

Research on the difficulties and Countermeasures of enterprises' Strengthening the integration of industry and Finance

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Abstract: with the development and progress of the times, Chinese enterprises are facing an important stage of transformation to modern enterprises, and the key to enterprise transformation is the transformation of enterprise financial management. Because of this, how to improve the level of enterprise financial management has become the focus of current enterprise managers. The integration of industry and finance is one of the best ways to improve the financial management level of enterprises. It can realize the effective communication and cooperation between the business department and the financial department of enterprises, and then improve the work efficiency of the personnel of the financial department and realize the refined management of the financial department. But at present, many enterprises are facing many problems when strengthening the integration of industry and finance, and it is difficult to effectively realize the real integration.

Key words: enterprise financial management; Industry and finance integration; Refined management

Business finance integration refers to the effective integration of the financial management and business operation of an enterprise. One of the actual manifestations is the effective communication and cooperation between the financial management department and the business department. Effective communication and cooperation can enable the personnel of the enterprise's financial department to obtain the enterprise's business data information in time, and then adjust and optimize the financial management system according to the data information. For enterprises, industry finance integration can help enterprises integrate relevant information resources, show the financial status and development status of enterprises more comprehensively, and then urge enterprise managers to adjust the operation management of enterprises, realize the coordinated development of enterprise financial management departments and business departments, and improve the efficiency of enterprise operation management. However, in order to truly realize the integration of enterprise industry and finance, enterprise managers need to start from reality, find out the specific problems existing in the current integration of enterprise industry and finance, and then formulate reasonable countermeasures to promote the development of enterprises.

1. Difficulties faced by enterprises in strengthening the integration of industry and Finance

1.1 Weak concept of industry finance integration

In the current market, most enterprises perform their respective duties. The business departments of these enterprises rarely communicate with the financial department. Most of the communication is to check the wage benefit, and less business matters are involved. Therefore, for the employees of the business department, the scope of work of the financial department does not have much intersection with them, and only when the salary is checked will there be communication. As for the staff of the financial department, they cannot participate in the management and development of the enterprise, so they cannot meddle in or inquire about the affairs of the business department at will. This situation has led to the weak concept of industry finance integration among the staff of the financial department and business department of most enterprises, and ultimately affected the process of enterprise industry finance integration.

1.2 Lack of perfect integration system

The lack of perfect industry finance integration system is also the dilemma of many enterprises' industry finance integration. There is no perfect industry finance integration system, there is no effective communication platform between the business department and the financial department, and the data information between the two sides cannot be exchanged in time, let alone effective docking and integration. In the current market, although most enterprises have established their own independent platforms, the platform plates of many enterprises are independent of each other. Among them, the business department has its own independent plates, and the financial department also has its own independent plates. There is no integration interface between these plates, which ultimately affects the integration of industry and finance. Therefore, establishing a perfect industry finance integration platform is also one of the effective countermeasures to solve the dilemma of enterprise industry finance integration.

1.3 Lack of compound accounting talents

The integration of industry and finance will bring greater work pressure to the financial department of the enterprise. The staff of the financial department of the enterprise should not only be responsible for the collection, collation and analysis of the financial data of the entire enterprise, but also carry out corresponding docking and communication with the business department, which also has high professional requirements for the accounting staff of the financial department. However, at present, most enterprises are lack of compound accounting talents. Although most of the accounting staff in their posts have good professional abilities, on the one hand, they can not use financial software reasonably and effectively to collect and analyze financial data, on the other hand, they can not use the specific information of enterprise business departments. The scope of responsibility was not clearly understood. Therefore, in the process of the integration of industry and finance, these accountants are often prone to make mistakes in their work and bring losses to the enterprise. Therefore, the lack of interdisciplinary accounting talents is also one of the difficulties facing the integration of industry and finance, which hinders the progress and development of enterprises.

2. Relevant countermeasures to solve the dilemma of enterprise financial integration

2.1 Strengthen concept publicity and improve employees' ideological cognition

Many enterprises did not effectively publicize the importance and specific content of industry finance integration, and even some enterprises simply issued instructions. Such a publicity method will lead to employees' lack of deep understanding of the concept of industry finance integration, and it is also difficult to understand and implement it. Based on this, enterprises need to strengthen the publicity of the concept of industry finance integration, so as to improve the ideological cognition of employees, enable the employees of the business department and the financial department to realize effective communication and cooperation, and further promote the effective implementation of enterprise industry finance integration.

