Research on the Path and Strategy of Digital Transformation of Enterprise Financial Accounting in Digital Economy Era

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Abstract: Under the background of all-round acceleration of digital economy, enterprise financial accounting is facing an important transformation from traditional accounting function to digital, intelligent and strategic management.This paper focuses on the "Research on the Path and Strategy of Digital Transformation of Enterprise Financial Accounting in the Era of Digital Economy," systematically combs the technical characteristics of digital economy and its reshaping of financial functions, and discusses the feasible path of financial digitalization from the aspects of infrastructure construction, business process optimization, data-driven decision-making, internal control and compliance mechanism, talent organization reconstruction, etc.At the same time, five strategic implementation suggestions are put forward, which are led by top-level design, supported by system collaboration, centered by data governance, based on cultural change and guaranteed by risk control.Through the empirical analysis of typical enterprises such as Huawei and JD. COM, the successful experience and transformation effect are summarized, and the practical value of multi-dimensional path synergy is verified.The research shows that financial digitalization transformation is the key way for enterprises to improve operation efficiency, enhance strategic support and realize high-quality development.

Key words: digital economy; financial accounting; digital transformation; path analysis; strategy implementation

Introduction

With the rapid development of information technology, digital economy has become an important engine to promote global economic growth, and is reconstructing traditional industrial ecology with unprecedented speed and depth.Under this background, the operation mode, management idea, organization structure and value creation mode of enterprises are undergoing profound changes, and the financial accounting work is no exception.The integrated application of big data, artificial intelligence, cloud computing, blockchain and other technologies has gradually transformed financial accounting from the traditional "accounting orientation" to the role of "decision support and strategy guidance."

1 The new changes of enterprise financial accounting under the background of digital economy

1.1 The characteristics and development trend of digital economy

The rapid rise of digital economy has

become the key force to promote the transformation and upgrading of global industries. Its essence lies in building an efficient, intelligent and platform-based industrial ecology through the integration and application of data, a new production factor, and advanced technologies such as artificial intelligence, big data, blockchain and cloud computing.In this trend, the enterprise's financial management mode has also changed.These technologies break the traditional financial processing of the space-time barriers, so that enterprises can real-time collection, analysis and feedback of business data, for the financial system information, integration and intelligence to provide a basic support.The financial function is therefore gradually from the traditional passive record to the active prediction, dynamic control, to promote the financial accounting from the background support system to the front desk strategic role of the evolution of the role of the [1].

1.2 Function reconstruction of enterprise financial accounting

In the digital economy, corporate financial accounting is shifting from a "bookkeeping function" centered on accounting and reporting to a "strategic function" aimed at data insight and decision support.The deep integration of financial and business data enables financial personnel to participate in operation and management more comprehensively, transforming from result accountants to business analysts.At the same time, the manual processing mode is gradually replaced, and the automation and intelligent technology are widely used in the financial process, such as intelligent reimbursement, RPA automatic processing, accounting voucher automatic generation, etc., which not only improves the work efficiency, but also greatly releases the financial human resources.This functional restructuring to promote the role of financial personnel from the "technical accounting" to "management finance" change, become an important driving force for enterprise operation and strategy [2].

1.3 The main challenges facing

Although the financial digitalization transformation brings many opportunities, enterprises still face many practical problems in the actual promotion.The most prominent one is the serious phenomenon of "data isolated island," in which the information among financial, business, supply chain and other systems is separated and the data is difficult to get through, resulting in information asymmetry and analysis distortion.At the same time, the construction of enterprise financial system lacks top-level planning, system functions overlap, integration is difficult, weakening the synergy effect.A large number of financial personnel are lack of digital technology literacy, which makes it difficult to adapt to the rapidly changing technical environment, which has also become one of the bottlenecks of transformation.What's more, the huge investment in digital projects, but the lack of direct economic returns in the short term, makes corporate management hesitant and conservative in pushing for transformation.Enterprises need to strengthen the overall planning of design from the strategic level, accelerate the system integration and technology update, and promote the synchronous transformation of organization and talent structure, so as to realize the high-quality transition from traditional finance to smart

finance in the tide of digital economy [3].

