailed cash flow forecast and final value is expected, the risk adjusted discount rate, in practice it mostly rely on experience to judge, higher subjective and not accurate enough. After the establishment of cloud accounting information system, we can be widely used in a comprehensive collection of macroeconomic data, industry data, related asset transaction data and other data, reuse data mining technology to carry on the analysis, get the higher quality of the cash flow forecast and final prediction, risk adjusted discount rate, so that the fair value determined to be more objective and accurate.

Improve the level of cost management. The total cost of products (services) in small and medium enterprises is generally small. But if the refinement cost, project cost elements is unlikely to have comparative advantage. That is to say, the extensive mode of management
may increase the amount of cost, can also mask the cost advantage. The factors that influence the management cost of the small and medium-sized enterprises include the scale economy, the cost function, the integration management, the organization and the system factor, the geography factor, the enterprise culture and so on. Small and medium enterprises can use data mining technology to calculate the cost of their projects, while the use of large data database can also be calculated in the same industry and other enterprises in the cost of the project. By contrast, it will be found which costs more than the cost of the industry, which is lower than the cost of industry, mining costs in the area where the potential to proceed and so on, and ultimately the formation of financial decisions.

Application in Investment Decision Making

Promote and ensure the scientific nature of investment decisions. The project investment, especially the cross industry investment, has great risks and non-foresight for small and medium-sized enterprises and scientific decision-making is the fundamental way to ensure the sustainable development of enterprises. Project investment involves the size of the market forecast, the prospects for the development of the industry, product or service design, product (service) life cycle, financing mode, realization mode and expected contents of multiple aspects of income, macroeconomic situation, international economic outlook and so on, one by one analysis and provide feasibility analysis report. On the internal management of enterprises data analysis easier, enterprise's cash flow, debt ratio, debt paying ability, future earnings data is more informative, more accurate evaluation on the implementation of the project. The analysis of the external macro economic situation, the development of the industry, enterprise database also has more abundant data, but short-term trend forecast accuracy may be higher, to long-term economic trends prediction due to the increase in the unpredictable risk, its accuracy will be decreased. Analysis of investment projects is also more difficult, despite the support of big data, but in practice it is difficult to incorporate all factors and changes in the impact of quantitative and quantitative risk factors may not be fully foreseen. However, in general, the application of data mining, improve the scientific nature of investment decisions. [4]

Reduce and Defuse the Risk of Investment Decisions

Traditional investment analysis is based on the traditional experience as a means to the limited data, with a high risk. Using data mining technology for investment analysis, the types of its investigation of the data more comprehensive, according to the quantity of the data more fully, the mining technology and software has more targeted and scientific, accordingly, its analysis results are more reliable, more accurate, which reduces the risk of investment decision. And investment in implementation process still continue to use big data to verify and analysis of project investment, of possible risks to measure and evaluate, to optimize and revise the investment plan, continue to adjust the goal and direction of investment, even resolutely stop investment to avoid losses, which makes the investment behavior more in line with the actual and enterprise benefit maximization, so as to reduce and defuse the risk of investment.

References

