

## Research on Integration of Management Accounting and Financial Accounting from the Perspective of Accounting Value Evaluation

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### ***Abstract***

*With the rapid changes in social and economic forms, the current financial situation has also undergone tremendous changes, and the economic competition has become increasingly fierce. If enterprises want to survive and develop, they must improve their core competitiveness by reducing internal consumption costs and integrating resources. Management accounting and financial accounting are both important components of enterprise accounting, which play different roles in enterprise management and are the basic guarantee to ensure the stable operation and healthy development of enterprises. Under the background of changing market environment and accounting position, the integration of management accounting and financial accounting has become an inevitable trend. Strengthening the integration of management accounting and financial accounting can not only optimize the development structure of enterprises from the aspect of financial management, but also provide reliable data analysis for enterprise project financial decision-making, and maximize the value of accounting system in enterprise growth. From the perspective of accounting value review, this paper analyzes the relationship between management accounting and financial accounting, and puts forward a concrete and feasible path for their integration.*

**Keywords:** *Management accounting, Financial accounting, Fusion, Accounting value evaluation*

### **I . Introduction**

With the prosperity of the socialist economic market, the competition among enterprises has become more and more fierce. In order to occupy a place in the highly competitive industry, enterprises must reform and innovate their own financial management mode and gradually improve their core competitiveness [1]. Management accounting is a branch of enterprise accounting and the basis of financial information. It uses professional means to analyze information, generate reports, reflect enterprise economic activities, provide reference to enterprise management, and provide conditions for enterprise development [2]. Management accounting is separated from enterprise accounting. It needs to take financial information as an important basis, use professional means to analyze these information, and then form a report to effectively reflect the overall situation of enterprise economic activities [3]. Facing the increasingly complex market environment and increasingly fierce market competition, enterprises are seeking new ways to strengthen their own management and provide a solid guarantee for their sustainable development [4]. In the current complex market environment and fierce competition, the effective integration of management accounting and financial accounting can effectively improve the management level of enterprises and play a positive role in promoting the faster and better development of enterprises [5].

For enterprises, financial accounting can reduce the operating cost of enterprises and avoid the waste of funds. Management accounting can analyze the possible risks faced by enterprises according to the results of financial accounting calculation and avoid them in time [6]. For financial accounting, it is necessary to monitor the economic activities of enterprises in the whole process, obtain financial information from the process of economic activities, and implement specific accounting and supervision. At the same time, it is also necessary to clarify the financial situation of the enterprise in each stage and evaluate the income of actual economic activities, so as to provide financial information for the enterprise management and important reference basis for the development decision-making of the enterprise [7]. As the main body of enterprise financial management, accounting is the direction that enterprises need to focus on in the process of strengthening their own management [8]. Only by

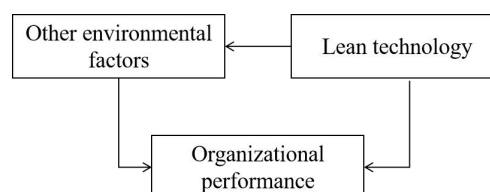
accelerating the integration of management accounting and financial accounting can we effectively improve the accounting value and give full play to the important role of management accounting and financial accounting in enterprise financial management [9]. In the modern business environment, the integration of financial accounting and management accounting can not only help enterprises develop faster and optimize the enterprise structure, but also innovate the financial development direction and improve the market competitiveness of enterprises [10]. Based on this, starting with the relationship between financial accounting and management accounting, this paper analyzes the integration value and development ways of management accounting and financial accounting from the perspective of accounting value evaluation.

## II . The Basic Connotation of Management Accounting and Financial Accounting and the Necessity of Integration

### A. Approaches to the Integration of Management Accounting and Financial Accounting

Financial accounting mainly refers to a series of comprehensive and detailed supervision and accounting work on the funds used after the completion of enterprise activities, and on this basis, it provides economic news corresponding to the actual profitability of the enterprise for the personnel or departments with economic interests, thus launching a series of economic management activities. The work of management accounting is based on financial accounting and analyzed according to the calculation results of financial accounting, so as to evaluate the development risks of enterprises and improve the economic benefits of enterprises. And under the impetus of science and technology, computer technology began to be used in management accounting, and with the help of modern information means to control and manage various work processes of enterprises, it can provide reference for enterprise managers, so that enterprises can get maximum benefits with minimum cost [11]. Management accounting has comprehensive requirements in terms of time. Its concrete performance is that management accounting should not only manage the past economy of enterprises, but also manage the future economic planning of enterprises. That is to say, in practical work, management accounting should comprehensively and carefully interpret and analyze the actual capital flow of enterprises in the past, predict their future development trend according to the actual situation of capital flow of enterprises, and formulate scientific and effective capital evaluation reports on this basis.

