

Research on the Optimization Strategy of Enterprise Financial Management in the Era of Big Data

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Abstract: At present, big data technology is developing rapidly in our country, and financial management is gradually integrating with big data technology along with the social development trend. In this process, there are some problems in enterprises, such as lack of high-quality financial management talents, low sharing of financial management information, low awareness and level of financial risk management. The traditional enterprise financial management work mode and work content have not kept up with the pace of enterprise development in the era of big data. In view of the existing problems, this paper puts forward the corresponding optimization strategy, in order to improve the effect of enterprise financial management in the era of big data.

Keywords: The Era of Big Data; Financial Management; Optimization

Introduction

Currently, with the development of high-tech such as Internet and cloud computing, the social and economic environment has changed greatly. Driven by these technologies, all walks of life have changed invisibly, and the world has entered the era of big data. For the financial management of enterprises, a relatively fixed management model has gradually formed in the long-term development process. However, in the era of big data, enterprises are facing more new opportunities and challenges. Therefore, the staff of enterprise financial management should make full use of various new technologies, actively update their work concepts, continuously improve their own capabilities, and make greater contributions to enterprises and society.

1. The influence of big data technology on enterprise financial management

1.1 The influence of big data technology on the object and scope of financial management

With the background of the big data age, enterprises use big data technology to manage the content of financial management in an orderly manner, which has an important impact on the development of enterprises. Only by combining financial management with big data technology can enterprises further improve their business level. By utilizing big data technology, the financial management and operation management activities of enterprises can be effectively integrated, which is conducive to promoting the rapid development of enterprises to realize the integration of business and finance. In the meantime, with the support of big data technology, enterprises have optimized the model of traditional enterprise financial Statement from various forms, so that the financial management of enterprises is constantly moving towards modern management.

1.2 The influence of big data technology on the effectiveness of financial management

In the enterprise, the financial management work is in a relatively static state, the information update speed is relatively slow, and the timeliness of information is not strong enough. However, with the development of big data technology, the working mode of enterprise financial management should gradually transition from static management to dynamic management. Compared with the

static management mode, the market has undergone more significant changes under the dynamic financial management mode. In order to synchronize the changes between the financial management work and the market, the financial management staff should timely record the financial data in the operation of the enterprise and input it into the financial management system. At the same time, financial management related staff need to process the collected data as soon as possible, and generate a variety of dynamic data reports based on this. Thus, it can reflect the real data in the operation of the enterprise in an all-round way, and provide an important reference for the decision-making of enterprise managers and investors.

2. The problems existing in the financial management of traditional enterprises

2.1 Enterprises lack high-quality financial management personnel

In the era of big data, the innovative development of enterprise financial management needs the support of financial management talents. The comprehensive quality and ability of financial management personnel have a direct impact on the overall quality of financial management. Therefore, it can be seen that financial management staff need to have higher working ability and professional quality. They should have a high sense of responsibility for the work they are responsible for, and be able to finish their jobs efficiently, so as to avoid the impact of the financial aspects on the development of the enterprise. However, many enterprises in China lack high-quality financial management talents. The existing financial management personnel have low professional quality, and many of them do not have the quality and ability of high-quality talents, so that the financial department of the enterprise does not really play its due role, and the effect of enterprise financial management and reform is difficult to achieve.

2.2 The sharing of information in the financial management of enterprises is not high

Most enterprises in our country have a low degree of integration of business and finance, and there is a problem of low data sharing. The financial department has little communication with other business departments, and fails to share information resources within the enterprise, so the financial management staff cannot grasp the real financial situation in time. Moreover, most enterprises use traditional financial software to manage finance, which makes it impossible for enterprises to deeply integrate financial management data with business operations. Although it has been in the era of big data, most enterprises have not adjusted the financial management system in line with the development of the times, nor have they innovated their financial management model with the times, which has led to the stagnation of the service level of financial management staff. To some extent, it hinders the development of enterprise financial management in the era of big data.

2.3 The awareness and level of financial risk management of enterprises are low

From the current financial management situation of enterprises, some enterprises have low awareness of financial risk management, and the financial risk early warning mechanism is not perfect, and the financial risk management system has not been established from the actual situation of enterprise development. Especially in the current era of big data, the potential risk factors faced by enterprises are gradually increasing. So enterprises need to improve the awareness and level of financial risk management.

3. The optimization strategy of enterprise financial management in the era of big data

3.1 Establish a team of high-quality financial management talents

In the era of big data, enterprise managers should have higher comprehensive quality. In addition to financial management and business knowledge, they should also be familiar with the latest information technology, so that they can use big data technology flexibly and skillfully to analyze a large amount of financial data of enterprises, provide high-value information resources that are more conducive to the sustainable development of enterprises for management decision-making, and help them make efficient and targeted strategic decisions, thus increasing the probability of enterprises winning in market competition.

Therefore, the comprehensive ability of enterprise financial management staff should be improved in time to ensure that the quality of financial management is at a better level. Firstly, enterprises should recruit high-quality financial management talents with rich experience. In the process of recruitment, enterprises ought to focus on assessing the professional level and concept of financial

management of candidates, and hire professionals who have the ability to use big data technology to carry out corresponding financial management, and at the same time strengthen communication and learning between the original financial personnel and new professionals. Secondly, considering the rapid upgrading of information technology in the era of big data, enterprises should regularly carry out financial skills training of big data, and put forward solutions to specific problems in the work, so as to further improve the quality of enterprise financial management. Thirdly, enterprises can also carry out targeted financial management training in their daily work to help enterprises cultivate high-quality financial management talents. For example, We can invite university professors with strong comprehensive quality and rich experience in financial management to carry out training in enterprises.

3.2 Establish a big data financial management information sharing system

In the era of big data, big data technology related to corporate financial work has gradually developed. However, due to the constraints of traditional methods related to corporate financial information sharing mechanisms, there are still many deficiencies in the actual financial work.

Enterprises should combine the reality, comply with the requirements of the development of the times, gradually form a modern financial management information sharing system that is compatible with their own development, and make adjustments according to the development of social economy, so as to lay a solid foundation for enterprises to rationally apply big data technology in financial management. In this process, the enterprise improves the relevant system based on the financial information system, enhances the internal interconnection ability of the enterprise, and enables the finance department to more accurately understand the financial situation of each department of the enterprise, so as to improve the accuracy of the financial data of the enterprise, and then improve the efficiency and quality of the financial work of the enterprise. In the meantime, enterprises should build a financial management system according to the actual situation of each department, strengthen the exchange of information between departments, and improve the efficiency of financial management.

3.3 Improve the awareness and level of enterprise financial risk management

In order to make great progress in the current fierce market competition, we should actively change the traditional management concept. First of all, enterprises should explain the relevant types of financial risks to employees internally, as well as the serious consequences that financial risks may bring, and enable employees to fully understand the characteristics of corporate financial management in the era of big data and the opportunities and challenges faced by enterprises in the era of big data, so as to maximize the awareness and level of corporate financial risk management. Secondly, referring to the successful experience of financial risk prevention and control of other enterprises, according to the situation of the enterprise itself, the financial risk management is improved accordingly, so that it can be more adapted to the development needs of the enterprise. Finally, financial managers should accurately grasp the sources and causes of financial risks.

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