

Analysis of data asset entry of Chinese A-share listed companies and promotion countermeasures

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Abstract: Data is an important new production factor and basic strategic resource for the country, and has become a new driving force to promote the digital transformation of the economy and society and the innovation and development of the country. Data is increasingly becoming the core element of enterprise business, bringing competitive advantage and creating value for enterprises. In August 2023, the Ministry of Finance of China issued the Interim Provisions on the Accounting Treatment of Enterprise Data Assets, which clarified the accounting treatment method of data assets. Based on this background, this paper takes 25 A-share listed companies whose data assets entered the statement in the first quarter of 2024 as samples to study the current situation of data assets entering the statement and the impact of data assets entering the statement on financial indicators and market value. The findings are as follows: (1) Listed companies are highly cautious about data assets entering the statement, and the first batch of companies entering the statement are mostly intangible assets or development expenditure, and the scale of entry is limited; At the same time, the first batch of listed enterprises have the characteristics of industry dispersion, private enterprises, geographical concentration, and low market value. (2) After entering the statement, the impact on the financial indicators and the market value of the company is limited, and the disclosure of new data assets generally has a small impact on the asset-liability ratio of the enterprise, and the entry of the statement may have a theoretical market value impact of more than 10 million yuan for some enterprises. Finally, this paper reviews the enlightenment of enterprise data asset listing, in order to demonstrate the significance of enterprises that have not yet done data asset listing.

Keywords: Data entry, data value, data assets, data finance

1. Introduction

With the continuous development of the digital economy and the continuous advancement of the digital process, data has become an important new production factor and basic strategic resource of the country, the foundation of digitalization, networking and intelligence, and the new driving force for promoting economic and social development^[1]. Since 2020, China has issued a number of policy documents, defining data as the fifth factor of production after land, labor, capital, and technology, and encouraging the development and utilization of public data assets, providing policy support for the utilization of data assets.

In this context, in August 2023, the Ministry of Finance officially issued the "Interim Provisions on Accounting Treatment Related to Enterprise Data Assets", which clarified the accounting treatment method of data assets. The regulation came into effect on January 1, 2024. On this basis, in January 2024, 17 departments including the National Data Bureau jointly issued the notice of the Three-year Action Plan on "Data Elements x" (2024-2026) to further encourage local innovation and exploration in data asset listing.

The inclusion of data assets entry the statement means that an enterprise can recognize data assets as "assets" in the balance sheet^[2]. At the enterprise level, enterprises with massive data assets are expected to reflect their real value and business contribution in financial statements, and the entry of data assets into the statement not only revitalizes the value of data assets, but also helps display the digital competitive advantage of enterprises and provides a basis for enterprises to carry out investment and financing business^[3]. At the market level, the entry of data assets into the statement is conducive to demonstrating the value of data assets, activating the enthusiasm of supply and demand entities in the data market, enhancing the willingness of data circulation, providing impetus for enterprises to further develop and utilize data assets^[4], and accelerating the integration of digital economy and real economy

[5]. At the same time, the establishment of a data asset entry mechanism can effectively stimulate the development of the digital economy, drive the development of data collection, cleaning, labeling, evaluation, asset evaluation and other related services, and help the construction of data factor market system. In short, the entry of data assets into the statement will effectively improve the supply and demand pattern of the data factor market, reduce the information asymmetry between the supply side and the demand side, accelerate the improvement of the regulatory mechanism, and promote transactions and circulation [6].

By collecting the financial report of 25 A-share listed companies with data assets in the first quarter of 2024, this paper conducted an investigation from the aspects of market value scale, market value distribution, regional distribution, etc., analyzed the impact of data assets entering the statement on the financial indicators and market value of enterprises, and sorted out the implications of data assets entering the statement. It is expected to provide a model for enterprises in the process of data asset governance and realization of data asset assets.

2. Current situation of data asset entry of Chinese A-share listed companies

2.1. Overview

According to the financial data disclosed by listed companies in the first quarter of 2024, as of June 3, only 25 listed companies in the more than 5,000 A-share listed companies disclosed the relevant matters of data assets into the statement, of which 7 listed companies subsequently corrected the quarterly report and eliminated the data assets related data due to problems such as filling errors (from the announcement content can be found, most of them are due to the new listing of data assets under "inventory", "intangible assets" and "development expenditure", the financial report template has been changed, leading to some enterprises to fill in the error), the remaining 18 listed companies disclosed data assets in the first quarter of the financial report, of which 2 made detailed explanations of data assets in the financial report. The total amount of data assets disclosed by 18 listed companies in the statement is 103 million yuan, of which 79 million yuan is under intangible assets, 18 million yuan is under development expenditure, and the rest is under inventory. The data assets of 18 enterprises are listed in the following order according to the amount of data entered into the statement (see table 1). From the current entry situation, whether it is the number of companies entering the statement or the amount entering the statement, the data assets entry statement for listed companies in China are still in the initial stage.

