

Modern Management Accounting Enables Enterprise Organization and Social and Economic Development

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Abstract: Modern management accounting provides a powerful tool for the expansion of financial accounting function, but also provides an important support for the development of enterprise organizations and social and economic development. This paper expounds how modern management accounting can better empower enterprise organization and social and economic development from three dimensions of historical research, realistic dilemma and future prospect.

Keywords: modern management accounting; development of enterprise organization; social and economic development

1. Historical Investigation of the Management Accounting Function

The two functions of management accounting information support and management control can strengthen the management cooperation, information transparency and sharing in research and development, production and other processes, reduce the information asymmetry of enterprises, and improve the management and control ability of enterprises.

Agency theory holds that management control as a management accounting function can reduce the opportunistic behavior of agent by reducing the information asymmetry between principal and agent. As a management control system, management accounting can, on the one hand, plan, refine and control the analysis of value drivers; on the other hand, the management control function can help enterprises improve service quality and customer satisfaction, acquire new customers and increase market share and customer loyalty. Wang Bin and others believe that the management control function helps the organization to set goals and select action plans, identify specific value drivers, and allocate the resources needed to achieve enterprise value creation [1]. As an information support system, management accounting is a general, objective and transparent information platform for refined value driver factor analysis and decision-making. The information support function is to support the managers at all levels within the organization to identify and determine the value drivers. The information in enterprises can support the enterprise to make relevant decisions and maintain daily operation services, thus reducing the product defect rate and improving the product innovation; by providing management accounting information, it can improve the service quality and customer satisfaction, obtain new customers, and increase market share and customer loyalty. The information provided by the management accounting system can improve the ability of employees to make decisions, so that employees can achieve the goals of the

organization [2].

2. The Real Dilemma of Modern Management Accounting

(1) Management accounting awareness is not strong enough

Some enterprises do not have a comprehensive and specific understanding of management accounting, lack the awareness of management accounting, do not realize the important value of management accounting to the development of enterprises, and do not promote the application of management accounting in enterprise financial management. Specifically, some enterprise managers pay attention to the business, despise the financial situation. The application of management accounting not only needs the financial personnel to take the initiative, but also needs the active cooperation of grass-roots workers. However, some grass-roots workers in enterprises think that management accounting has nothing to do with their own work practice, and fail to actively cooperate.

(2) Institutional construction needs to be strengthened

The application of management accounting in enterprise financial management means that the content, process and specific standards of financial management will change to a certain extent. Enterprises should adjust the financial management system according to this change, so as to ensure the orderly development of the next financial management work. But some enterprises in the aspect of system construction, not according to the changes of financial management update system content, lead to financial personnel in the process of application management accounting is still working according to the original system, easy to cause the system content conflict with the actual work, not only hinder the application of management accounting, and may bring financial risk to the enterprise.

(3) The financial team construction is not in place

The application of management accounting puts forward higher requirements for the comprehensive level of enterprise financial personnel, but combined with the actual situation of some enterprises, the internal financial personnel of enterprises do not have a deep understanding of management accounting, and do not form a correct understanding of the application of management accounting. At the same time, some knowledge structure of financial personnel aging, failed to timely understand the cutting-edge financial knowledge, which also has a certain obstacle to the application of management accounting. The application of management accounting means that the accounting of enterprises and management practice are closely linked, which requires financial personnel not only to master financial knowledge, but also to understand the business development and management status of enterprises. However, some financial personnel of enterprises have obvious shortcomings in this aspect.

(4) Accounting information construction is not in place

On the one hand, there are still relatively obvious information barriers in some enterprises, which cannot guarantee the comprehensiveness and timeliness of accounting information. On the other hand, after collecting accounting information, enterprises cannot efficiently process accounting information, resulting in the data value of accounting information has not been fully mined. In addition, some enterprises ignore the information security problems in the process of applying management accounting, laying hidden dangers for the follow-up work.

(5) Supervision and control need to be strengthened

Supervision and control is an important link in the application process of management accounting, which is generally realized through the form of internal audit. However, in some enterprises, the audit work is often managed by the financial department, which leads to the loss of independence of internal audit and unable to form effective supervision over the application of management accounting.

3. Enterprise Organization and Social and Economic Development of the Modern Management Accounting to Put Forward the New Requirements

(1) The various forms of enterprise organization have put forward new requirements for modern management accounting

The diversity of enterprise organization forms has put forward many new requirements for modern management accounting. In order to adapt to these requirements, enterprises need to constantly strengthen the work of innovation of management accounting, improve the internal control system, improve the scientific and accuracy of financial decision, promote the development of information and intelligence, and pay attention to talent training and team building and other aspects.

A. Management accounting needs to adapt to the needs of different organizational forms

Different enterprise organizational forms have different characteristics and needs in the management. Modern management accounting needs to design corresponding financial management schemes according to the characteristics of different organizational forms to meet the personalized needs of enterprises. For example, for sole proprietorship and partnerships, management accounting may pay more attention to the financial reports and profit distribution of owners or partners, while for corporate enterprises, there may be more emphasis on the protection of shareholders' rights and interests and the improvement of corporate governance structure.

