

Development Analysis Of Financial Personnel In Vuca Era

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Abstract:

Now we are in the era of VUCA, with the international situation is turbulent, the economic recovery under the post-epidemic situation, under the background of digital intelligence transformation, how to generate and develop financial personnel in such an environment, it is worth thinking about. Based on the author's working experience and the confusion in career transition, this paper draws the conclusion that a gentleman should not use the tool, keep pace with The Times and gradually transform.

Key words: *uncertainty, anti-fragility, transformation, maintenance innovation*

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VUCA stands for volatility, uncertainty, complexity, and ambiguity. At present, the world is in a state of volatility, from the Sino-US relations and the Russia-Ukraine war to the Japanese nuclear pollution thrown into the ocean, from the economic recovery after the epidemic to the bankruptcy of some banks in the United States at the beginning of the year, as if "winter" has really come. At the macro level, we can already feel the cold wave. From the micro level, in the city where the author is located, the layoffs of the software industry as the core industry can be seen. Although the software industry is attracting much attention in the dividend of digital transformation, in the face of the shrinking business of downstream customers, it is not allowed to be entrusted, so layoffs become a big tool to reduce cost expenditure, let alone without a business source, it does not need so much labor. Financial personnel in such an environment, how to survive and develop, it is worth thinking about.

I. The Value Given By Financial Personnel In The Present Era

At present, in the financial circle, the mainstream words are "integration of industry and finance", "intelligent finance", "management accounting" and "Chinese-style modernization". We live in a digital economy that is changing faster than ever. We live in an environment that is already saturated with such terms, indicating that mainstream finance has been covered by such an environment. According to the requirements of accounting personnel in our country's "14th Five-Year Plan", we can see that clear guidelines have been given from the national strategic level. In summary, it is necessary to diversify development, make good use of information technology, do a good job in the integration of industry and finance, and really play a role in supervision.

II . The Common Problems Faced By Financial Personnel

From the perspective of the "supply chain" of the finance and accounting industry, the problems commonly faced by financial personnel are divided into the problems existing in academic education, the problems faced in employment, and the problems faced by the change of career.

Problems faced in academic education

At present, most finance colleges and universities have integrated intelligent finance courses into the system construction of finance and accounting, which is in line with the framework of the "14th Five-Year Plan" informatization plan, but the specific landing is uneven. The main problem is that intelligent finance has not been further implemented, most of them are operated by some software, and some software such as the golden tax system is outdated, and some simulation systems are not user-friendly. In the construction of the discipline, the emphasis is still on theoretical explanation, because students still have the pressure of schoolwork. The reason for this problem is that the organic integration of existing financial theoretical knowledge and information means is not planned well in the top-level design. It is still in an upward spiral of progress.

Problems faced by the accounting industry

There are several common problems in the accounting industry

Large groups and central enterprises differ greatly from ordinary enterprises

Subject to financial resources, policy inclination, talent and other factors, the financial level of large groups and central enterprises is relatively high, and even some can be used as international case units, but such units are quite different from most enterprises. This is the soil of the financial industry, and the nutrient differences in the soil have created different financial levels. In the process of the development of small and medium-sized enterprises after the wave, there are also those who do not dare to rush forward, are too conservative, and have a wait-and-see attitude in the face of new policies, so that they do not use when there are clearly policies. At present, most of the financial policies are conducive to simplifying the business of enterprises, and the wait-and-see attitude of enterprises makes the financial personnel sink in the complicated and transactional work.

Continuous accumulation of information landing experience is needed

Throughout the current financial management means, in fact, is the product of the last century, the reason why the current hot, its important reason is the progress of information technology, so that the previous concept of finance can be realized. From the perspective of ERP manufacturers, although there have been many successful case customers, there are still difficulties in promotion, and the difficulty lies in landing. The core of the combination of informatization and finance lies in the management thinking of enterprises, which is completed by the joint efforts of enterprises and external manufacturers. The management thinking of the enterprise itself (including financial thinking) in the digital transformation, in fact, should be a reshuffle process, is a process of breaking the boundary of innovation, which is a great challenge to the enterprise itself. Secondly, the integration of resources and the use of external resources is also a new challenge for enterprises. These double difficulties require enterprises to have courage and continuous accumulation of experience. Therefore, making good use of the sharp sword of information technology also requires a good combination of blows within the enterprise and the accumulation of deep internal skills.