Table 1: Overview for 18 companies with data assets entry the statement

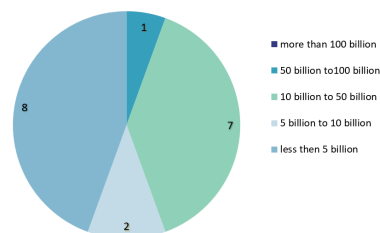
num	stock name	Industry Distribution	Market Cap (100 million yuan)	Total income 2024Q1 (100 million yuan)	Total assets 2024Q1 (100 million yuan)	Data assets Total amount in the statement (yuan)	The proportion of data assets to total assets	Table of items
1	Hengxin Oriental	Scientific research and technical services	35	0.88	19.03	24,603,317	1.29%	Intangible assets
2	Aerospace ambitions	Information transmission, software and information technology services	56	2.21	63.17	17,172,491	0.27%	Intangible assets
3	Daily Interaction	Information transmission, software and information technology services	44	1.00	18.54	12,836,884	0.69%	Intangible assets
4	Zhuochuang Information	Information transmission, software and information technology services	28	0.75	9.84	9,405,137	0.96%	Intangible assets
5	COSCO SHIPPING	Information transmission, software and information	58	4.29	28.01	9,020,633	0.32%	Intangible assets

		technology services						
6	Haitian Ruisheng	Information transmission, software and information technology services	37	0.41	8.19	6,896,751	0.84%	inventory
7	Tolce	Information transmission, software and information technology services	115	1.78	3711	6,280,025	0.17%	Development expenditure
8	Meinian Health	Health and Social Work	164	18.01	185.19	5,459,823	0.03%	Development expenditure
9	Cape Cloud	Information transmission, software and information technology services	31	0.88	1917	4,379,688	0.23%	Intangible assets, development expenditure
10	Bomin Electronics	manufacturing	48	719	82.65	1,817,619	0.02%	Intangible assets
11	Jiahua Technology	Information transmission, software and information technology services	15	1.00	11.78	1,711,297	0.15%	Development expenditure
12	Nangang shares	manufacture	317	168.72	732.56	1,174,696	0.00%	Intangible assets, development expenditure
13	Ping An Electric	manufacture	48	2.20	2119	783,284	0.04%	Intangible assets
14	Chinese Online	Culture, sports and entertainment	155	2.23	1779	449,056	0.03%	Intangible assets
15	CCCC Design	manufacture	201	21.40	268.87	382,789	0.00%	Intangible assets
16	Shandong High Speed	Transportation, warehousing and postal services	428	45.32	1,534.11	364,768	0.00%	Intangible assets
17	Qingdao Port	Transportation, warehousing and postal services	552	44.30	608.69	258,518	0.00%	Intangible assets
18	Zhejiang Communications Technology	Construction Industry	102	7728	64747	240,018	0.00%	Development expenditure

Data source: Corporate financial report, Wind

2.2. Analysis of data assets of listed companies entering the statement

2.2.1. Market capitalization size distribution



Data source: Corporate financial report, Wind

Figure 1: The number of enterprises entering the statement according to market value scale

From the perspective of enterprise size, as of the end of May 2024, the enterprises that completed

data asset entry in the first quarter of 2024 were mainly concentrated in the enterprises with a market value of less than 50 billion yuan (accounting for 94%), with more than half of the enterprises with a market value of less than 10 billion yuan, and only one enterprise with a market value of more than 50 billion yuan (see figure1).

2.2.2. Industry distribution

From the perspective of industry distribution, among the listed companies that disclosed data assets in their financial reports in the first quarter of 2024, according to the number of enterprises, they were mainly concentrated in information transmission, software and information technology service and manufacturing enterprises (see figure 2); According to the amount involved, it is mainly concentrated in information transmission, software and information technology services, and scientific research and technology services (see figure 3).