B. Strengthen internal control and risk management

With the diversification of enterprise organization forms, the internal control and risk management of enterprises have also become more complex. Modern management accounting needs to establish a set of perfect internal control system to ensure the authenticity and integrity of enterprise financial information, and strengthen the identification, assessment and control of all kinds of risks. This requires management accounting personnel not only to have solid professional accounting knowledge, but also familiar with the business process and risk management methods of enterprises.

C. Improve the scientificity and accuracy of financial decisions

The diversity of enterprise organization forms also means that enterprises need to be more scientific and accurate in their business decisions. Modern management accounting needs to provide comprehensive and accurate financial information to provide strong support for the strategic decision-making and daily operation of enterprises. This requires management accounting personnel to skillfully use various financial analysis tools and models, conduct in-depth analysis of the financial situation and operating results of the enterprise, and provide valuable decision-making suggestions for the management.

D. Promote the development of informatization and intelligence

With the rapid development of information technology, the diversification of enterprise organization forms also promotes the development of information and intelligence of management accounting. Modern management accounting needs to make full use of modern information technology means, such as big data, cloud computing, artificial intelligence, etc., to improve the efficiency and effect of financial management. Through the establishment of financial sharing service center, the implementation of intelligent financial analysis and other measures, enterprises can better realize the deep integration of finance and business, and improve the overall operation level.

E. Pay attention to talent training and team building

The diversity of enterprise organization forms puts forward higher requirements for management accounting personnel. In order to adapt to this change, enterprises need to strengthen the training of management accounting talents and team building. Improve the professional quality and comprehensive ability of management accounting personnel by organizing training and introducing high-end talents, and establish a sound incentive mechanism and career development channel to stimulate the enthusiasm and creativity of management accounting personnel.

(2) The change of the communication mode between the enterprise organization and other organizations puts forward new requirements for modern management accounting

The change of the communication mode between enterprise organizations and other organizations has put forward new requirements for modern management accounting, such as enhancing the transparency and comparability of financial information, strengthening risk management and internal control, improving decision support ability, adapting to diversified cooperation modes and strengthening the construction of information and intelligence. In order to meet these requirements, enterprises need to continuously strengthen the innovation and development of management accounting, in order to adapt to the changing market environment and business

needs.

A. Enhance the transparency and comparability of financial information

With the increasingly frequent and complex communication of enterprise organizations with other organizations, the transparency and comparability of financial information has become particularly important. Modern management accounting needs to ensure that the financial information provided by enterprises can accurately reflect its operating conditions, financial results and cash flow, and can make horizontal and vertical comparisons with other organizations. This requires management accounting to follow generally accepted accounting standards and regulations in preparing the financial statements to ensure that the information is true, complete and reliable.

B. Strengthen risk management and internal control

In the process of communicating with other organizations, enterprises will inevitably face various risks and uncertainties. Modern management accounting needs to strengthen the identification, assessment and control of these risks to ensure that enterprises can operate steadily in a complex and changeable external environment. This requires management accounting to establish a sound risk management mechanism and internal control system, conduct a comprehensive and systematic monitoring and evaluation of the activities of the enterprise, and timely find and correct potential problems and risks.

C. Improve the decision-making support ability

The purpose of communication between enterprise organizations and other organizations is often to realize resource sharing, complementary advantages and mutual benefit. Modern management accounting needs to provide strong support for enterprise decision-making and help enterprises make wise choices among many cooperation opportunities. This requires management accounting to use advanced analytical tools and models to conduct in-depth analysis of the financial situation, operating results and market environment, and provide valuable decision-making suggestions for the management.

D. Adapt to diversified cooperation modes

With the diversification of communication modes between enterprise organizations and other organizations, such as the rise of B2O (Business-to-Organization) business interaction mode, modern management accounting needs to adapt to this change and provide flexible and diverse financial management services for enterprises. For example, in the B2O model, enterprises need to establish close partnerships with multiple organizations to carry out projects or businesses together. Management accounting needs to be able to deal with this complex partnership to ensure the accurate transmission of financial information and the reasonable allocation of funds.

E. Strengthen information technology and intelligent construction

The change of the communication mode between enterprise organizations and other organizations also promotes the application of informatization and intelligence in management accounting. Modern management accounting needs to make full use of modern information technology means, such as big data, cloud computing, artificial intelligence, etc., to improve the efficiency and effect of financial management. Through the establishment of financial sharing service center, the implementation of intelligent financial analysis and other measures, enterprises can better realize the deep integration of finance and business, and improve the overall operation level.

4. Modern Management Accounting Enables the Path of Enterprise Organization and Social and Economic Development

(1) Optimize the organizational process

Management accounting is the integration of management and accounting. The function of accounting is to measure, and management is an activity involving everyone in the organization. Management accounting optimizes the organization's process and improves its efficiency through full participation and scientific measurement.

