

Innovation of enterprise financial management from the perspective of big data

Weiye Wu

Hainan Vocational University of Science and Technology, Haikou Hainan 571126

Abstract: with the development of the times, the financial management mode of enterprises should be further optimized, and managers should actively introduce new management modes and management contents to help further improve the quality of financial management of enterprises. From the perspective of big data, the introduction of information technology and other means into financial management can effectively enrich the content of financial management and broaden the management path, which will greatly promote the long-term development of enterprises. In view of this, this paper will analyze the innovation of enterprise financial management from the perspective of big data, and put forward some strategies for your reference.

Keywords: big data; Enterprise financial management; innovate

1. Overview and function analysis of financial management

1.1 Overview of financial management

When enterprises carry out business activities, financial management is one of the most important contents, and it is also the basis for the long-term development of enterprises. Generally speaking, financial management is under the guidance of a clear goal, the rational allocation of existing resources and the more rational distribution of profits, which are important contents of financial management. Combined with the corresponding information of financial management, managers can ensure the more stable and normal development of enterprises.

1.2 Analysis of financial management function

As an important business content of enterprises, the key of financial management is to carry out reasonable operation of enterprise funds, and then carry out reasonable classification of various financial data, so as to provide more reliable and true financial information for enterprise leaders, so that they can carry out more correct financial information later. In order to improve the level of financial management, we should take the real data as the basis of financial management, so as to highlight the actual value of financial management. Through more rational allocation of resources, it can effectively avoid the occurrence of various financial problems, help enterprises to maximize the use of existing resources and improve the level of operation and management.

2. Principles of enterprise financial management

2.1 Normative principle

In carrying out financial management work, we should adhere to the principle of standardization, strictly abide by many national requirements for enterprise financial management, and ensure the effectiveness of financial management content. When carrying out the voucher circulation business of enterprises, the business process should be further improved to ensure the effectiveness of financial information.

2.2 Principle of operability

For enterprises, the quality of financial management plays an important role in their development, which is also an important link in the development of business activities. In addition, the soundness of the financial management system will also have an impact on the efficiency of enterprise financial management. Therefore, enterprise leaders should pay attention to the further optimization of the financial management system. In this process, we should ensure that the financial management system developed has strong operability, so that the financial management objectives can better promote the development of the enterprise, make it play a role in the actual business activities, and improve the overall level of the enterprise.

2.3 Forward looking principle

When carrying out financial management, enterprises should try to refer to different cases and management modes, and then optimize and innovate the current financial management according to their own enterprise situation. In addition, according to the environment and industry of different enterprises, the financial management mode should be further optimized, which requires managers to adhere to the forward-looking principle, so that enterprises can better adapt to the current market environment and meet the development requirements of the times. As a part of the market, if enterprises want to further develop, they should try to meet the changes of the market environment, and actively innovate the current form of financial management, so as to better adapt to and meet the market demand, so as to make it get a longer-term development in the future competition.

3. Analysis of problems in enterprise financial management

3.1 Backward management concept and unclear management objectives

Many managers did not introduce new financial management concepts when carrying out the financial management of enterprises. In the daily management work, they lacked a clear goal and failed to realize the important role of high-quality financial management for

the development of enterprises. If the concept of financial management is backward, it is difficult to help the enterprise get long-term development. It will also produce many financial risks invisibly, which is extremely unfavorable to the business activities of the enterprise. In addition, from the perspective of big data, some enterprises' financial management concepts are relatively backward, so it is difficult to correctly estimate the existing asset value of enterprises, pay insufficient attention to investment risk and time value, and it is difficult to realize the impact of changes in the external environment on the improvement of the quality of enterprise financial management. Because enterprise managers pay too much attention to short-term benefits and have no long-term financial management goals, this will greatly affect the financial development process of enterprises.

3.2 External financing is difficult, which is relatively difficult

At present, many enterprises will encounter great difficulties in carrying out external financing activities. The main reasons for these problems can be reflected in the following aspects: first, many enterprises are in serious debt situation, and they have paid a lot of financing costs in the process, which leads to the continuous changes in the difficulty of loans and financing risks they face in the future. Second, the credit status of some enterprises is poor, and the form of financial management is not systematic and scientific enough, so many financial institutions do not want to provide corresponding loan services for enterprises. Third, in recent years, with the support of national policies, some banks will issue some loans to enterprises, but the amount of loans is usually not too large, so it is difficult to meet the actual development needs of enterprises. Fourth, at present, China tends to issue loans to innovative enterprises, which is not friendly to the financing of some traditional enterprises and still maintains a certain tightening strategy.

3.3 Unscientific investment and lack of risk control awareness

At present, the company system and financial management system of many enterprises are not perfect. Generally speaking, formal enterprises will set up special financial departments and cashier departments, but in some enterprises, the financial department and cashier may be the same person. These enterprises have not done a good job in the separation of Posts and lack of corresponding inspection, supervision and other arrangements, which is likely to lead to financial risks in enterprises. Even some enterprises have no financial department and are managed by the boss, which is extremely unfavorable to the long-term development of enterprises.

The managers of some enterprises do not have the corresponding management quality. In the context of a more volatile market economy, they have strong subjectivity in carrying out financial management, and lack scientific analysis and in-depth research on the market situation, which makes it difficult to provide reasonable information for the development of enterprises, leading to unscientific investment activities. In addition, some enterprises are unwilling to carry out human data management and expand the financial department, fail to realize the important value of financial management for the healthy development of enterprises, and have weak awareness of risk control. Some enterprises are short of funds. Some enterprises are difficult to make reasonable arrangements for idle funds and lack emergency security funds. This will lead to greater blindness in the business activities of enterprises and is not conducive to the business development of enterprises.