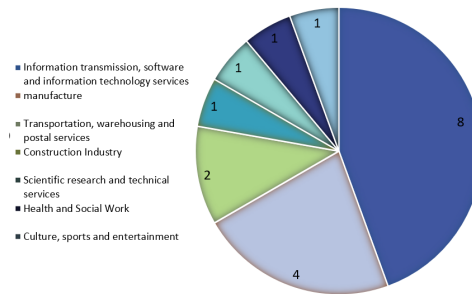
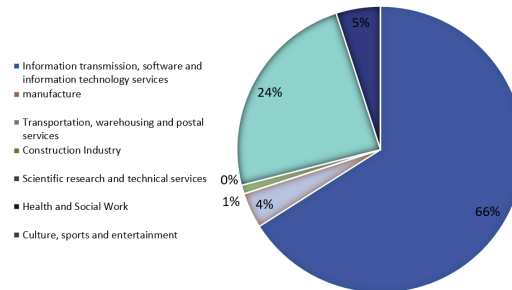


Figure 2: The number of enterprises entering statement distributed by industry



Data source: Corporate financial report, Wind

Figure 3: The amount of data assets in statement distributed by industry

2.2.3. Regional location distribution

From the perspective of regional location, the 18 listed companies that disclosed their data assets in the financial report of the first quarter of 2024 are distributed in eight provinces and municipalities across the country. Among them, Beijing has six, involving 57 million yuan, far ahead in the country (see figure 4 and 5). In addition, more than 1 listed company in Shandong, Zhejiang, Jiangsu and Guangdong provinces each completed data asset entry, involving a total amount of 36 million yuan (see figure 4 and 5).

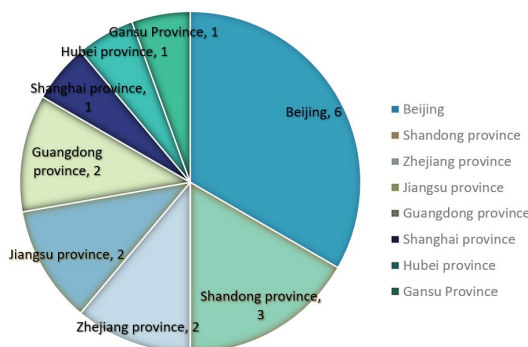
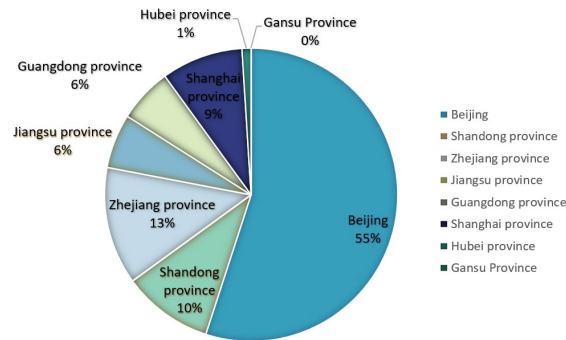


Figure 4: The number of enterprises entering statement distributed by region



Data source: Corporate financial report, Wind

Figure 5: The amount of data assets in statement distributed by region

2.2.4. Distribution of actual controller

From the point of view of the actual controller attributes, whether from the number of enterprises or the amount of the statement, the 18 listed companies that disclosed data assets in the first quarter of 2024 financial results are mainly private enterprises (see figure 6 and 7).

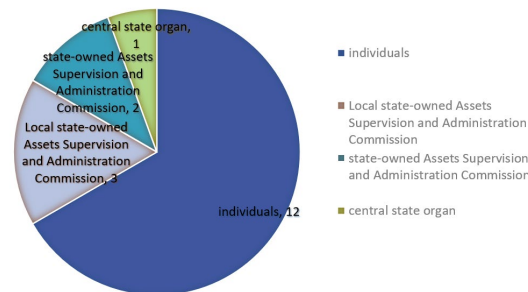
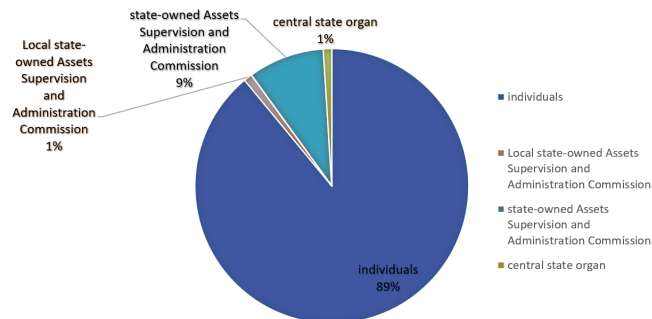