If intelligent finance is used to extract and analyze all kinds of financial data that affect daily distribution, work efficiency and accuracy will be greatly improved. Therefore, it is necessary to work out a scientific and reasonable distribution plan to provide a basis for management decision-making. Figure 1 is the empirical research framework of management accounting contingency.



*Fig.1 Empirical Research Framework of Management Accounting Contingency*

Financial accounting makes all-round settlement and analysis of all working funds in an enterprise, and makes financial statements, which provide analysis contents for management accounting and facilitate them to judge the financial status of the enterprise. Management accounting mainly refers to the sorting and processing of financial accounting information and data in a series of ways in order to improve the economic benefits of enterprises, so that the relevant leaders of enterprises can manage and plan the economic activities of enterprises more comprehensively. Finance is the center of gravity and the core element of enterprise development. Accounting is the main person in charge of financial work, and their work directly affects the development direction and initiative of enterprises. The integration of management accounting and financial accounting can provide the

accuracy of financial work and avoid unnecessary development risks. Financial accounting or management accounting, both branches of accounting, are very important and can provide valuable decision-making basis for operators. The accounting information provided by the two is quite different, but the information is the information of the production process of the enterprise, and the emphasis of financial accounting and management accounting is different.

### ***B. The Necessity of the Integration of Management Accounting and Financial Accounting***

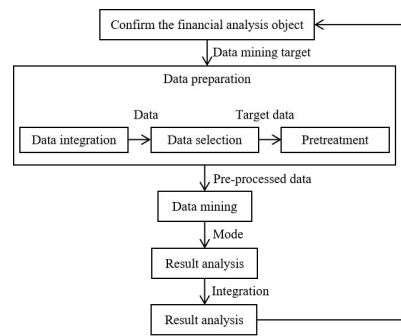
If any enterprise wants to operate systematically, properly and orderly, it must combine the dynamic development of the enterprise with the static level, and analyze the development needs of the enterprise from both aspects. Financial accounting is responsible for the examination and calculation of enterprise funds, and manages the flow of enterprise funds with strong principles. Management accounting is responsible for calculating the difference between income and expenditure of enterprises, with flexible work contents and various directions, which can manage enterprise information in all aspects, analyze the development status of enterprises and predict the development risks of enterprises. There are differences between financial accounting and management accounting in information providing objects, accounting subjects, work emphasis, data processing methods and accuracy. Financial accounting is an important information for the external economic stakeholders to provide supervision and decision-making, taking the enterprise as the main body, recording the economic development and things of the enterprise, and evaluating and examining the business operation of the enterprise [12]. Both financial accounting and management accounting, as an important branch of accounting, are information systems for managers to make decisions. Although there are differences in the information they provide for accounting, the information they provide comes from the original information of the daily production and operation activities of enterprises. Whether it is financial accounting or management accounting, both of them have certain time requirements in terms of specific working methods. That is to say, in the daily work of financial accounting, the date records of financial vouchers must be scientific and rigorous and follow the principle of practicality. Financial accounting is responsible for the accounting and management of enterprises' funds, while management accounting is responsible for calculating the balance of income and expenditure of enterprises. The integration of the two can avoid mistakes caused by work handover, and is more conducive to the development of enterprises.

## **III. Approaches to the Integration of Management Accounting and Financial Accounting**

### ***A. Establish an Integrated Accounting System***

Constructing a perfect integration system is the foundation and premise of realizing the rapid integration of management accounting and financial accounting, which is the primary problem to be solved in the process of exploring the integration way. The construction of new accounting system and mechanism in enterprises is completed under the organization and leadership of enterprise managers. Most modern enterprises separate financial accounting from management accounting, and fail to realize the value of their integration to enterprise development, which leads to the slow integration of management accounting and financial accounting. In view of this situation, enterprises should first realize the necessity of the integration of management accounting and financial accounting, and the value brought to the development of enterprises.