2 Analysis on the path of digital transformation of enterprise financial accounting

2.1 Digital infrastructure construction path

The primary task of enterprises to promote financial digitalization is to build a solid technical foundation, including deploying ERP system, establishing financial sharing service center and building cloud financial platform.ERP system helps to integrate financial and business processes and realize unified information management; financial sharing service improves standardized processing efficiency and reduces operation cost; cloud financial platform endows enterprises with higher system flexibility and scalability, which is conducive to data collaboration among multiple places and institutions.Together, these infrastructures form the "base" for financial digitalization, providing technical support for subsequent process reengineering and intelligent analysis.

2.2 Digital reconstruction of financial process

At the process level, enterprises realize the automation and standardization of financial process by introducing RPA, intelligent reimbursement system, electronic invoice platform and other tools.For example, RPA can efficiently perform repetitive reconciliation and account entry operations;OCR recognition technology is used for bill scanning and information extraction, which improves accuracy and processing speed; intelligent system automatically generates vouchers and conducts account docking, greatly reducing manual intervention.Through these means, the enterprise significantly improves the process efficiency, reduces the error rate, and lays the foundation for the subsequent application of financial data [4].

2.3 Data-driven intelligent decision support

With the continuous growth of data volume, enterprises need to build financial BI system and data analysis platform to tap the operating value behind data.BI tools visually transform complex data into understandable charts that enable management to make fast, accurate decisions.At the same time, through multi-dimensional performance analysis and dynamic budget prediction model, enterprises can realize the reverse support of financial data to business plans, enhance forward-looking and flexibility, and transform finance from "report exporter" to "decision-making participant."

2.4 Intelligent path of internal control and compliance

In the digital environment, financial internal control and compliance management also face the need to upgrade.Enterprises need to deploy embedded intelligent risk control system to realize real-time monitoring and risk early warning of financial behaviors, and improve response speed and risk identification capability.At the same time, blockchain technology also plays an important role in data traceability, bill authenticity verification, audit chain construction and other aspects, which can effectively improve the transparency and credibility of financial information and provide technical guarantee for enterprises to cope with regulatory requirements.

2.5 Financial organization and talent path

Transformation is not only a technological change, but also the upgrading of organizations and talents.Enterprises should build a "finance +IT+ business" compound financial team to promote the integration of industry and finance.In terms of organizational structure, the response capability can be improved by setting up data middle office and technical support team.At the same time, it is necessary to speed up the digital literacy training of financial personnel, including data analysis, system operation, technical understanding and other aspects, promote the transformation from traditional accounting to "digital financial analyst," and provide solid talent support for the transformation [5].

3 Implementation strategy of enterprise financial digital transformation

3.1 Top-level design and strategic leadership

The digitalization transformation of enterprise finance is a systematic and long-term project, which must be guided by scientific top-level design to define the transformation vision and target path.When formulating the strategic planning of financial digitalization, the enterprise shall formulate feasible digital blueprint around the core objectives of value promotion, efficiency optimization, risk prevention and control, etc. in combination with its own development stage and industry characteristics.In particular, we should pay attention to the close combination of strategy and business development, so as to make financial transformation an important part of the overall digital strategy of the enterprise.In the process of implementation, we should set clear stage objectives, formulate reasonable road map, and gradually construct a digital financial management system with complete system and sound mechanism from pilot breakthrough to comprehensive promotion.This top-down strategic guidance helps coordinate resources at all levels, unify management direction, and ensure efficient implementation of transformation projects.

3.2 Technology convergence and system collaboration

Technology is the driving force of financial digitalization transformation. Enterprises must realize the integration and application of various technologies and ensure the high coordination among systems in the process of promoting it.On the one hand, enterprises should scientifically select suitable Digital tools and platforms according to their own financial business characteristics, such as ERP system, cloud financial platform, intelligent reimbursement system, BI tools, etc., and pay attention to the integrated deployment of different systems to avoid the information fragmentation caused by "chimney" construction.On the other hand, it is necessary to get through the interface between financial system and business system to realize automatic flow and closed-loop management of business process data.The deep integration of technology and process not only improves the efficiency of financial processing, but also provides a panoramic data perspective for enterprise management.

Table 1 Comparison of Collaborative Content and Value of Enterprise Financial Digital System

System type	Collaborative content	Application value
ERP system	Integration of	Improve data

	finance, procurement, sales and inventory	consistency, reduce duplicate entry, and enhance internal collaboration
Financial Sharing Platform	Accounting, reimbursement and payment are handled in a unified manner	Reduce operational costs, standardize and centralize management
BI Analytical System	Data Visualization, Business Analytics	Enable real-time decision-making and improve data insight
Cloud Finance System	Remote data access and management	Enables telecommuting and multi-location collaboration to enhance system flexibility
Business Systems (CRM, SRM, etc.)	Integration of Customer, Supplier and Financial Information	Break down barriers to business and finance, and enhance process transparency and traceability

It can be seen from Table 1 that different types of systems play complementary and key roles in the transformation of enterprise financial digitalization.By breaking through the data barriers between these systems, it not only realizes the real-time sharing of financial information and business information, but also provides powerful support for intelligent analysis and efficient decision-making, and finally promotes the overall improvement of enterprise management efficiency and financial transparency.