Figure 6: The number of enterprises entering statement distributed by actual controller



Data source: Corporate financial report, Wind

Figure 7: The amount of data assets in statement distributed by actual controller

2.3. Current data asset entry distribution in financial statement

Of the 18 listed companies that disclosed data assets into the statement in the first quarter of 2024, a total of 13 listed companies included data assets in the intangible assets account, 6 included in the development expenditure account, and 1 included in the inventory account. Among them, Cape Cloud and Nangang shares also included data assets in intangible assets and development expenditure accounts.

From the amount point of view, the disclosure of a total of 103 million yuan of data assets, 76% of the amount is concentrated in the intangible assets account, 17% concentrated in the development expenditure account, 7% in the inventory account.

2.3.1. Data assets are included in the intangible assets account

A total of 13 listed companies included data assets in the intangible assets account, involving a total amount of 878.7 million yuan. Among them, the data assets of Hengxin Oriental, Aerospace ambitions, Zhuo Chuang Information and COSCO SHIPPING accounted for more than 10% of the intangible assets,

and the data assets of COSCO SHIPPING accounted for 55% of the total intangible assets (see table 2).

Table 2: Enterprises with data assets into intangible assets in statement

Stock Name	Intangible assets - data assets amount (RMB)	The proportion of data assets in total intangible assets	The total amount of data assets involved in the enterprise (RMB)
Hengxin Oriental	24,603,317	1700%	24,603,317
Aerospace ambitions	17,172,491	28.10%	17,172,491
Daily Interaction	12,836,884	7.20%	12,836,884
Zhuochuang Information	9,405,137	26.70%	9,405,137
COSCO SHIPPING	9,020,633	54.90%	9,020,633
Cape Cloud	1,417,672	10.70%	4,379,688
Bomin Electronics	1,817,619	1.80%	1,817,619
Nangang shares	151,803	0.00%	1,174,696
Ping An Electric	783,284	1.10%	783,284
Chinese Online	449,056	0.10%	449,056
CCCC Design	382,789	0.10%	382,789
Shandong High Speed	364,768	0.00%	364,768
Qingdao Port	258,518	0.00%	258,518

2.3.2. Data assets are included in the development expenditure account

A total of 6 listed companies included data assets in the development expenditure account, involving a total amount of 0.17.7 million yuan (see table 3).

Among them, Jiahua Technology, Nangang shares and Zhejiang Communications Technology, have 0 development expenditure in previous annual report. But after implementation of data assets entry the statement, these 3 companies add development expenditure accounts in statement and have data assets accounted for 100% of development expenditure.

Table 3: Enterprises with data assets into development expenditure in statement

Stock Name	Development expenditure - data asset amount (RMB)	Data assets as a percentage of total development expenditure	The total amount of data assets involved in the enterprise (RMB)
Tolce	6,280,025	3.1%	6,280,025
Meinian Health	5,459,823	19.3%	5,459,823
Cape Cloud	2,962,016	18.5%	4,379,689
Jiahua Technology	1,711,297	100.0%	1,711,297
Nangang shares	1,022,893	100.0%	1,174,696
Zhejiang Communications Technology	240,018	100.0%	240,018

2.3.3. Data assets are included in the inventory account

In the financial report of the first quarter of 2024, only one enterprise, Haitian Ruisheng, disclosed data assets in the inventory, and the balance of data assets was the same as the inventory balance. The company did not carry out additional interpretation of the data assets in the quarterly report, but through the analysis of the nature of its company and the disclosure content of its annual report, it was found that the company is a data service company, and its main business includes training data globalization business, intelligent driving industry data service business, and large model data service business. Companies may, depending on the nature of their business, include all of their inventory in the data asset account. However, because the quarterly report has not been audited, even for the data service provider, whether its inventory is all data assets is appropriate and whether this entry method is applicable to other data service providers needs to be continuously tracked based on its subsequent semi-annual report and annual report disclosure (see table 4).