The function of management accounting in enterprises lies in promoting the scientific and orderly development of enterprises. Only by actively changing the traditional accounting function, so that management accounting can be better integrated into the decision-making and management of enterprises, can it play its role to the greatest extent. The data mining process in financial analysis of intelligent accounting system is shown in Figure 2.



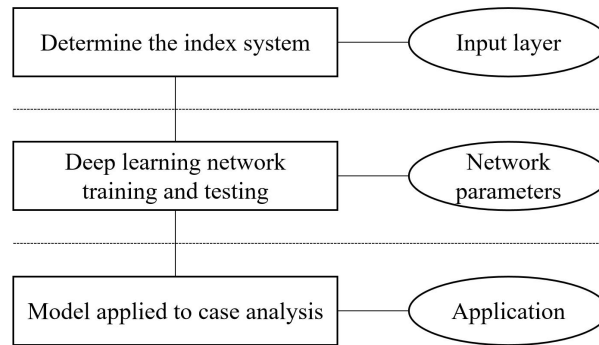
*Fig.2 Data Mining Process in Financial Analysis and Management*

As far as accountants are concerned, they have to be exposed to a large amount of working capital and account for enterprise assets every day. In order to ensure that enterprise assets are not infringed, it is necessary to ensure that financial personnel have a high enough professional ethics level. Before selecting and hiring accountants, an enterprise should make a comprehensive assessment, which should not only examine the professional knowledge of the candidates, but also examine their personality, work attitude and ways of dealing with others. Accounting personnel, as the main body of accounting work, is an important link that can not be ignored in the construction of integration system. This requires enterprises to strengthen the training and education of accounting personnel, make them master the knowledge and skills of management accounting and financial accounting, build a perfect knowledge system, and improve the professional ability and working ability of accounting personnel, so as to adapt to the changes of accounting positions and provide personnel support for the integration of management accounting and financial accounting.

### ***B. Take Effective Integration Measures***

The integration of management accounting and financial accounting can help enterprises to establish a cross-level system, improve the level of financial management, budget and risk assessment, optimize the asset allocation of enterprises, reduce non-essential expenses in the process of business operation, and create more value for enterprises. After the integration of the two, the financial department can better summarize the enterprise management situation and provide comprehensive data support and scientific risk assessment scheme for enterprise managers. Promoting integration information sharing is a problem that must be considered in the integration process of management accounting and financial accounting. Management accounting information is based on financial accounting information, which is obtained after sorting, analyzing and processing, and belongs to a statistical model [13]. The financial accounting information is the basic information of accounting business, and the specific operation process is to classify the financial information to obtain different types of accounting information through measurement and compilation. For all enterprises, capital is the foundation to ensure the normal operation of enterprises. If the capital chain of enterprises fails, it will bring great risks and even lead to bankruptcy.

The application of cloud computing can provide personalized service for enterprise accounting informatization construction. Cloud computing is highly interactive and open, and enterprises can provide personalized service for consumers with the help of cloud computing. The design idea of enterprise financial risk early warning model based on cloud computing is shown in Figure 3.

