

# Research on Enterprise Financial Management Informatization Reform in the era of Big Data

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**Abstract:** With the rapid development of big data technology, enterprise financial management also ushered in a new opportunity for development, which needs to strengthen the reform of enterprise financial management, to build an information-based financial management system. The development of information technology has entered the information society in our country, in various management, the use of information technology means has also become the mainstream. In the financial management of enterprises, we should strengthen the information reform and effectively use big data technology. Based on this, this paper analyzes and studies the reform of enterprise financial management informatization in the era of big data, expounds the impact of enterprise financial management informatization construction in the era of big data on financial work, analyzes the problems faced by enterprise financial management in the era of big data, and on this basis puts forward countermeasures and suggestions for the informatization construction of financial management in the era of big data for reference.

**Key words:** big data; Enterprise financial management; informatization

## Foreword

Under the background of China's economic and social times, the competitive pressure of domestic enterprises continues to increase. In order to make themselves based on the fierce market competition environment, enterprises should seize all opportunities, actively improve their comprehensive strength, and promote the sustainable development of enterprises. However, in the context of the era of big data, enterprises should follow the pace of the development of The Times, strengthen the construction of financial management information, and improve the effectiveness of work by information.

## I. The impact of enterprise financial management information construction on financial work in the era of big data

Under the background of big data era, information technology changes the mode of financial work, and all business processes can be automatically operated by a special information system. This kind of highly automated office can replace the original, large and simple human labor, so as to better realize collaborative office work, and rely on the terminal information of computers and smart phones to improve the efficiency of financial work.

The traditional mechanical work of financial workers is reduced, the work of financial staff is also transferred, and the work field of financial staff is expanding, and more information systems will be applied to realize data analysis, and rely on the results of data analysis to participate in the operation, management and decision-making of enterprises. Therefore, enterprises should constantly innovate the financial management structure, optimize the management mechanism, effectively combine information technology with financial management, make full use of all kinds of database resources, and improve the overall effectiveness of management.

After the application of information system, all financial information can be built into the system, so as to do a good job of automatic data accounting and ensure the accuracy of data. The use of data platform can help the financial staff to sort out the data in depth, provide more help and support for the decision of managers, and better realize the unified management of data. In addition, it is necessary to rely on the tips given by the risk management program to play a monitoring role in the financial work. In addition, the function of the information system expert module also needs to use the data analysis results to provide the corresponding guidance and support for the management work, and assist the financial workers to better participate in the decision-making.

## II. The problems facing the financial management of enterprises in the era of big data

### 1. It is difficult to guarantee network security

In the era of big data, according to the current open Internet environment, the financial management system also has unavoidable security risks, including viruses, intrusion and other phenomena. These abnormal phenomena will directly harm the confidential documents of enterprises, which is not conducive to the implementation of the network security guarantee work of enterprises. At the same time, once the data and information are obtained by other competitors in the same industry, it is not conducive to the subsequent operation of the enterprise and is not conducive to the sustainable development of the enterprise. At the same time, hackers are easy to steal the bank account passwords of enterprises, so as to transfer assets, which will also bring devastating effects on enterprises.

### 2. Insufficient cooperation between management and non-financial personnel

The low degree of communication cooperation not only refers to the cooperation between departments and employees, but also refers to the communication and coordination between the upper and lower levels of the enterprise. Influenced by traditional concepts, the financial department and other departments of the enterprise are independent, and the communication between the horizontal and vertical is not smooth, and the cooperation is insufficient, which also leads to the difficulty of financial management information construction.

First of all, the subdivision strategic goal is transformed into the task of each department of the enterprise. At this stage, the attributes of the work are different, and the contradictions between the departments will frequently appear. Take the business department and the financial department as an example, if the lack of effective communication and contact, it is impossible to carry out the construction of financial management information.

Secondly, enterprises should form a clear mechanism for the upper and lower levels, so as to better reflect the relevant situation and do a good job in cooperation.

Finally, non-financial personnel lack of understanding of financial management information, pay more attention to their own cooperation, which is not conducive to the information construction of financial management work, is not conducive to the effective cooperation between financial personnel.

### 3. Lack of awareness of big data application

The lack of big data awareness of enterprise managers and employees is a problem that most small and medium-sized enterprises in our country will encounter at this stage. During the working period, the enterprise has not established the corresponding database, and the relevant technical personnel lack of market management experience, which also makes it difficult for some enterprises to use the existing information to make decision analysis and risk prediction; In addition, some enterprises for their own development characteristics, development status of the understanding is not comprehensive, or in the initial stage, it is difficult to establish a more complete understanding of data resources. Therefore, there are shortcomings in the application of big data technology in the field of enterprise financial management information construction.

### 4. The authorization method is easy to forge

In the traditional financial management mode, bills and bills will be stamped with a special seal, and accompanied by corresponding bills, so as to reduce the possibility of information tampering as much as possible. However, in the background of financial management information construction, the emergence of emerging technologies also leads to the signature and seal prone to fraud, and the authenticity can not be identified in the inspection process, which will also bring economic losses to enterprises.

## III. Countermeasures and suggestions for the information construction of financial management in the era of big data

The limitation of traditional financial management work is strong, and the content involved is not much, and the information sharing between various departments cannot be realized. In the era of big data, the degree of information technology in financial management has been greatly improved, and the use of information technology management mechanism is conducive to better financial data management. Therefore, enterprises should strengthen the informatization construction of financial management, pay attention to the application of big data technology, strengthen the informatization connection of departments, do a good job in financial risk management and control, and improve the effectiveness of financial work management.