Table 4: Quarterly report about data assets for HaiTian Ruisheng

Inventory	6,896,750.86	4,544,293.84
Data assets	6,896,750.86	4,544,293.84

3. The impact of data asset entry statement on financial indicators and market value of enterprises

3.1. Enterprise with an opening balance of zero in data asset

Among the 18 enterprises disclosed this time, a total of 12 enterprises' data asset account opening balance is 0, that is, this part of the assets are newly added assets based on the new accounting standards (see table 5). Assuming that these data assets are not used as assets but are fully expensed, that is, all enter into the current profit and loss, we can estimate the asset-liability ratio and net profit margin of the enterprise when these data assets are not included in the statement. The results showed that if the data assets were off the table, the net profit margin of two of the companies (Daily Interaction and Zhuochuang Information) would be reduced by more than 10%.

Table 5: Impact for enterprise with an opening balance of zero in data asset

stock Name	Debt-to-asset ratio	If data assets are not included in the balance sheet, the debt-to-asset ratio (estimate) 4	After data assets are included in the balance sheet, the debt-to-asset ratio increases by 5	Profit Margin	if data assets are not included in the statement (estimated) 6	After data assets were included in the balance sheet, the profit margin increased by 7
Daily Interaction	9.79%	9.86%	0.07%	-2.67%	-15.49%	12.82%
Zhuochuang Information	29.02%	29.30%	0.28%	32.87%	20.41%	12.46%
Aerospace ambitions	65.82%	66.00%	0.18%	-68.16%	-75.92%	776%
Cape Cloud	26.76%	26.82%	0.06%	-9.31%	-14.30%	4.99%
Tolce	8.75%	8.76%	0.01%	15.26%	11.74%	3.52%
Jiahua Technology	37.31%	37.36%	0.05%	-793%	-9.64%	1.71%
Meinian Health	56.19%	56.21%	0.02%	-1Z17%	-1747%	0.30%
Bomin Electronics	45.38%	45.39%	0.01%	3.64%	3.39%	0.25%
CCCC Design	52.04%	52.04%	0.00%	4.56%	4.54%	0.02%
Shandong High Speed	63.71%	63.71%	0.00%	20.51%	20.50%	0.01%
Nangang shares	61.18%	61.18%	0.00%	3.29%	3.28%	0.01%
Qingdao Port	24.37%	24.37%	0.00%	33.32%	33.31%	0.01%

On the basis of studying the impact of data asset entry on the net profit margin and asset-liability ratio of enterprises, the research group further studies whether it will have an impact on the market value or stock price of enterprises on the basis of improving some financial indicators of enterprises. However, due to multiple factors such as the unaudited financial statements of the first quarter, the small sample size of enterprises involved in new data assets entering the statement, and the influence of many factors on the stock market, it is difficult to evaluate the impact of data assets entering the statement on the stock price or market value based on a single hypothesis. Therefore, we only calculates the theoretical impact of data asset entry on the market value of listed companies (annual revenue and profit of many enterprises) by using the added value of assets brought about by data asset entry and the company's price-to-book ratio (PB). The theoretical impact of data asset entry on the market value of listed companies (annual revenue and profit of many enterprises) is not distributed smoothly in four quarters, but is affected by semi-annual reports and annual reports, which are mostly concentrated in the second and fourth quarters. Therefore, estimates based on the first quarter financial data and the company's price/earnings ratio (PE) are not used because of low referability.

According to the marginal market value increment brought by the data asset entry into the statement estimated by PB (see Table 6), the data asset entry into the statement brought a total theoretical market value increment of 175 million yuan for 13 companies. Among them, the theoretical market value increment of 6 enterprises exceeds 10 million yuan (Aerospace ambitions, Daily interaction, Zhuo Chuang Information, Topos, Meinian Health, Cape Cloud). For one enterprise (Zhuo Chuang Information), it can bring the theoretical value of more than 1% of the market value increase, and another two enterprises theoretical market value increase of more than 0.5%(Aerospace ambitions, Daily interaction).