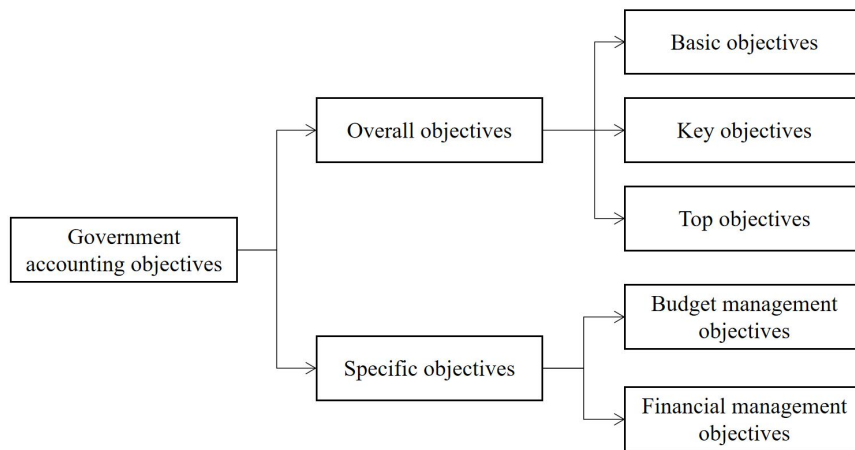


*Fig.3 Model Design Ideas*

After the integration of management accounting and financial accounting, it can supervise the financial situation of enterprises comprehensively, timely and scientifically, accurately predict the financial risks that enterprises may face, adjust the planning direction of enterprises in time, and escort the development of enterprises. The integration of management accounting and financial accounting can provide enterprises with a correct concept of integration, have a clear understanding of financial accounting and management accounting, promote the integration of the two, and improve the enterprise management system. Therefore, enterprise leaders should pay attention to enterprise accounting managers, make coordinated development, make rational plans, use financial accounting and management accounting, and promote the quality and efficiency of enterprise management. In the process of integrating management accounting with financial accounting, two types of accounting information should be integrated first, and all accounting information should be classified and catalogued. At the same time, the application of information technology to build an information accounting system, combined with enterprise resource planning, redesign accounting vouchers and accounting books, and create favorable conditions for the integration of management accounting and financial accounting.

### ***C. Promote the Sharing of Integrated Information***

The integration development of enterprise management accounting and financial accounting needs to pay attention to the construction of integration system of management accounting and financial accounting. At present, most enterprises do not have a separate management accounting department. Financial accounting is mainly responsible for enterprise financial management, fund management, accounting and budget and final accounts. Not only is the workload of financial accounting heavy, but the responsibilities of management accounting are not clear. Based on this situation, it is necessary to improve the existing organizational structure of the enterprise, separate the budget and financial management, and handle the business by management accounting. Financial accounting and management accounting need to calculate a large amount of data every day, and they need to make financial statements according to the calculation results, which makes it difficult to spare time to learn other contents [14]. Therefore, in order to ensure that accountants have more time to learn other contents, enterprises should actively introduce new technologies to reduce the working pressure of accountants and provide them with more time to learn other contents. The accounting management of many enterprises mainly relies on the relevant information and data of financial accounting as the management basis, while financial accounting mainly uses the existing relevant data and information of enterprises to sort out and analyze, and the decisions and tasks made through relevant information have a certain lag, which can not reflect the latest development and operation status of enterprises. The positioning of government accounting objectives is shown in Figure 4.



*Fig.4 The Positioning of Government Accounting Goals*

Accounting staff must first have solid theoretical knowledge to ensure the quality of work, so enterprises should pay close attention to the professional quality of financial staff. According to the requirements of market changes, new technologies should be integrated to help accounting staff to calculate and evaluate more accurately and timely. Nowadays, most enterprises do not have a separate management accounting department, but financial accounting is generally responsible for financial management, fund management, budget and final accounts, and the work of financial accounting is heavy, and the responsibilities of management accounting are unclear. Therefore, it is necessary to improve the organizational structure of the enterprise, separate the budget and financial management, and set up two departments respectively, so that they can be integrated in production and play an important role.

#### IV. Conclusion

In the current fierce market competition environment, management accounting and financial accounting play an important role in the development of enterprises. Management accounting and financial accounting play an equally important role in the stable operation and healthy development of enterprises. In the process of promoting the integration of management accounting and financial accounting, enterprise managers must make clear the importance of accounting management, pay more attention to the construction of new accounting system and mechanism, and determine the specific direction and route of accounting work according to the characteristics of enterprise operation and development strategy. In the process of promoting the integration of management accounting and financial accounting, we must start from their basic meanings, similarities and differences, promote the sharing of integration information by constructing a perfect integration system and adopting effective integration measures, and open up a fast channel for realizing the integration of the two. Enterprises must look at financial work from the perspective of development, attach importance to the integration of management accounting and financial accounting, clarify the difference, the necessity of integration and find the correct way of cross-level management and financial accounting integration, so as to ensure the orderly operation of enterprises and create more economic value.

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