To strengthen the propaganda of ideas, business operators can start from changing the conference structure. In the past, enterprise meetings were held independently by each department, or by the whole company. Such a meeting structure has created some obstacles to the integration of industry and finance. Based on this, the business operator can stipulate that the employees of the financial department and the business department jointly hold a meeting, and make suggestions on the work contents and methods of the other department during the meeting. Not only that, each department selects one employee for each meeting to record and summarize, so as to make other employees more deeply aware of the importance of industry finance integration. Secondly, business operators should regularly carry out relevant publicity activities, encourage employees of the financial department and business department of the enterprise to work together to promote the concept of industry and finance integration, deepen the relationship between the two departments, and ultimately achieve the purpose of effective publicity. Therefore, strengthening the concept propaganda is an effective measure to improve the ideological cognition of employees and realize the integration of industry and finance of enterprises, which can break the current dilemma of enterprises in the integration of industry and finance.

2.2 Establish integration platform to realize information and data sharing

Sharing the information of enterprise financial department and business department is the key to realize the integration of enterprise industry and finance. In order to realize information and data sharing, it is necessary to establish an effective enterprise integration platform, integrate the business data and financial data of the enterprise, and conduct automatic data collection and processing. Such an integration platform can promote the financial department of enterprises to allocate enterprise resources fairly and realize the effective development of enterprises.

The establishment of enterprise convergence platform needs to be carried out from three aspects. The first aspect is to establish a perfect data fusion process. Enterprises need to clarify the information and data fusion process, and then build the corresponding fusion platform around the process. The main process should include data collection, input, processing, analysis, approval, reimbursement and payment, etc. All enterprises should make appropriate changes on the basis of such a basic framework according to their own actual situation, so as to better adapt to the operation of enterprises and realize the integration of industry and finance. The second aspect is to set the permission account, which involves different responsibilities in different departments. For example, the scope of responsibility of the business department should include the acquisition and docking of financial information in addition to business transactions. Such a permission account allows every staff member to understand their responsibilities, so that the employees of the business department and the financial department of the enterprise can focus more on the integration of industry and finance, realize the sharing and exchange of information and data, and further promote the development and progress of the enterprise. At the same time, such a permission account can also realize the effect of responsibility to individuals, so as to guide the development direction of each staff member's work and stimulate their enthusiasm for work. The third aspect is to establish a supervision and assessment mechanism to supervise the exchange of information and work processing between each staff member on the platform, so as to prevent staff from making work mistakes and improper information exchange. Moreover, the supervision and assessment mechanism should also regularly assess the work performance of employees, praise and reward some employees with excellent docking and good performance, further play the effect of integration platform, and make effective communication and integration between business departments and financial departments. Therefore, the establishment of a perfect integration platform can realize the information and data sharing between the business and financial departments, and achieve the ultimate goal of enterprise industry finance integration.

2.3 Strengthen personnel training and establish a team of professionals

At present, another major problem affecting the integration of industry and finance of enterprises is the lack of corresponding compound accounting talents. Although the accounting staff in the financial department of many enterprises have good professional abilities, there are still problems in the use of information equipment and the relevant information processing of business departments, This has led to obstacles in the communication and cooperation between the business department and the financial department. Therefore, enterprise managers should strengthen personnel training, so as to establish an excellent and professional team of accountants and ensure the effective integration of industry and finance.

The training of accounting talents should also start from reality, mainly in two aspects: information literacy and comprehensive literacy of enterprise accounting personnel. The first is information literacy. Enterprises can organize accountants to participate in relevant information technology training. The main training contents include the use of various information equipment and functions, how to effectively and quickly process financial information, and so on. Such training can effectively improve the information literacy of accountants, and ensure that the financial department can handle more huge information data after the integration of industry and finance.

The second is to cultivate the comprehensive quality of accountants. Under the background of the concept of integration of industry and finance, enterprise managers can design department exchange activities and invite elites from the business department to exchange business content with accountants from the financial department, which will involve the effective exchange of business content and information in the financial field. In order to improve the comprehensive quality of accounting staff in the financial department and lay a solid foundation for the integration of industry and finance.

In a word, if enterprises want to realize the integration of industry and finance, they need to start from the practical problems, find out many problems that affect the integration of industry and finance, and then formulate reasonable solutions according to the specific problems, so that enterprises can truly transform to the direction of modernization, improve the level of enterprise financial management, and provide basic guarantee for the development of China's market economy.

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