Table 6: The marginal market value impact of data assets entering the statement based on PB estimates of listed companies

Stock Name	Total amount of data assets included in the statement (RMB)	The average PB value before and after entry the statement	The average PB value before and after entry the statement	Data assets affect market value and account for 10% of total market value
Aerospace ambitions	17,172,491	2.62	45,022,063	0.79%
Daily Interaction	12,836,884	2.94	37,742,185	0.82%
Zhuochuang Information	9,405,337	3.92	36,912,233	1.54%
Tolce	6,280,025	3.59	22,539,806	0.20%
Meinian Health	5,459,823	2.44	13,297,794	0.07%
Cape Cloud	4,379,688	2.63	11,510,441	0.44%
Jiahua Technology	1,711,297	1.75	2,986,966	0.22%
Bomin Electronics	1,817,619	1.02	1,851,830	0.04%
Nangang shares	1,174,696	1.17	1,376,112	0.00%
CCCC Design	382,789	1.70	651,626	0.00%
Shandong High Speed	364,768	1.45	527,596	0.00%
Qingdao Port	258,518	1.28	330,664	0.00%
Zhejiang Communications Technology	240,018	0.73	174,112	0.00%
Aerospace ambitions	17,172,491	2.62	45,022,063	0.79%
Daily Interaction	12,836,884	2.94	37,742,185	0.82%
Zhuochuang Information	9,405,337	3.92	36,912,233	1.54%

3.2. Enterprise with an opening balance of not zero in data asset

A total of 5 enterprises have an opening balance in the data asset item in this disclosure, of which 4 are listed in the intangible assets account and 1 is listed in the inventory account. Among the four enterprises listed in the intangible assets account, COSCO SHIPPING has been separately disclosed in the quarterly report. In view of the fact that the Provisional Provisions will be implemented by the law of Future application from January 1, 2024, the expenditures related to data assets that have been expensed in profit or loss before the implementation of the provisions will no longer be adjusted. It is speculated that the research and development expenditure related to data assets in accordance with the capitalization rules in the previous financial statements of the remaining three companies have entered the intangible assets account, which is only listed separately based on the new accounting standards, so the data assets entering the statement will not bring more additional impact on the financial indicators of these companies, as shown in table 7.

Table 7: Enterprise with an opening balance of not zero in data asset

Stock Name	Intangible assets - data assets amount (RMB)	The proportion of data assets in total intangible assets	Beginning amount of data assets
Hengxin Oriental	24,603,317	1700%	25,999,973
COSCO SHIPPING	9,020,633	54.90%	9,253,925
Ping An Electric	783,284	1.10%	860,060
Chinese Online	449,056	010%	457,455

4. Analysis and promotion countermeasures

4.1. Data asset entry method

At present, among the enterprises that have disclosed their data asset entry process, there is no unified method for completing the data asset entry process, which currently involves the following directions:

(1) Some enterprises have made asset class judgment, cost composition analysis and calculation, amortization period and method design for their data assets, and finally completed the listing and disclosure of data assets;

(2) Based on the project system, some enterprises have included the capitalized R&D costs of data

service projects in the data assets account;

(3) Some enterprises have previously capitalized research and development costs from intangible assets to separate listing;

(4) Another data service company has disclosed data assets in its inventory based on the company's business situation. These disclosures can bring reference and inspiration to enterprises that have not yet entered data assets into the statement.

4.2. From the data assets into the statement to bring multi-dimensional value to the enterprise and the macro economy

(1) Improve financial indicators. Data assets entry into the statement helps to expand the size of assets, reduce the asset-liability ratio, improve short-term profit rate, optimize financial indicators.

(2) Increase the market value of listed companies. Through the theoretical calculation of the data asset entry data of listed enterprises in the first quarter of 2024, it is found that the disclosure of new data assets generally has a small impact on the asset-liability ratio of enterprises, and a large impact on the profit rate of some enterprises (2 companies more than 10%), which may have a theoretical market value of more than 10 million yuan for some enterprises. The theoretical increase in the market value of one of the companies was more than 1% of the total market value of the company.

(3) Promote the realization of financial value of data assets. The entry of data assets into the statement can make the value of the enterprise's data assets visible and provide a clear value reference for external investors, so as to revitalize assets, broaden financing channels, and promote business upgrading and business transformation through data asset pledge financing loans, non-pledged data asset credit enhancement loans, and data intellectual property securitization.

(4) Promote enterprise management. The valuation parameters, evaluation model and process required for data asset entry assessment will force enterprises to establish a more refined internal management process and help enterprises to clarify the composition, source and realization of data asset value.

(5) Promote the circulation and development of data assets at the level of the whole society. Government should promote the development of data asset processing enterprises and related industrial chains (such as data collection, cleaning, labeling, evaluation, data asset evaluation and audit and other data service providers). Furthermore, government should also promote the construction of digital economy governance system, make full use of enterprise-level data asset information to establish relevant data infrastructure platforms, and help the development of digital economy.

