

Research on enterprise financial management innovation in the era of big data

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Abstract: with the continuous development of computer and cloud computing technology, China has entered the era of big data. In this context, the development of Chinese enterprises ushered in more opportunities and challenges. In order to obtain the power of sustainable development, enterprises need to rely on big data to innovate financial management mode in the process of development to ensure the effectiveness of internal information. In order to achieve this goal, enterprise financial management personnel need to be based on reality, deeply explore the concept of big data, and then explore effective improvement measures combined with the current situation of financial management, so as to promote the overall development of the enterprise. This paper studies the innovation of enterprise financial management in the era of big data, and puts forward corresponding views.

Key words: big data era; Enterprise financial management; Innovation; research

Introduction: in the context of the Internet, big data has the characteristics of diversity and low value density. It mainly refers to the collection of data. Enterprises are widely used in the process of enterprise financial management. In the new era, enterprises conform to the development of the times and explore effective measures of financial management, which can effectively control internal costs, help enterprise managers formulate effective and targeted financial management countermeasures, and help enterprises occupy a place in the development. At this stage, although many enterprises have introduced big data technology in their development, due to various factors, it is difficult to achieve the set development goals, which to a large extent limits the development of enterprises. Therefore, enterprise financial management personnel need to change the development concept, pay attention to the guiding value of big data technology, and apply it to every stage of financial management.

1 Overview of big data

In the process of practical application, big data technology can provide diversified and targeted data for enterprises. These data have the following characteristics: first, the database capacity is large, and the capacity can usually reach the level of Pb and EB. At the same time, the database is mainly composed of different information, and the information in it is very rich. Secondly, the relevant data are diversified, with a wide range of information sources. Social data and online transaction data are stored in the database. These information include not only text, but also videos and pictures. Thirdly, the information transmission speed is faster. Managers can call directly when applying relevant data, and the data processing time is very short. Finally, there are few duplicate data in the data. Big data is mainly the integration and processing of Internet platforms. The system can automatically filter information with high similarity, ensure low information density, and the data is highly professional.

2 The positive impact of big data on enterprise financial management

1. Improve the efficiency of financial management

In previous financial management, managers mainly processed documents, which was cumbersome and prone to errors, and even led to enterprises missing development opportunities due to data errors, which was not conducive to the comprehensive development of enterprises. In order to improve the efficiency of enterprise financial management, at this stage, many enterprises begin to introduce big data technology around financial management. The new technical means can improve the overall efficiency of enterprise financial management. The new technical means can provide a platform for enterprises. The data and business processes of different departments can be uploaded to this platform, so as to integrate all kinds of data. The internal management personnel can access them at any time according to the work needs, so as to reduce the workload of financial management personnel, Improve work efficiency. Moreover, the new financial data platform can interact with other data platforms of enterprises, which is conducive to enterprises' selection of more important data, which can provide references for enterprises' development and help enterprises obtain inexhaustible development power.

2. Improve the efficiency of enterprise financial risk management

With the development of information technology, enterprises have entered the era of computerized accounting. Using some professional calculation software to classify and calculate internal financial data has become the development formula of many enterprises. With the development of artificial intelligence technology, enterprise financial management has entered the period of local area network management. Enterprises began to use professional financial management software and Financial Sharing Platform for financial management, initially realizing the integration of industry and finance. Financial management personnel can conduct online approval and realize collaborative office. However, there are still some deficiencies in the current enterprise financial management. For example, small and medium-sized enterprises have not yet established the concept of financial sharing management, and some enterprises have not realized the real-time data sharing of financial departments, business departments and administrative departments, which restricts the development of enterprise financial management informatization, which means that enterprises still face some risks in financial management.

3 Current situation of enterprise financial management in the new era

1. Limited comprehensive ability of financial management staff

In fact, many financial personnel in enterprises are accounting type. They do not pay too much attention to financial analysis. At the same time, they do not treat the overall work of the school with a scientific attitude. The functions of pre prediction, in-process control and post supervision of financial work have not been fully played. After analyzing the work of financial personnel, we will find that this is because the financial personnel's management cognition is not clear, or the financial work is the main content of financial accounting, which shows that the role of management is not fully reflected. Another reason is that some financial personnel have limited ability and need to constantly improve their own level. Not only that, some enterprises have more new employees, and many financial personnel lack the ability of financial analysis, which fundamentally affects the function of financial management.

2. Enterprises are not aware of the application value of big data

For the development of enterprises, production and sales are the key links, which to a large extent affect the profits and performance of enterprises. The development of many enterprises is directly related to financial management. Financial management has important practical significance for the development of enterprises. If the financial management or concept of enterprises is relatively backward and too slow, it is not conducive to the overall development of enterprises. At present, many enterprises are developing, and their financial management is still carried out in a single form. Their backward development ideas lead to the fact that the concept of big data cannot be integrated with enterprise financial management, which limits the overall development of enterprises to a great extent.

