

Reflections on the Innovation of Enterprise Financial Management in the Internet Era

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Abstract: In the current situation, our country has fully entered the Internet era. Many emerging application technologies change people's traditional way of life, which also promotes the sustainable development of modern enterprises. In this era of a big business environment and development background, the traditional single working model of corporate financial management cannot meet the needs of the rapid development of our current economy. This paper mainly studies the financial innovation and role mentioned in the daily financial operation and management of modern enterprises based on Internet finance and summarizes and analyzes some innovative measures, hoping to help improve the financial management level of enterprises.

Keywords: Enterprise Financial Management; Innovation Mode; Internet Technology

1. Introduction

In terms of the overall development of the current domestic market, the application of Internet technology is developing very rapidly, and the financial management of enterprises is more urgent to be deeply integrated with modern Internet technology^[1]. The level of electronic and information technology is bound to be further improved, because it has an important impact on improving the comprehensive work and efficiency of the management team, but also on the technical development of domestic enterprise financial management^[2]. It is imperative to strengthen the specific application of mobile Internet thinking in daily financial and management information management, to reform the traditional financial operation management mode of enterprises, and to promote the modernization of enterprise network information.

2. Research on the Current Situation of Enterprise Financial Management in the Internet Era

2.1 Financial management concepts backward

Under the background of the Internet era, if enterprises want to carry out financial management work, they need to innovate and change the traditional single traditional financial management concept. The traditional enterprise financial management method, cannot modern financial account management this work completes. The traditional company's financial and management staff will only arrange to come to the scene after the completion of the accounting work plan for financial post-accounting confirmation until the completion of the whole business accounting confirmation will be a final accounting document submitted, and ultimately the financial work-related personnel jointly accounting final confirmation. This kind of afterward supervision behavior is typical afterward financial supervision. Many enterprises stop at the current status of market development and have no independent innovation and awareness. In the process of an enterprise's development and innovation, it can not always stand in a more long-term strategic point of view to start its own financial and management mode of development and innovation.

2.2 Low level of informationization in financial management

Under the background of the Internet, the informatization degree of enterprise financial management is relatively low. Financial management needs much deeper integration with the Internet. Financial management methods are relatively single and lag, especially the financial management mode is relatively old. This is because China's financial management concept of work is still a relatively conservative tradition, many large enterprises will only choose their daily financial management business activities will temporarily only be handed over to the company's financial and management department personnel alone responsible. The dependence and degree on the traditional management of human resource management model in China are very high, and it is impossible to carry out horizontal comparative analysis and comprehensive analysis from the ability planning and level of financial management personnel alone.

3. Financial management will face pre-market challenges in the background of the mobile Internet era

3.1 Shared financial services

Enterprise financial management must be able to make resources more shared, to truly help financial managers see more feasible decision-making methods when making investment decisions, which can also effectively help enterprises play their unique advantages in the financial management operation mode. In enterprises in internal financial daily management and work activities, there will be a lot of relatively time-consuming repetitive accounting work, if you can make financial management work more shared, you can reduce the duplication of some basic financial work. However, as far as the current situation is concerned, some large and medium-sized enterprises in our country do not attach great importance to the financial sharing service platform, and they cannot scientifically

and effectively choose the financial sharing platform suitable for their enterprise development. If these enterprises want to realize their sharing service, they must change the traditional financial management system to apply new technologies. However, these methods and ideas are relatively wrong. In the process of using the financial sharing service platform, the system is still the original system. It is only on this basis to change and use new models to manage, rather than overthrow the original.

3.2 Integration of financial data

In many cases, enterprises can not upload and share all the commercial documents belonging to their company to the service processing center database of data sharing^[3]. The reason is that the database system platform called by the enterprise in the process of related business and processing is inconsistent with other financial sharing data platforms. If enterprise data cannot be fully shared, they will never be able to achieve integrated management of their financial data. In terms of the current situation of domestic enterprises, many large enterprises in many parts of the country do not pay much attention to the unified management of data, which itself makes the future survival and development of enterprises and other issues buried a lot of financial risks, in the future enterprises to carry out production or business model, will encounter many financial problems, so the unified division of labor and management of information and financial system is very important. In this context, Chinese enterprises must strengthen the management of finance and the establishment of a financial system, and improve the financial system, to ensure more sustainable development of enterprises.

4. Strategies for Improving Financial Management in the Era of the Internet

4.1 Investment management innovation

In the process of guiding enterprises' investment activities, enterprises must innovate their financial internal management, which requires enterprises to improve their financial investment and income levels, give full play to their technical advantages in Internet technology, and apply them to the Internet technology of modern enterprises. Scientific and efficient use of all kinds of information resources of enterprises can help enterprises to provide scientific and effective data support in the process of development decision-making.

4.2 Promote financial management information construction

Under the rapid development of the Internet, the requirements of enterprise financial data information development speed are very fast. Enterprise financial management also needs more attention. Enterprises must correctly judge and scientifically analyze these data information, to establish and improve some relevant software system processes and rules and regulations on the information management of financial management data, and timely update, adjust and maintain and improve the existing financial information system management data software and financial operation analysis software so that the information ability of financial management enterprise internal financial data processing can become more strengthened. Also can help enterprises to establish a modern financial enterprise management information system. Provide a more comprehensive scientific and effective and reliable service guarantee. Enterprises must integrate the information-sharing platform. Through the collection and integration of information and data, enterprises can share information more reasonably in the management of financial data of each enterprise department, to ensure the effective integration of the whole enterprise financial management in the management of enterprise business data.

5. Conclusion

With the continuous progress of science and technology and the deepening development of the Internet, the enterprise financial management thought must be more comprehensive and in-depth to effectively combine with the modern Internet, and find the effective operation mode of the modern Internet in the traditional accounting management mode of enterprises. Given the actual situation, the enterprise managers must make full use of the social resources of the modern Internet, to truly make the financial management and other work in the enterprise more comprehensive and effective, promote the sustainable development of enterprises, and help realize the social and economic benefits of enterprises.

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