### 1. Strengthen the use of big data technology

In order to realize information-based financial management, the most critical task is to apply big data information technology to financial management work, so as to optimize financial management links through these information technologies, so as to promote the information-based construction of management work. First of all, the enterprise should build a special database according to the actual situation. In the enterprise financial management involves a lot of information data. In the traditional management mode, the information and data are easily dispersed to the paper files, which can not be used effectively. If we want to build the information-based financial management mode, we can establish the corresponding database resources to lay a solid foundation for financial data analysis. Secondly, do a good job of financial decision-making assisted by big data technology analysis data. In the financial management work, it is inevitable that there will be management decisions, if it is not in line with the actual situation, it will lead to more problems in management decisions. Therefore, enterprises should effectively use big data technology, do a comprehensive analysis of the data, and get specific results, so as to better assist the decision-making work.

In addition to the use of big data technology, enterprises also need to effectively use blockchain technology to achieve de-intermediation of financial management and improve the effectiveness of corporate financial management as much as possible. In the management mode, the financial manager is the contact mechanism between the enterprise and the financial work, which needs to build a close connection between the distributed ledger and financial management, so that the basic financial management work to establish a close connection, the formation of an integrated mechanism.

### 2. Strengthen the convergence of department information technology

To carry out the work of financial management informatization, it is not only necessary to carry out informatization construction within the financial department, but also to strengthen the effective contact between various departments to realize the transmission of financial information. From the actual situation in the past, some departments in the process of reporting data there is a delay in the problem, which also brings more trouble to the financial management work, spend a period of time to audit and find data errors, which requires the relevant departments to provide data again, and do a good job of financial audit, extend the cycle of financial work, as far as possible to improve the overall quality of financial management. Relevant departments should strengthen the technical connection, all departments should establish information transmission channels, strengthen the construction of information audit mechanism, and transfer the relevant financial data to the financial department. Only in this way, can we use the audit mechanism to make a good judgment and judge the rationality and effectiveness

of the data, which will help lay a solid foundation for financial management.

### 3. Strengthening the construction of sharing service platforms

In the era of information technology, the financial management of enterprises also needs to pay attention to a new development trend, that is, financial sharing. For large enterprises, financial management usually involves more subsidiaries. In the traditional management mode, it is easy to have the problem of poor information communication mechanism, which also leads to poor management effect. In enterprises, due to the poor information communication between the parent company and its subsidiaries and various departments, many management problems are prone to occur. The separation between different financial work will not only lead to the increase of cost input, but also reduce the efficiency of financial management. Therefore, in the new period, only by strengthening the construction of shared service platform, can we realize financial management with the help of shared platform.

First of all, clarify the function and positioning of the financial sharing service platform. For the financial management needs of enterprises, the functional positioning of the shared service platform should focus on the following aspects: first, general transaction processing, including financial data accounting, data maintenance, etc.; Second, the decision-making function, and the financial management work to make effective decisions, formulate the corresponding program, do the corresponding result analysis; Third, the expert consultation function, that is, to give higher level advice for different financial work.

Secondly, the organization of financial sharing service platform should be built. From the perspective of the organizational structure of the sharing platform, it mainly involves financial data, job performance, performance appraisal and other aspects. Therefore, accurate positioning should be done, and the connection between the financial department and other departments should be established to better realize the expansion of the scope of financial management.

Thirdly, plan the business process. Financial sharing service platform has the characteristics of comprehensive, in the specific practice involves a wide range of business processes. In order to better improve the effectiveness of financial management, it is necessary to do a good job of business process planning. Specifically, build a financial management work implementation mechanism, set the sequence of financial work, according to the sequence to determine the entire process of financial management work, to ensure that it meets the development needs of enterprises.

Finally, the technical realization. The construction of financial sharing service platform needs to take information technology as the core support, which is also a new embodiment of enterprise financial management information reform. This requires the effective use of information technology to strengthen the construction of enterprises, build a financial sharing information platform, and do a good job of docking and integration with other systems.

### 4. Pay attention to financial management risk control

In the context of the information age, enterprise financial management informatization should also pay more attention to risk control. Although informatization can improve the effectiveness of financial management, it will directly increase the risk of information leakage. If there is leakage of financial information resources, it is not conducive to the operation of enterprises, and will bring negative effects to the operation of enterprises. Therefore, enterprises should pay attention to risk control, set up information security protection mechanism, do a good job of database security protection, and protect financial information data through security software. In addition, enterprises also need to use confidential means to control information. From the actual situation, the problem of information data leakage in information transmission exists, its essence is that the awareness of information security protection is poor, and it is easy to be intercepted by others. Therefore, we can do a good job of information encryption protection through dynamic authentication, face recognition and other technologies, avoid risks while improving the security of financial information, and do a good job of information ontology processing through information encryption technology to ensure information data

## Epilogue

To sum up, in the context of the era of big data, in the process of national informatization construction, the application of big data in all walks of life has become a new trend. In order to improve the overall effectiveness of financial management, and strengthen the construction of risk control mechanism, the financial information data analysis is introduced into the management decision, in order to better achieve fine management. Therefore, enterprises should strengthen the construction of financial management, so that enterprises can continuously improve their working methods, keep pace with The Times and make adjustments to promote the sustainable development of enterprises.

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