

# Research on Financial Management of Small and Medium-Sized Enterprises in the New Era

Weiyu Zhao

Hubei Business College, Wuhan 430079, China.

---

**Abstract:** Although small and medium-sized enterprises occupy a vital position in the development of China's market economy, the problems of small and medium-sized enterprises, such as small scale and insufficient capital stock are more prominent, resulting in small and medium-sized enterprises being restricted by many factors in the process of capital operation, affecting the development of enterprises. So the financial management of small and medium-sized enterprises has become an important way to solve the above problems. In order to solve the above problems, the paper puts forward three suggestions for strengthening their own financial management concepts, establishing a sound financial management mechanism and improving the professional quality of financial management personnel, which can be used for the development of small and medium-sized enterprises in the new era.

**Keywords:** Financial Management; Small and Medium-Sized Enterprises; Data Intelligence

---

## Introduction

With the development of the comprehensive level of society, the information age and the era of big data have developed towards the era of digital intelligence, and enterprises in various fields have achieved high-end intelligence level through various means, so as to improve the future development space of enterprises. The era of digital intelligence is the independent application of big data technology through intelligent technology, and the traditional manual control of big data technology is transformed into the intelligent application and regulation of big data technology.

At present, the use of intelligent big data technology by small and medium-sized enterprises to achieve further development of enterprises is a very good opportunity, which can effectively improve the operation and management level of enterprises. Analyzing how to develop in the new era environment from the perspective of financial management of small and medium-sized enterprises is of crucial significance for the financial management technology transformation and high-tech citation of small and medium-sized enterprises.

## 1. The significance of financial management of small and medium-sized enterprises in the new era

### 1.1 Financial management of small and medium-sized enterprises can improve the timeliness of information and data

The traditional financial management mode of small and medium-sized enterprises can no longer process relevant financial data with high efficiency, and the demand for precision and efficiency of financial management can not be fully met, and the traditional financial management means are not highly utilized for existing financial information and data, which is not conducive to the high-quality development of enterprises. Good financial data can bring high-value business development data to enterprises, and effectively avoid financial and business risks caused by internal and external environments.

## **1.2 The transformation of financial management of small and medium-sized enterprises is the demand of the times**

*The 14th Five-Year Plan for Accounting Reform and Development* issued by the Ministry of Finance in 2021 put forward a planning path of “using digital technology as the support and digital transformation of accounting and auditing work as the starting point to promote the expansion and upgrading of accounting functions”. In the same year, the Ministry of Finance also issued the *Accounting Informatization Development Plan (2021~2025)*, which proposed to establish an accounting informatization system that meets the needs of the new era. It can be seen that the research on the financial management transformation of small and medium-sized enterprises is driven by policies.

## **1.3 The self-development of small and medium-sized enterprises requires financial management reform**

From the perspective of the actual financial management development of small and medium-sized enterprises, the application standards of intelligent digital technology have been possessed in taxation, bidding, procurement and other aspects. If the enterprise does not implement the latest technological reform in the above aspects, it will lead to the sensitivity and efficiency of corporate financial management, and will also be in an unfavorable aspect in the process of competition in the entire industry.

## **2. Problems in the financial management of small and medium-sized enterprises in the new era**

### **2.1 The concept of enterprise financial management is backward**

In the context of the new era, a large part of the content of enterprise management of financial aspects is composed of data processing parts, and the processing methods and processing means of financial data are mainly affected by the management concept of financial management personnel, due to the rapid pace of change of the times, resulting in the transition period between new technologies and traditional management concepts, a large number of financial management personnel have backward management concepts, which in turn leads to insufficient effectiveness of enterprise financial management models, low level of financial management informatization, intelligence and data.

And because small and medium-sized enterprises are mainly private, the financial management and operation management of some enterprises are concentrated in a certain decision-maker, so there will be a certain blindness in the process of making financial management decisions. For example, in some high-tech industrial enterprises, the overall management direction of small and medium-sized enterprises is mainly based on the development of technology, focusing on the management of business aspects and ignoring the management of financial aspects, then from a long-term perspective. This management method will lead to increased financial risks of enterprises, which in turn affects the long-term development of small and medium-sized enterprises.

### **2.2 Lack of establishment of scientific financial management mechanism**

On the one hand, some of China’s small and medium-sized enterprises belong to family enterprises, so financial managers are generally family members, so these personnel are rarely professional financial managers, lack of certain financial management experience, and then lead to enterprises can not form a sound financial management mechanism.