3.3 Data governance and asset-based management

In the era of digital economy, data has become as important a strategic resource as capital and technology.In order to realize the financial digitalization transformation, enterprises must strengthen the construction of data governance system.Should formulate a unified data standard and index system, clear the caliber, format, structure and authority of all kinds of financial data, to ensure the quality of data from the source.By building a data asset catalog, the company's financial data are classified, managed, valued and visually displayed to promote the "identifiable, manageable and realizable" of data.Further, enterprises should through technical means to build data center, data acquisition, cleaning, storage, sharing of the whole process of closed-loop management, for financial analysis and decision-making to provide high-quality data support, truly realize the asset of data and strategic use.

3.4 Organizational mechanism and cultural change

Digital transformation is not only a technological upgrade, but also a deep-seated organizational and cultural reshaping.Enterprises should adjust and optimize the original financial organizational structure according to the development needs of digital finance, break the traditional mode of "decentralized functions and fixed division of labor," and transform to a process-driven, platform-based and share-based financial management mode.At the same time, it

is crucial to create a culture that encourages innovation, accepts change and cooperates across borders.Only when there is a common understanding of the digital concept across the enterprise can financial personnel truly change from "passive adaptors" to "active enablers."It is necessary to strengthen the cross-department cooperation mechanism, build a transformation working group promoted by technology, business and finance, and improve the organization's agile response and implementation capability.

3.5 Risk control and compliance assurance

The process of digital transformation is full of uncertainty, and enterprises must simultaneously promote the construction of risk identification and compliance management system.It is necessary to establish a risk assessment mechanism for the whole process of digital transformation, identify potential technical failures, data leakage, process disorder and other key risks in IT systems, and formulate corresponding emergency response plans.To strengthen the construction of information security, strengthen the firewall, authority management, access control, encryption mechanism and other measures to ensure the integrity of financial data, confidentiality and traceability.In terms of compliance, financial information disclosure standards should be adjusted in time according to industry regulatory requirements, and an internal control and audit system connected with national policies should be established.Through the coordination of system construction and technical means, enterprises can effectively control the risks of digital transformation and ensure the steady promotion of financial innovation under the premise of safety and compliance.

4 Typical case analysis

4.1 Case analysis of huawei's financial digital transformation

As a leading high-tech enterprise in China, Huawei began to promote the financial digitalization strategy early in the tide of digital economy. Its transformation is not only reflected in the upgrading of technical means, but also through the all-round reconstruction of management concept, organization mode and talent structure.Huawei's financial digitalization transformation can be traced back to the period when it built a global financial sharing service center. At that time, the enterprise faced the challenge of business globalization and diversification, and the traditional financial management mode could not meet its rapid expansion demand.In order to improve management efficiency and adaptability, Huawei has formulated a systematic financial transformation strategy, with the core concept of "data-driven, centralized management and intelligent analysis," comprehensively introduced SAP ERP system at the technical level, built a financial middle office, and supported real-time analysis and prediction of financial business with big data platform and BI tools.At the same time, Huawei has built a global unified financial sharing platform to centralize a large number of repeated and standardized business processes such as A/R & A, reimbursement review, invoice processing, etc., and realize process automation through financial robot (RPA), improving efficiency and significantly reducing labor costs.

In terms of organizational mechanism, Huawei promotes the implementation of

"integration of business and finance," deeply embeds financial personnel into business departments, emphasizes that financial personnel should understand business, be able to analyze and predict, and truly realize the advancement, foresight and pre-control of financial work.Huawei attaches great importance to personnel training, and has established the "Digital Finance Capability Model" to improve the data literacy and technology application capability of financial personnel through job rotation, training, technical guidance, etc.After the transformation, Huawei's financial processing cycle has been significantly shortened. The global business statement summary time has been reduced from 7 days to 2 days, and the average expense reimbursement processing time has been reduced by 60%. In addition, Huawei has realized real-time monitoring and intelligent scheduling of global capital flows, providing solid data support for the company's strategy formulation and business expansion.

