



An Analysis of Knowledge Economy and Accounting Innovation

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Abstract: With the advent of the era of knowledge economy, the accounting environment of enterprises has also undergone great changes, and the accounting management of enterprises is facing new challenges. The rise of knowledge economy stems from the continuous development of human society, economy and science and technology. The interaction between knowledge and economy is getting stronger and stronger, which makes the economic structure change, knowledge is integrated into economic activities, and economic growth also depends on the production and dissemination of knowledge. As an important source of economic information and economic management for enterprises, accounting must be innovated with the changing environment of the times. This paper outlines the necessity of knowledge economy and accounting innovation, and analyzes the influence of knowledge economy on accounting innovation.

Keywords: accounting innovation, knowledge economy, accounting information, accounting environment

1. An overview of the knowledge economy

The knowledge economy was first proposed in the OECD's annual report "Science, Technology and Prospects 1996", which refers to a knowledge-based economy. This concept corresponds to the agricultural and industrial economy. It is not a strict economic concept. American economist Romer believes that an endogenous independent factor for economic growth is the accumulation of knowledge. Knowledge can stimulate the increase of investment efficiency and economic growth. The real source of labor lies in human capitalists with specialized labor skills. In the process of development of human society, the economic structure has changed with the change of science and technology, from the agricultural economy to the industrial economy in the 17th/18th century, the "post-industrial economy" in the 1970s to the later "information economy", and then again. Up to today's "knowledge economy", a new economic form has shown strong vitality in the 21st century.

A major feature of the knowledge economy is the intellectualization of resource utilization, which allocates intellectual resources such as talents and knowledge, and then you save and rationally utilize natural resources. For enterprises, meeting the challenges of the knowledge economy means improving their technological innovation capabilities and attracting talents with specialized knowledge and skills. At the investment model level, knowledge-intensive high-tech industries such as education, information, communications and other fields show huge growth prospects, which will undoubtedly lead to large-scale investment in intangible assets. At the level of growth mode, the knowledge economy makes long-term growth possible. At the same time, the speed of knowledge production and updating is accelerated, and economic activities are accompanied by learning, and human society has officially entered a new economic era based on knowledge.

2. The necessity of corporate accounting innovation

The knowledge economy is based on the investment of intangible assets, which account for more than half of the enterprise assets. In order to seek long-term survival and development, enterprises must put technology and talents and other decisive factors affecting enterprise development in a more important position. In the new environment of knowledge economy, the proportion of intangible assets in the entire social assets has increased, and material factors such as factories and other fixed assets have less impact on the development of enterprises than decisive factors such as technology and talents. In the economic management of enterprises, accounting work is the center of many management things, and also plays an important role in the management of other things. Professional accounting talents are conducive to promoting the order and standardization of enterprise economic management, and at the same time can promote the scientific and healthy development of the market economic system. Therefore, the innovation of accounting in the era of knowledge economy is particularly important. The traditional accounting model does not pay attention to intangible assets, which is in conflict with the development requirements under the conditions of knowledge economy. Enterprises should attach great importance to the use of intangible assets and increase accounting innovation. , in line with the development trend of the times.

3. Accounting innovation based on knowledge economy

3.1 Accounting concept level

In the new knowledge-based economy environment, the goal of many enterprises is no longer purely economic benefits, but the parallel realization of economic benefits and social, cultural and other benefits. The emergence of the knowledge economy has made enterprises pay more attention to the development of their own value-added services. Through more effective and fair distribution, the assets of the enterprise will continue to increase in value, and the benefits to other partners will also increase, the cooperative relationship is guaranteed, and the accounting of the enterprise. The performance allocation of departments to value-added businesses is also more scientific and reasonable. The main goal of business management is to achieve value-added through scientific management. With the continuous development of information technology, the speed of information processing and feedback has also been greatly improved under the model of knowledge economy, and accordingly, the operating risks of enterprises are also increasing. In order to follow the development of the times and increase investment in high-tech projects, enterprises face greater investment risks. Therefore, enterprises should establish a big-picture view. Only through continuous innovation and creation can enterprises effectively promote the normal development of knowledge economy through the core competitiveness of enterprises, namely knowledge resources. In the economic environment based on the knowledge economy, enterprise accounting uses new information technology means to predict and analyze the investment risk of the enterprise to the project, and to do a good job in the management of the company's affairs.