Insufficient cross integration in the combination of theory and practice

From the level of paper compilation, the theoretical circle pays too much attention to the financial research model, but whether the result of the model has value to the enterprise is difficult to judge. In practice, financial research focuses on practical issues, but it is often not systematic enough and there is no framework. The reality is that the knowledge of management accounting is often studied more by the practical community, and a large number of people are front-line personnel who can hear the sound of gunfire, but they are ignorant of their writing ability and time problems, and can not transmit the sound of gunfire. People in the theoretical circle suffer from the pain of cooking without rice, although there are many school-enterprise cooperation or consulting experts, but the real integration can land the product is not common. The deep-rooted reason lies in the management system of enterprises and universities, which is caused by the single identity of employees, and does not form the reuse of personnel and the conversion of dual professional identities.

Problems Faced In The Withdrawal Mechanism

Once financial personnel are out of financial positions, most of their employment problems can be engaged in some consulting and accounting agents and other financial related professional. The space for transformation is small and the employment channels are narrow.

In reality, finance lacks mental labor and needs to be sensitive to numbers. With the development of The Times, the current financial personnel require higher information skills and a clear understanding of the latest policies, while the existing policies are frequently replaced, so the requirements for financial personnel are higher. After quitting the financial full-time, if you still want to engage in the financial industry, you need the transformation ability of historical accumulation, the learning ability of new knowledge, and the joint force can be competent for the work. At present, older employees are no longer fully competent for the current financial work.

III. The Survival And Development Of Financial Personnel Research Countermeasures

Look up at the stars and keep your feet on the ground

1. Pay attention to international and national policies and seek better platforms. China's business accounting standards in the international continuous convergence, this is the general direction, the trend. In the financial sharing mode, it is divided into three parts: strategic finance, business finance and accounting finance. The financial perspective cannot be limited only to the country, cannot be limited only to finance, cannot be limited only to accounting finance. We have to look out, look up, look up. Looking outward means paying attention to international norms and international developments. Looking upwards, it focuses on the construction of high-quality corporate financial systems, such as financial sharing centers and other models. Looking higher is about the needs of higher level positions, so that the end is the beginning, early planning.
2. Focus on financial development planning. After planning and guidelines are issued at the national strategic level, specific enterprises should integrate new policies into the planning of enterprises, and pay attention to top-level construction, and move forward in the exploration, rather than on paper and in form. There are still "concept stocks," word games, and formalism.
3. Do a good job, give play to the supervision function, and keep the moral bottom line. Previous listed companies in the fraud are not open financial, in our country again this year to emphasize the role of supervision under the background, financial personnel should always maintain independence, in strict

accordance with the standards of accounting, good transactions and matters of audit, judge the substance. Only in this way can we avoid as much as possible the occurrence of vicious events and stay alone.

A gentleman does not go after the rabbit

1. Financial personnel should be diversified. First, learn more about the business, join more business teams, and provide value to them. This should consider the joint intervention of financial personnel in the organizational structure setting at the company level. Secondly, financial personnel should not only define themselves as Mr. Accounting, in addition to participating in more business, there are additional hobbies and interests. The recent Hugo Award winner, for example, is a finance professional, and continuing hobbies and interests may make you shine in a parallel universe. Such hobbies are also an option to quit the industry. Finally, financial personnel should maintain their love for their own life, so as to maintain a physical and mental balance for heavy work.

Finance people should focus on goals

Today's financial personnel's continuous learning pressure is heavy, and there are many unexpected practices in daily work. In this context, financial personnel should pay attention to the core long-term goals, focus on the integration of their own value and corporate value, and when there are some episodes, they should always remind themselves that "the general is rushing, not chasing the rabbit". It's the only way we don't die on the way.

(2) Focus on the use of "tools" to get twice the result with half the effort

Good use of tools, so that accounting work can save time, can improve performance, do more meaningful things, focus on goals.

In the choice of tools, the first is the internal system of the enterprise, and strive to work in an enterprise with a high level of informatization. If not, it is familiar with the process functions in the current system, so that the daily work is more smooth. Secondly, they should be diligent, summarize the pain points in daily use, sum up their needs, and propose them at the time to solve real problems, improve their work efficiency, and enhance their performance and contribution. In addition, the current demand analyst position in China is also one of the major transformations of financial personnel in the future, financial personnel should collect pain points in the position of Party A. Even if one day comes out of the top and one day as Party B can easily docking with Party A. Third, learn data analysis, EXCEL, PYTHON, powerbi and other data analysis tools for the enterprise's internal business decision-making is meaningful, financial personnel should make efforts to learn this tool, in order to really provide valuable information to the enterprise, and then enhance their own value. Finally, an important tool is communication, maintaining good oral communication and writing skills is a soft strength for financial personnel.

If you're asked what the opposite of vulnerability is, then I think it's "anti-vulnerability." In the flood of history, financial personnel have never been attached importance to the current needs, from the iron rice bowl to the current flow of soldiers, from a relatively stable job to the current impact will be replaced by robots, we feel the tide is coming. To survive in this uncertain environment, we need to keep innovating.