4.3. The challenges for data asset entry

Although data asset entry can bring a lot of value to enterprises and the macro economy, the realization of data asset entry and its financial value at the level of the whole society still faces challenges.

(1) At the level of accounting treatment, there are still many difficulties, including the confirmation of ownership of data assets, value assessment, amortization methods and years, income cost matching, cost collection and other aspects.

(2) At the risk management level, after data assets are entered into the statement, how to continuously guarantee the compliance and security of data assets, and improve the early warning, emergency and disposal mechanisms of data assets need a lot of exploration and practice.

(3) At the level of financialization of data assets, in the process of financing and other financial activities through data assets, although the ownership and value assessment of data assets have been carried out in the process of entry into the statement, there are more uncertainties due to the intangible, replicable and highly dependent characteristics of data assets. In the absence of mature evaluation standards and market references, asset pricing is likely to be inflated or even seriously deviated from the real value. It is necessary to build a more perfect evaluation system to prevent systemic financial risks that a large number of companies may bring about by using data assets to finance^[7].

4.4. Promote data asset entry recommendations

(1) Take inventory of data assets and establish a data asset management system. Enterprises should

identify, inventory, classify and collect the data generated or accumulated in the process of production and operation, identify the valuable data assets, clarify the definition of data assets, compile a unified resource catalog, and dig deep into the data application scenarios. Enterprises should combine the characteristics of data assets, standardize the management process of data collection, storage, coding, analysis, application, maintenance, development and other links, and improve data standards and quality management system ^[8].

(2) Attach great importance to data security and privacy protection. Enterprises must comply with relevant data protection regulations and establish and improve data security protection mechanisms based on the actual situation of enterprises. In terms of protection measures, enterprises should implement enhanced data encryption, access control, data backup and disaster recovery plans. In addition, regular security audits and staff training are also important links to ensure data security and privacy ^[9].

(3) Accelerate the construction of enterprise data compliance and governance system. Compliance is the key prerequisite to judge whether data assets can be entered into the statement. Whether an enterprise's data assets can be entered into the statement smoothly, it is urgent to solve the problem of legal compliance of data, which requires enterprises to build a set of systematic data compliance governance system, standardize data right confirmation, development and utilization activities, and ensure that data is not infringed or infringed, and data assets are not lost. In reality, due to the lack of data compliance and governance capabilities, many enterprises have problems such as non-compliance of data sources and low data quality, and cannot meet the conditions for the confirmation of data assets, which directly affects the entry of data assets and release of value ^[10].

(4) Encourage and support state-owned enterprises to play an exemplary and leading role. Government should select pilot state-owned enterprises to give priority to the business of enterprise data assets into the statement, pay close attention to the formation and promotion of successful cases, and give play to the leading, promoting and demonstration role of state-owned enterprises. Government should encourage and support the docking and cooperation between state-owned enterprises and specialized service institutions such as data valuation and data quality assessment ^[11].

5. Conclusions

From the current statement of the quarterly report in 2024, China's data assets into the statement is still in the initial stage, how to normalize the confirmation, pricing, amortization and other aspects of data assets to finally achieve data assets into the statement, truly reflect the data assets owned by enterprises while preventing financial fraud and fraud, and finally realize the release of financial value of data assets. The case of the company that has completed the data asset entry can serve as a model for the enterprise that has not yet entered the data asset entry.

At present, the transformation of enterprise data intelligence has entered an accelerated stage, and data asset entry is a key step. First of all, the entry of data assets into the statement can help enterprises to promote the asset-based path management of data elements, and the transformation of data-related expenditure from expense to asset-based path processing will help reduce the impact of data element input on the operating profit of enterprises and more truly reflect the profit situation of enterprises. Secondly, the sorting, confirmation, evaluation and entry of data assets can provide enterprises with specific information about the value of data assets, so that enterprises can have a more direct and comprehensive understanding of the value, risk and potential of their data assets. Again, it helps to improve the level of corporate data governance and internal control, clarify the ownership and responsibility of data assets, and strengthen the implementation of compliance and regulatory requirements; Finally, it can improve the apparent asset-liability ratio to a certain extent and enhance the external market's recognition of its value. Therefore, enterprises need to be rigorous about data asset entry, fully understand the legal and accounting challenges that may be encountered in the process of data asset entry, and actively seek solutions for data asset entry.

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