3.2 The ability to process information and resources is increasingly important

Generally speaking, capital is the first element of enterprise development, which is the development concept upheld by the traditional accounting work of the real economy, and believes that the core of profit appreciation lies in capital. Now in the era of knowledge economy, information technology has been widely used in many industries, and information technology itself has the attributes of capital. Enterprises need to take accounting informatization as the core and prerequisite to realize the informatization of financial management. Informatization construction has increasingly become the focus of financial management for most large international enterprises. Specifically, a certain proportion of the company's sales will be used to build information systems. At the same time, a large amount of human and material resources will be invested in informatization construction. It can be seen that under the form of knowledge economy, the trend of social and economic development requires the popularization and promotion of computerized accounting, and the transformation of traditional accounting methods of manual entry and calculation, greatly improving the degree of data integration and management efficiency. The skills of accounting staff must also be continuously improved to face the change of daily work. In addition to paying attention to the flow of large amounts of funds, they also need to use and analyze a large amount of data information to maintain an ideal state of business conditions and market information. .

3.3 Basic assumptions of accounting

Accounting subject, accounting period, currency measurement and going concern are the four basic assumptions of accounting. With the advent of the era of knowledge economy, the old basic assumption model cannot adapt to the new discovery needs, the rapid development of information technology has gradually blurred the selection between enterprises and the environment, and virtual networks have emerged in large numbers. Generation of the main assumption to integrate into the huge virtual network work circle. The current accounting subject assumption is only one-sided entity subject, the emergence of virtual enterprise will modify the traditional organization concept, break the legal boundaries of enterprise organization, and virtual subject will be included in the subject assumption.

3.4 Accounting measurement

The use of currency and other measurement units to measure the economic business of an enterprise is called accounting measurement. In the traditional accounting measurement process, the relationship between economic operations is clearly expressed by numbers. The measurement scope of traditional accounting measurement does not include intelligence. Assets are included, and intellectual assets include human capital (the knowledge level, work ability and experience of employees), structural capital (the company's institutional norms, intellectual property rights, organizational structure, etc.), customer capital (long-term customer relationships, brands, marketing channels, etc.) . Due to the increasingly complex economic environment, it is necessary to re-evaluate corporate assets, measure the present value of future advanced flows, and how to allocate intangible assets in each accounting period. Non-explicit losses such as assets and time cannot be reasonably measured. The traditional accounting measurement has been unable to meet the needs of measuring all the current economic business. The accounting concept under the knowledge economy must adapt to the measurement tasks in the new stage, complete the work deployment with high efficiency and quality, and comprehensively measure the assets of the enterprise

and the internal losses of the enterprise to ensure the completeness and accuracy of the measurement.

3.5 Human resources and financial reporting

As mentioned above, talent is the concrete carrier of knowledge, and competitive talent resources are the premise for an enterprise to maintain its momentum of development. It means that in the environment of knowledge economy, human resources are more important to the development of enterprises. Enterprises pay more attention to the development, training and management of human resources, so that they can contribute to the correct decision-making of the enterprise and promote the healthy and long-term development of the enterprise. The research of human resource accounting involves accounting theory, accounting econometric theory, etc., but it has not been able to enter the field of financial accounting. The arrival of the era of knowledge economy has made intangible intellectual assets a supporting factor for its development, intellectual labor has become the main body of enterprise labor, and the important content of financial accounting is how to record, confirm and measure the knowledge value of intellectual labor. In addition, in the new environment of the knowledge economy, financial accounting must adapt to the fact that the financial capital of the enterprise is not as broad as the time and space of knowledge capital, and it is necessary to broaden its horizons and expand the scope of accounting beyond knowledge capital. The content of the external scope of the enterprise, in order to comply with the development requirements of the era of knowledge economy. At the same time, knowledge economy puts forward new requirements for accounting information quality. How to improve the adequacy and timeliness of financial information while maintaining the reliable quality and relevance of accounting information is the content that needs to be considered in financial reporting in the era of knowledge economy. With the support of modern information management methods, financial accounting should combine the characteristics of the industry in which the enterprise is located, implement a dynamic reporting system on the basis of considering cost-effectiveness, shorten the reporting time interval, and make it more flexible.

4. Conclusion

Knowledge economy has penetrated into all fields of society and economy. In the final analysis, the competition of enterprises in the environment of knowledge economy is the competition of knowledge. The level of production, possession and utilization of knowledge determines the development prospect of enterprises. Accounting work must innovate in the new era environment, meet challenges, improve the ability to acquire and apply knowledge, properly utilize talents and technical resources, and continuously improve the efficiency of enterprise intellectual resource utilization. In accounting innovation, the first priority is to focus on the innovation of accounting concepts and principles, and at the same time continue to explore how to identify and measure tangible and intangible assets, reform financial reporting and the actual connection with decision makers, achieve more efficient financial management, and promote health science development of corporates.

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