A. Improve the efficiency of enterprise internal management

Management accounting through the introduction of standardized processes, such as budget management, cost control, performance evaluation, etc., so that the work of various departments within the enterprise is more

standardized and orderly. This not only reduces unnecessary communication and coordination costs, but also improves work efficiency.

Management accounting emphasizes the fine analysis and management of data. Through the in-depth mining of business data, enterprises can more accurately grasp the market dynamics and customer needs, so as to make more scientific decisions. This fine management helps enterprises to optimize resource allocation and improve the overall operational efficiency.

B. Strengthen enterprise risk prevention and control capabilities

Through the establishment of a sound risk assessment system, management accounting conducts quantitative and qualitative analysis of all kinds of risks faced by enterprises, timely early warning and formulate corresponding countermeasures. This helps enterprises to reduce operational risks and maintain sound operations.

In the process of optimizing the organizational process, management accounting pays attention to strengthening internal control to ensure the legal compliance of various economic activities of enterprises. Through the establishment of a sound internal control system, enterprises can effectively prevent fraud and fraud, and ensure the safety of assets.

C. Promote the realization of corporate strategic goals

Management accounting provides information support on financial status, operating results and cash flow by participating in the formulation and implementation process of enterprise strategic planning. This helps enterprises to better grasp the market opportunities and formulate strategic goals in line with their own actual situation.

Management accounting through the establishment of a scientific performance evaluation system, the performance of each department of the enterprise objective, fair evaluation. This helps to stimulate the enthusiasm and creativity of employees, and promote the realization of corporate strategic goals.

D. Promoting economic and social development

Management accounting promotes the rational allocation and utilization of enterprise resources by optimizing the organizational process. This helps to improve the efficiency of the resource use of the whole society, and promote the sustainable development of the economy and society.

The data and information provided by management accounting can also provide strong support for government policy making. The government can, in accordance with the information provided by the management accounting, formulate macroeconomic policies more in line with the law of the market to promote the stable development of the economy and society.

(2) Cost reduction and cost-increase efficiency

Reducing costs and increasing efficiency is an eternal topic. Modern management accounting has played an important role in enabling enterprises to organize and promote economic and social development by optimizing the organizational process. Here are the details of the process:

A. Introduce advanced management methods and tools

By introducing advanced management methods and tools, such as comprehensive budget management, operation cost method, balanced scorecard, etc., management accounting can comb and optimize the internal management process of enterprises, reduce unnecessary links and redundancy, so as to improve operational efficiency. Through fine cost accounting and control, management accounting helps enterprises to identify the potential of cost saving, optimize the cost structure, reduce unnecessary expenses, and improve the overall profitability.

B. Strengthen internal control

In the process of optimizing the organizational process, management accounting pays attention to strengthening the construction of internal control mechanism to ensure the compliance and safety of economic activities of enterprises. Through the establishment of a sound internal control system, management accounting helps enterprises to prevent and defuse potential risks, to ensure the stable operation of enterprises.

C. Promote scientific decision-making

Management accounting provides strong decision support for the management by providing accurate and

timely financial information and analysis reports. According to these information, the management can more scientifically formulate enterprise strategies, plan business activities, and evaluate the effect of projects, so as to improve the scientificity and accuracy of decision-making.

D. Promote the integration of business and finance

Management accounting promotes the integration of business and finance by optimizing the organizational process. The financial department is no longer just a "bookkeeping" department, but deep into each business link of the enterprise, to provide targeted financial advice and services. This integration helps enterprises to better grasp the market dynamics and customer demand, and improve the market competitiveness.

(3) Enhance the social value of the organization

A. Promote the optimal allocation of resources

Management accounting improves the use efficiency of using resources by optimizing the process of enterprise organization. As the micro subject of social economy, the improvement of the resource use efficiency of enterprises helps to promote the optimal allocation and sustainable development of resources of the whole society.

B. Enhance corporate social responsibility

Management accounting pays attention to the social responsibility and sustainable development of enterprises. By providing financial information and advice related to environmental protection, social responsibility and other aspects, management accounting helps enterprises to enhance their social responsibility, and promotes enterprises to achieve economic benefits, but also pay attention to the improvement of social benefits and environmental benefits.

5. Future Prospects of Modern Management Accounting

With the progress of enterprise organization and social economy, the development potential of modern management accounting still needs to be further explored. Zhang Chao put forward that the combination of management accounting informatization and advanced information technology will become a research trend [3]. Similarly, Ma Yizhou pointed out that with the strong support of legislation and education work, the continuous emergence of management accounting talents, theoretical research is constantly enriched and in-depth, and the potential of management accounting in the future will be further reflected, and it can be better applied to enterprises [4–7].

Modern management accounting has a significant role in promoting enterprise organization and social and economic development. Although there are some challenges, such as lack of management accounting consciousness, system and the construction of talent, as well as the shortage of informatization and supervision and control, but through the construction of modern management accounting system with Chinese characteristics, strengthening the informatization construction and personnel training, management accounting potential will be further mining and play, to more effectively support the sustainable development of enterprises and the comprehensive progress of social economy.

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