4. Enterprise financial management strategy from the perspective of big data

4.1 Change management concept and improve management system

From the perspective of big data, the financial management of many enterprises has developed towards informatization and digitization. The traditional financial management mode has also changed greatly. The informatization financial data has gradually been recognized by the law and has legal effect. When introducing big data technology into financial management, it can effectively improve the actual efficiency of financial management, which requires managers to actively change their ideas and thinking, and more actively participate in financial management from the perspective of big data. When carrying out the storage, sorting and application of financial management data, financial managers can try to combine big data means to carry out reasonable optimization, so as to help improve the management level.

In addition, enterprises should actively improve the financial management system, improve the corresponding workflow and content from the legal perspective, and pave the way for financial management from the perspective of big data. Managers should combine the market environment from the perspective of big data, recognize the changes of financial management, and focus on the digitization and informatization of financial management system. In addition, enterprises should create a more high-quality and efficient financial management standard in combination with the actual situation, and subdivide the types and contents of enterprise financial management, so as to gradually create a more perfect big data financial management system and ensure the advancement, effectiveness and standardization of financial management activities.

4.2 Optimize the management mode and clarify the division of responsibilities

From the perspective of big data, when carrying out financial management activities, enterprises should start with the carrier and means of management, so as to better meet the needs of the times for enterprise financial management. From the perspective of management means, when carrying out management activities, enterprises should actively introduce intelligent office systems, big data technology, etc., so as to better shorten the distance between the relevant departments of financial management and achieve a higher level of utilization of the current financial data of enterprises. From the perspective of management carrier, the financial management of enterprises should seek innovation on the Internet and strengthen the digital processing of financial information, which can effectively improve the efficiency of financial management and enrich the content of financial management.

In addition, the financial management should do a good job in the division of responsibilities, and effectively coordinate different posts in combination with the e-government system from the perspective of big data, so as to realize the integrated financial management

office. Through rational division of labor, employees can perform their duties, make full use of the financial information of enterprises, and highlight the actual value and role of financial management.

4.3 Improve the management process and carry out regular verification

From the perspective of big data, the types of information that the enterprise financial management department should handle have become more diverse, and the communication between departments has become more frequent. When dealing with a large amount of information, the financial management process should be further optimized. In financial management, we should first determine the value of financial information, integrate the qualified financial information as soon as possible, make it more intuitive in front of enterprise managers, and help managers make better business decisions. By optimizing the financial management process, the efficiency of financial management informatization construction can be greatly improved, and the financial management work from the perspective of big data becomes more efficient and convenient.

Enterprise financial management is not a temporary work, it should be insisted by financial management personnel for a long time. For this reason, the financial management department can try to implement regular and profound information-based financial management data, and do a good job in classification, collation, verification and other work, especially in the management of some key financial information, we should reasonably use Internet technology to verify its integrity and accuracy, so as to ensure the quality of financial information. In addition, the financial management department of the enterprise should regularly determine the value of the finance, and timely destroy some expired and invalid finance. At the same time, in the Internet era, the financial management department should regularly verify some confidential financial data to avoid the disclosure of financial data.

4.4 Improve management technology and consolidate professional foundation

From the perspective of big data, the financial management department should pay attention to the improvement of its own management technology, and meet various needs of financial management by actively introducing various emerging technologies. By improving the management technology, the enterprise financial management department can better meet the requirements of the new era for financial management. For example, the financial management department of an enterprise can regularly upgrade the firewall system to improve the security of financial information and avoid the harm of criminals to information-based financial data. In addition, the financial management department should pay attention to the backup of financial information, and improve the security of financial information in the use process through electronic keys and other means. Not only in terms of software, the hardware facilities of the financial management department should also be strengthened. For example, the financial management department can regularly upgrade the servers and databases that store financial information data, and add antimagnetic equipment, so as to lay a solid foundation for the subsequent innovation of financial management.

For the financial managers of enterprises, the Internet era brings many challenges in addition to opportunities. Therefore, the financial management personnel of enterprises should actively improve their professional quality and face the challenges in work with excellent strength. In addition, the enterprise financial management department can regularly carry out Internet technology training, organize post competition, post training and other activities, so as to consolidate the professional foundation of enterprise financial management workers, so that they can contribute to social development and the improvement of enterprise financial management level.

Summary

To sum up, from the perspective of big data, if you want to improve the quality of enterprise financial management, you can change the management concept and improve the management system; Optimize the management mode and clarify the division of responsibilities; Improve the management process and carry out regular verification; Improve management technology, consolidate professional foundation and other aspects, so as to promote the quality of enterprise financial management to a new level, and then help enterprises obtain higher economic benefits.

References:

- [1] Fangfang Wang Research on corporate financial management innovation in the big data environment [j]China collective economy, 2023 (01): 117-120
- [2] Xirong Pan Discussion on financial management innovation of state owned enterprises from the perspective of big data [j]China collective economy, 2023 (01): 133-136
- [3] Jiaying Chen Thinking on the era of big data and the transformation of enterprise financial management [j]Volkswagen investment guide, 2023 (02): 155-157
- [4] Ruixiong Luo,Xuan Lu Discussion on the challenges and changes of enterprise financial management under the background of big data [j]Investment and entrepreneurship, 2023,34 (01): 89-91