The Requirement of Accounting Talent Literacy under the Rapid Development of Economy

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Abstract. The economy of our country is in rapid development now, the transition from planned economy to market economy being a remarkable characteristic, and is experiencing a comprehensive and profound social transformation and upgrading. The rapid development of socialist market economy and the rapid development of information technology, based on information and networking, through continuous and comprehensive innovation, the most rational and effective use of resources, to promote the harmonious unification of science and technology, economy and society, and the realization of sustainable development have become an irreversible trend in the development of human society. This great development and breakthrough of human society also affects the accounting, which is an ancient and very important profession, and has higher requirements for the professional accomplishment of accounting practitioners.

Present Situation of Accountants’ Quality

According to incomplete statistics, there are nearly 20 million accounting personnel in our country. The important thing is that the overall quality is not high. There are only 150,000 certified public, which is far from the market demand. Only 60\% of these 20 million accountants have been educated by college and above, and almost 40\% have no special accounting education background. The following factors are the reasons for the low quality of accounting practitioners in our country.

Backwardness in accounting education

At present, the accounting education system in our country is still the educational model under the planned economy system of the past decades. To the nowadays rapid economic development, whether the teaching content or the education system has not adapted. Although teacher-centered, textbook based teaching mode is still the mainstream, but teachers teach textbook knowledge step by step, while most students cannot have a deep understanding of the course until the end of the course. Some accounting major students, cannot answer what accounting is and its roles after the completion of professional learning. And the current education model mainly focuses on the teaching of accounting system in China, while the global development trend of modern enterprises are almost omitted. In the course of accounting, many colleges and universities seldom introduce and study the accounting system of foreign countries. And some necessary accounting tools that accountants use in the rapid economic development are also relatively backward, including English, other foreign languages and computers. Not being able to read the foreign language version of the financial statements, not using the latest financial software and management system correctly have become a problem for many undergraduate students.

Low professional quality

It is one of the functions of accounting to reflect and control the economic business of enterprises, and accounting plays a core role in the whole process. However, the distortion of
accounting information directly leads to the low quality of business. The slow renewal of knowledge, the aging of the structure and the weak professional judgment, the large deviation in the processing of the estimated business and the heavy "moisture" of the accounting information are all the embodiment of the low quality of the accounting practitioners. Some accounting practitioners do not have enthusiasm for their own work, lack of commitment, serious and responsible attitude, as well as a strong dedication, resulting in a gap between the book number of enterprises and real properties, materials, debt, and so on. They even do not concentrate on business-related knowledge, and their vocational skills are very low. There are also a lot of accounting practitioners who have very weak learning consciousness. For example, they don’t try to participate in extended education and be engaged in advanced studies after entering enterprises.

Low moral quality

In addition to the need to improve the quality of business, some CPAs lack integrity, and violation of morals is a more serious problem. Specifically, they don’t follow the independent audit standards, make big mistakes in the audit process, do not maintain inherent cautions, and do not pay enough attention to the fraud actions of their employers; at the same time, they lack independence. When they provide audit services, meanwhile they are employed as financial consultants by clients. They do not only lack professional competence and knowledge of audited clients, but also issue business report not in line with the facts even knowing that clients make false acts. As far as the industry is concerned, these hazards will tarnish the image of the industry and weaken the credibility of the industry. For society, if false information is not published in a timely manner, it will directly harm the interests of the general public. All these are the results of CPA’s unethical behaviors.

The Requirement of the Accountant's Quality with the Rapid Development of Economy

E-commerce has challenged finance workers

In the past, it was the traditional accounting mode of taking money from banks, counting money and keeping accounts by hand, and running around to send paper documents. Now the application of the Internet does not only greatly improves the efficiency of work, but also save a lot of time costs. Financial personnel began to enter the era of e-commerce from a purely manual era. In this new era, the “paperless” way of trading goods, electronic bills and electronic vouchers and electronic books will gradually replace manual filled documents and vouchers, and the processing of accounts can also be completed automatically. The method of accounting settlement is about to change from real currency to electronic currency, which can complete the transaction in an instant, make the procedures easier to operate, and the cost of the settlement part become less. The high sharing of accounting information and dynamic accounting do not only supplement accounting information content, but also improve the quality of information. The original relevant information submitted to the tax authorities requires both manual accounting and manual writing of various forms. There are still long queues at the tax authorities for paying taxes slowly. But now, as long as you follow the specified working time, you can declare and pay taxes and other business online. This requires financial personnel to constantly update their knowledge structure, increase computer knowledge and internet knowledge, master the basic technology of e-commerce processing. E-commerce has further requirements on the quantity and quality of accounting. At the same time, E-commerce has brought very convenient conditions for accounting. And for the financial personnel, e-commerce has officially declared a battle to our current level of work and business capabilities.

Communication and coordination abilities of social relations

At the heart of various management activities is the financial activities, which do not only have a big scope of work, but also involve a large number of people, so all kinds of relationships
must be coordinated. In enterprises, financial managers should not only carry out the thought and policy of higher level, but also supervise and control economic activities. Only by leisure time conversations with various departments and personnel and handling the relationship, the work can be carried out smoothly. Financial managers should not only have a good relationship with banks, taxation and auditing, and government departments, but should also be good at talking to the general manager. From the company, the general manager should also participate in the management, and financial managers need to provide them with the information they need for decision-making, to facilitate the general manager to choose a solution. Good communication and coordination ability can effectively eliminate the unnecessary misunderstandings of internal departments or employees of the enterprise, guide everyone with a positive attitude towards the work, so as to ensure the healthy development of the enterprise. It can also help enterprises solve problems, resolve crises and obtain new development opportunities.