4 Innovation strategy of enterprise financial management in the era of big data

1. Innovate financial activities with big data

(1) Financial forecast

In fact, qualitative and quantitative analysis are the main methods at this stage. The first is conducive to the long-term prediction of enterprises to ensure that enterprises accumulate more financial management experience; The second is to analyze by corresponding means, and then make a short-term forecast according to the actual situation of the enterprise. In detail, time series and regression analysis are the main methods of quantitative prediction. The former is to establish the corresponding function model based on the existing data, and then explore and analyze the linear relationship between variables; Time series forecasting is mainly based on time as a variable, through sorting out the data of different stages, and combining with the general development direction of the data to carry out enterprise financial forecasting. This also means that the prediction results are closely related to the relevant data, but enterprises can turn them into advantages in the process of development. For example, when an enterprise develops a new product, it can embed the corresponding data collection and management system in the enterprise financial management system, and the system will record its usage habits when users use it. For example, when users browse product information, The system will push products for users according to their preferences, which is conducive to the comprehensive development of enterprises.

(2) Financial decisions

In the process of use, the financial management personnel can integrate the data, count the various financial data of the enterprise since its establishment, and then the financial management personnel analyze the relationship between the data in different stages, and then design it as a financial curve chart to determine the future development direction of the enterprise in combination with data, images and so on. It is worth noting that quantitative analysis can only roughly judge the relevance between the relevant financial data, which is difficult to determine the causal relationship between the data. Therefore, managers need to use quantitative analysis to assist enterprises in making decisions. In addition, in addition to using big data, relevant personnel also need to consider social, political and other factors through big data technology, so as to promote the development of enterprises and ensure that their decisions conform to the development of the times.

(3) Control phase management

With the support of big data, enterprises can change the traditional experience management mode in time, and control and manage the internal business processes of enterprises by introducing new technologies. For example, at the beginning of the business, the financial management personnel assess the financial risk in combination with previous data and management experience; In the business process stage, the management personnel quantify the financial risk, realize the dynamic supervision of the operation data, and ensure the smooth communication between different departments; At the end of the business, relevant personnel need to summarize the financial risk points of this time, which can provide reference and guarantee for the smooth development of the next business activity.

2. Build enterprise internal financial management system around big data

At the initial stage of design, enterprise managers should explore the logic of data and integrate the relationship between different data fields. In this process, they also need to consider the background of big data and the development direction of the enterprise, so as to clarify the design objectives and give full play to the application value of big data technology. With the support of the new management system, the data of different departments within the enterprise can be shared. However, for some sensitive data, the enterprise needs to set up the corresponding authority management system. Under the system restriction, financial personnel can only complete the corresponding work within their own authority, which can further improve the confidentiality of data. Not only that, the system also needs a recording function, which can record and save the operation and login information of users, and the system will also analyze the operation content of employees, which can further improve the stability and security of the system. Considering that the market is constantly changing, the system designed

by the enterprise will also be adjusted according to the actual situation of the enterprise and the needs of market development, so as to give full play to the advantages of big data financial management and make enterprise financial management more efficient.

3. Training compound financial management talents

First, in the process of development, enterprises need to provide learning channels for financial managers and staff to understand big data technology and master the application methods of big data technology. In the specific implementation process, the relevant management personnel of the enterprise combine the development needs of the times and the needs of financial management, so that the financial management personnel can understand the form of market economy and the internal financial management policies of the enterprise, and realize the development goal of financial management computerization. Second, enterprises should reasonably set up relevant posts of financial management according to their actual development needs. Under big data, enterprises need to add data collection, analysis and other posts in the existing financial management post group. This way can realize the specialization of data management and avoid the deviation of enterprise development. After that, enterprises should recruit relevant talents for post work, so that the professional ability of the introduced talents can meet the needs of enterprise financial management transformation in the era of big data, so that they can make outstanding contributions to the development of enterprises.

4. Integrating big data technology into risk management process

(1) data mining technology

With the help of big data technology, financial managers can sort the data together, then integrate the market data with high relevance, and then analyze the data relevance, so as to select useful information to ensure the comprehensive development of enterprises. After that, the manager can make a financial management model, which can further discover the possible risk points in the model, and set up a risk early warning model accordingly. If the system finds a risk, the model will give feedback in time to put forward a plan for optimizing management for the manager.

(2) database technology

The system is mainly based on the previous historical risk data. It analyzes and stores the risk data, compares the financial management with the existing database, and the database will analyze the business process risk. If the risk is found, the system will follow up the business process in time, so that managers can find unsafe factors in time and solve problems. At the same time, the database will also track the relevant information collected in this process, and classify the relevant information according to the results of the risk assessment model; After analyzing the risk factors, the database will initially set response measures in an intelligent way and share these contents with different departments; Staff from different departments can also upload work data to the data platform on a regular basis, which not only realizes information sharing, but also helps enterprise managers timely grasp the dynamics of different departments.

Conclusion:

To sum up, enterprises conform to the development of the times and apply big data to every stage of financial management, which can improve the effect of financial management and promote the overall development of enterprises. Therefore, under the background of the new era, enterprise managers need to comply with the development of the times, pay attention to the value of financial management, and then explore effective reform measures according to the current situation of enterprise financial development, so as to inject new impetus into enterprise development.

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