Table 2 Comparison Table of Key Measures and Achievements of Huawei's Financial Digital Transformation

Transformation dimension	Examples of measures	Expected/actual results
technology deployment	Introduction of ERP system, financial middle office and BI analysis tools	Centralized data management, real-time and accurate analysis
tissue remodeling	Construction of financial sharing center and integration of industry and finance	Reduce costs by approximately 30% and increase process efficiency by more than 60%
talent development	Digital competency model building, cross-business training	The skills of financial personnel are compounded, and the post competence is significantly improved.
decision support	Building a Data-Driven Decision-Making Platform	Realize rolling optimization of financial forecast and budget

As can be seen from Table 2, Huawei's digital transformation achievements do not rely on a single technology or measure, but are systematic achievements formed under the four-in-one promotion logic of "strategy-organization-technology-talent."Its experience is of high reference value to other enterprises pursuing global development or diversified layout.

4.2 Analysis on the practice of financial digitization of jingdong group

As a representative enterprise of China's digital retail and logistics technology, Jingdong Group has also carried out a lot of innovative exploration in financial digitalization, especially in the aspects of automatic financial processing and intelligent risk control construction.With the expansion of platform-based business and the sharp increase of transaction frequency and data volume, the traditional manual financial processing mode has been difficult to support the daily operation of Jingdong.For this reason, JD.COM has greatly upgraded its financial information system architecture, built a "financial cloud platform" based on

micro-service architecture, and introduced intelligent technology to realize end-to-end reshaping of core financial processes.Specifically, Jingdong fully applies RPA robot and OCR recognition system in daily reimbursement, reconciliation, invoice processing and other links, greatly reducing manual participation and realizing automatic flow of process.At the same time, a real-time fund monitoring and settlement system shall be set up to ensure that each transaction can be traced back, verified and analyzed, and comprehensively improve the financial risk control level.

In terms of talent development, JD. COM pays attention to the "technology + management" compound background of the financial team. By cooperating with universities and setting up internal data laboratories, JD. COM provides financial personnel with cutting-edge training courses such as data modeling, AI algorithm and information security, so as to enhance their professional competence in the new environment.After the transformation, the settlement efficiency of a single order of JD.com has increased by 75%, and the business data processing capacity has increased by nearly 3 times compared with the same period last year, greatly improving its financial response efficiency and support capacity.

Table 3 Application and Effect Analysis of Jingdong Financial Digitization Technology

Application	Applicable scenarios	Effect is reflected
RPA Automation Tools	Invoice processing, reconciliation and posting process	Annual labor cost savings of more than 10 million yuan
OCR recognition system	Image recognition of reimbursement documents and contracts	Information recognition accuracy increased to more than 98%
Finance Cloud Platform	General Ledger Management, Fund Monitoring	Support the concurrent processing of tens of millions of orders
intelligent risk control model	Real-time risk monitoring, audit analysis	80% improvement in timeliness of anomaly identification

Table 3 shows how JD. COM effectively reshapes the financial process with the help of digital technology. Its advantage lies in thinking about the layout of the financial system from the perspective of platform, and truly realizing the transition from "controlling finance" to "enabling finance."Jingdong's experience is especially valuable for e-commerce, logistics and platform enterprises.

5 Conclusion

Under the background of accelerating development of digital economy, the digital transformation of enterprise financial accounting is not only the trend of technological innovation, but also the only way to realize the improvement of quality and efficiency of financial management and serve the strategic development of enterprises.Financial digitalization is no longer limited to the introduction of a single tool or the update of the system, but a multi-dimensional systematic project covering technical architecture, business process, organizational mechanism, talent ability,

etc.Only under the strong guidance of top-level strategy can enterprises make clear the direction, coordinate resources and promote the steady implementation of digital transformation.The practice shows that enterprises need to implement financial digitalization reform by stages and levels, firstly, tamp the data and technology foundation, secondly reconstruct the business process and management mechanism, and finally realize the leap of financial function from traditional accounting to strategic support.At the same time, the cultivation of compound financial talents and the construction of digital culture are also important supports to ensure the continuous promotion of transformation.In the future, with the continuous evolution of artificial intelligence, big data and other technologies, financial digitalization will further penetrate into the business core, promote enterprise management to stride forward in the direction of intelligence and refinement, and become an important part of the core competitiveness of enterprises.

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