Financial staff should strive to become integrated talents

We've been advocating "T" type talents. The breadth of knowledge requirements is like that horizontal, while the professional accuracy requirements are like the vertical. The characteristic of accounting practitioners' knowledge structure lies in their professional knowledge, without which they can't be accounting practitioners. At the same time, one of the important characteristics of modern accounting business is its comprehensiveness, which requires that the knowledge structure of accounting practitioners should not only just include the understanding of the profession, but also need to have a certain depth and breadth, and even the integration of depth and breadth. The knowledge structure of accounting practitioners can be proposed to be like a pyramid, in which the professional knowledge is the top part of the tower, the professional foundation part of the knowledge is in the middle, and mathematics, foreign languages, logic, psychology and other essential basic qualities are the lower part. In particular, skilled use of financial related concepts, familiar with financial principles, accounting standards, financial systems, accounting systems and other financial normative and legal general knowledge, and skilled use of them in the company's operations, are all what accounting practitioners need to do. Only if we have the knowledge of all aspects, can we grasp the running law of the work from a higher dimension, make accurate inferences according to the objective conditions, adopt the appropriate scheme, make reasonable estimates and provide exact information. And because the intangible assets have various and special properties, and more complicated compared with the traditional accounting treatment, they become more difficult for accounting practitioners to choose. This has to require accounting practitioners to further improve their ability to analyze, judge, choose and make decisions.

Countermeasures to Improve the Quality of Accountant

Vigorously develop accounting education in colleges and universities

The school should set up the relevant curriculum comprehensively according to the new changes of accounting structure, strengthen the research of accounting strategies and tactics, research of operation and accounting risk, and consolidate the application of information technology knowledge. In practice, these contents can be learned by offering special lectures. Moreover, accounting education should not only require proper use of information and technology, but also integrate with social, psychological, managerial, economic, statistical and analytical fields, so that they have the ability to integrate science and technology and meet the needs of the practical areas, to overcome the traditional accounting education emphasis on technology and lack of interaction.

Further strengthen the extended education of accounting staff on the job

Enterprise management and financial departments must adopt practical and effective methods to make accounting practitioners aware of the necessity, urgency and importance of extended
education, so that the mass of accounting practitioners and related persons are actively concerned about and engaged in extended education activities, resulting in a good public opinion environment. Teaching methods should be flexible, such as courses, cases, examples, problems and other example teaching is one type; training should be also conducted in a variety of ways, such as communication meetings, seminars, lectures and distant video teaching.

**Regular rotation of accounting posts**

Accounting practitioners have been engaged in the same specific work for a long time, which has the characteristics of proficiency and continuity, but it is very disadvantageous for accounting practitioners to be fully familiar with and master the business of each position. As a result, job rotations in part of other posts for a period of time can give accounting practitioners the opportunity to practice in different positions, which does not only improve mutual exchanges, but the accounting practitioners' business level and overall quality can also be improved.

**Establishment and improvement of incentive mechanisms for accountants**

First, perfect the mechanism of reward and punishment. (1) For reward, the spirit and material reward should be combined. The principle of "giving priority to efficiency and giving consideration to fairness" is one that material rewards must abide by. Carry out the distribution system of fixed salary by post, strengthening the post, getting paid according to works, and show the incentive mechanism of "more work better pay"; for the spiritual reward, in addition to certificate award and honorary title, we should respect accounting practitioners, optimize their working environment, and further provide them with opportunities for development and a good platform. (2) For punishment, we should not only perform justice but also timeliness. We must resolutely uphold the seriousness of Party disciplines and state law and rules and regulations, follow the principles of punishing the one who is guilty, heavy punishing to heavy mistakes, light punishing to light mistakes, and so on, so that the punishment has the same effect with the reward through keeping fairness and timeliness. In addition, if the punishment is not properly used, it will bring negative effects. Therefore, if we want to do our best to overcome the possible negative effects, we must do the ideological work after the punishment in a timely and targeted manner. Let the punished be seriously convinced and learn from the lessons.

Second, to establish a fair, open and impartial principle of competition mechanism. In practical work, we should adhere to the principle of "according to demand, openness, equality and preference", strengthen post management, weaken status management, and timely adjust the salary and treatment of employed personnel in accordance with the changes in duties, so that the duties of the post can be up and down, the treatment can be increased but also reduced; finally, pay attention to positive incentives. We should increase positive incentives for accounting practitioners, mobilize the initiative and enthusiasm of accounting practitioners for study and work, and improve the professional quality and service efficiency of accounting practitioners, in order to provide reliable quality assurance to reduce accounting errors and for compliance operations.

**Conclusions**

To sum up, with the rapid development of the economy, so many demands have been put forward on the quality of accounting personnel, but in reality, the basic quality of accountants in front of us is still relatively low, and there is still a distance from the requirements. We should form a system of accounting theories and methods with Chinese characteristics, and constantly improve the ideological, moral, professional ethics and professional quality of accounting practitioners by establishing innovative consciousness, values and strengthening follow-up education, ensure that they have good professional judgment ability and professional knowledge, practically supervise the accountants’ extended education, develop good professional ethics and mature values of accountants, make a good preparation and lay a solid foundation for our country’s future accounting work form and optimization of the quality of accounting personnel, and strive to make our country's accounting industry step onto a higher level as soon as possible!
Reference


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