On the other hand, because some small and medium-sized enterprises have not had perfect financial data since their establishment, the financial management department and other departments cannot cooperate well, coupled with the lack of a series of management procedures in financial management itself, resulting in relatively chaotic procedures and a large number of false financial reports when small and medium-sized enterprises are preparing to establish a sound financial management system and introduce new financial management technology.

### **2.3 There are fewer financial management professionals**

Talent is the decisive factor to determine the level of financial management of small and medium-sized enterprises, especially in the new era environment, a large number of financial data more need professional talents to complete the processing of relevant data, and the current financial management personnel of small and medium-sized enterprises are mostly talents trained in the traditional

education environment. Some financial management personnel in the face of new technology under the financial management work can not give full play to the effect of high-tech financial management technology. Moreover, some enterprises have not arranged suitable talents to corresponding positions, resulting in personnel with financial management advantages not being able to play a role in financial management positions.

### **3. Financial management development strategy of small and medium-sized enterprises in the new era**

#### **3.1 Strengthen its own financial management concept**

Only after small and medium-sized enterprises have the concept of innovative reform of financial management, can they effectively enjoy the results of financial management reform, then to enhance the concept of enterprise financial management. It is first necessary to let the managers of small and medium-sized enterprises understand the advantages of intelligent big data technology on the financial management model, improve the efficiency and work level of traditional enterprise financial management through a variety of intelligent big data means, and change the financial management concept of enterprise managers with actual workload. For example, the control of cash stock by small and medium-sized enterprises in the process of operation is mainly blind borrowing, which increases the short-term debt repayment risk of enterprises and is easy to cause economic crisis in the unstable market environment. The above reasons are that the managers of enterprises do not clearly understand the importance of financial management.

Corporate financial management personnel should also have the concept of financial management reform, and need to continuously learn new management concepts and technologies in the industry, so that the financial data processing process of enterprises is more scientific, and then conforms to the demand of the times.

#### **3.2 Establish a sound financial management mechanism**

The establishment of a sound financial management mechanism is the basis for the intelligent and digital technology of enterprise financial management, and some enterprises' financial management departments only have one or two people to complete all financial management work, and there is no clear division of financial management work. Hence, it is necessary for these enterprises to be able to position and divide work responsibilities for financial management positions, and at the same time establish a sound cash management system, check management system, asset management system, etc. After having a perfect financial management mechanism, it can promote the development of enterprises in the direction of financial integration and development, and effectively avoid the problem of financial fraud in enterprises.

After the enterprise builds a complete intelligent data management mechanism, it also needs to implement it, and analyze and research the financial data in combination with the company's own financial situation, so as to gradually enrich the completed management mechanism and create a more valuable financial management system.

#### **3.3 Improve the professional quality of financial management personnel**

It is more difficult for financial management personnel to rely on their own professional qualities to achieve the application of high-tech financial management at this stage, so enterprises should help financial managers improve their professional quality, regularly carry out training and learning of front-end technology and theoretical knowledge for financial management personnel, and cultivate compound talents with professional knowledge and information, intelligence and data application technology that enterprises need.

In the context of the Internet, high-quality financial managers can also learn related aspects through the network, play theoretical skills in the financial management mechanism that small and medium-sized enterprises have established, or help enterprises establish a sound financial management mechanism, in order to better improve the competitiveness of enterprises in the market.

#### **Conclusion**

The financial management efficiency of small and medium-sized enterprises is substantially related to the development of enterprises, and good financial management level can help enterprises occupy a more powerful position in the market environment. But in improving the level of financial management of enterprises, it is also necessary for small and medium-sized enterprises to be able to conform to the development of the trend of the times, and can introduce advanced technology and theory in the financial

management methods of enterprises themselves, while making good use of the incentive policies in the context of the times, so as to improve the financial management level of small and medium-sized enterprises with higher quality.

## References

[1] Zhang DF. Analysis of Financial Management Issues in Small and Medium-Sized Enterprises from a Development Perspective [J]. 2022 (11): 3.

[2] Wang XY. Research on the Problems and Countermeasures of Financial Management in Small and Medium-sized Enterprises [J]. Business Culture: Academic Edition, 2022 (1): 114-115.

[3] Luo YW. Innovative Thinking on the Financial Management Model of Small and Medium-sized Enterprises in the Network Environment [J]. Market Weekly: Business Marketing, 2021 (20): 0039-0040.

[4] Yang H. Financial Management Issues and Countermeasures for Small and Medium-sized Enterprises [J]. Da Tech, 2021 (56): 0062-0064.