

Application of Financial Management in Enterprise Management

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Abstract: With the continuous development of China's social economy, financial management is of great significance in enterprise operation. The efficiency of financial management work affects the development of enterprises. Nowadays, the competition in the industry market is becoming more and more fierce. Enterprise managers pay more attention to financial management, and the improvement of financial management ability is good for enterprises. Important factors for development. This paper analyzes the current situation of financial management in small and medium-sized enterprises, and gives a management strategy in combination with the actual situation. I hope it is conducive to the sustainable development of the enterprise.

Keywords: Financial Management; Enterprise Management; Current Situation; Application

Introduction

Financial management, as the name implies, is the management of enterprise funds, mainly including stock issuance, financing and loans. The quality of financial management directly affects the management efficiency of enterprises. Doing a good job in financial management can not only realize commodity value, but also create commodity value, but also help enterprises in operation and development. There are sufficient funds to guarantee.

1. Current situation of financial management in small and medium-sized enterprises

1.1 Regarding the recovery of funds

The problem of capital recovery arises in the operation of large and small enterprises, which is an important problem facing the current financial management of enterprises. Capital is an important guarantee for enterprises to operate normally and reasonably expand the scale of development under a certain period of time. It is also the key to the smooth development of business activities of enterprises, but due to the current complex economy. Environmental impact, the projects involved in enterprises are very extensive and complex. As creditors, if enterprises lack the necessary credit and risk assessments when establishing claims and debt relationships, they will lead to financial difficulties, thus hindering enterprise planning and affecting enterprise financial arrangements. In addition, the problem of capital recovery will also lead to the instability of the enterprise capital chain. Coupled with the lack of professional fund recovery personnel in financial management in some enterprises, the progress of capital recovery will slow down.

1.2 Source of funding

According to the survey, there are three main channels for enterprises in the market in terms of source of funds: bank loans, financial financing, and self-owned funds. Among them, most enterprises are most commonly used to raise funds in the form of bank loans. From a professional point of view, there are certain risks for enterprise financing through bank lending. For example, if you rely too much on bank capital lending, it will not only cause instability in the enterprise capital chain, but

also affect the operation and development of enterprises.

1.3 Financial capital structure issues

In the financial field, the financial capital structure and economic system are interrelated. At present, some enterprises have unreasonable problems in the construction of financial capital structure. The main reason is that the capital loans of many enterprises are digested through abnormal channels, and bad debts have increased significantly, aggravating the loss of enterprise capital, and then to enterprises. The industry has a huge impact. In addition, due to the loss of funds from enterprises, it hinders the use of funds, which affects the credit problems of enterprises, so it is more difficult for banks to borrow.

1.4 Financial management methods

At this stage, enterprises in the market have used financial management methods in operation and development, but combined with the actual use of financial management methods by enterprises, they still need to be improved. The reason is that most enterprises use more traditional or even backward, and a few enterprises do not set up special financial management departments. The lack of professional financial managers, the occasional recruitment of some financial managers, and the lack of experience in management. In addition, there are also unsophisticated technical management and uneven financial distribution, which have an impact on the effectiveness of financial management.

2. Application of financial management in enterprise management

2.1 Strengthen fund recovery

Strengthening capital recovery is the first measure applied by financial management in enterprise operation and management. In order to strengthen financial management in enterprise management, it is necessary to reform and upgrade its management methods. For example, an important channel to achieve capital recovery: strengthen the credit understanding of cooperative enterprises with their own enterprises. Because most enterprises will invest diversified projects in order to increase their competitiveness in the market, it will inevitably increase the cooperation with many enterprises. The more complex the cooperation relationship involves There are more capital problems. Therefore, in order to minimize the capital risks generated by cooperation, enterprises need to understand the other party's credit when cooperating, evaluate the other party's credit, and start with the other party's economic returns, loss status and the operation of the enterprise. In order to strengthen the recovery of funds in the later stage, the capital chain of enterprises can also be more stable.

2.2 Broaden financing channels

Financing is the behavior and process of preparing enterprises to obtain funds, and enterprise financing is an important part of financial management. If enterprises want to continue to achieve economic benefits, they need to increase access to financing channels for enterprises. As we all know, the most common financing channels are for banks to raise funds through loans, but they cannot rely too much on bank loans and help enterprises break through development. From the perspective of broadening financing channels, it is conducive to increasing the economic benefits of enterprises by increasing cooperative projects or attracting investors to invest in the enterprise. Although there are some difficulties in expanding financing channels in practical application, it is necessary for enterprise financial managers to actively innovate their thinking and attitudes, increase their professional knowledge, and focus on listed enterprises with lower requirements in the expansion of financing channels. On the one hand, they can ensure the safe recovery of funds, and on the other hand, they can also realize economic benefits. A common interest system can also be established in the original bank loan method. Benefit from each other and take risks to each other, increasing the enterprise economy and reducing risk-taking. In addition, enterprises should also strengthen the response of national policies, actively introduce foreign investment, and do well in financing and management measures.

2.3 Improve the financial management system

Strengthening the improvement of the enterprise financial management system is conducive to the sustainable development of financial management work, bringing stable economic income to enterprises, and improving the competitiveness of enterprises in the market. Therefore, improving the financial management system is an important means in the financial management process of enterprises. It is necessary to set up special financial management departments and professional workers. Personnel should have perfect rules and regulations, improve financial problems, and strengthen the norms and requirements of management. In addition, it is necessary to train management positions in a timely manner. In the market environment day and night, a perfect financial management system cannot be carried out once and for all. It is necessary to update management ideas in time and take management measures in line with the development of enterprises and markets, which requires enterprises to train managers in a timely manner and increase management. The timeliness of ability. When recruiting talents for financial management, we should try our best to choose workers with both professional knowledge and practical experience. Because financial management work needs to be constantly developed and adjusted according to the enterprise, it is best for the staff recruited for financial management positions to have certain innovative thinking, professional and technical work experience. Innovative thinking can play a role in the position. When recruiting talents, enterprises need to take a long-term vision. They need to understand the candidates' attitude towards work and their own requirements. Rigorous workers are the best candidates for financial management positions.

2.4 Strengthen the management of financial work

Financial management is an important part of enterprise financial management. Doing a good job in financial budgeting is conducive to strengthening financial management. In terms of financial management, enterprise leaders should not only focus on the management of financial accounting, but also strengthen the analysis of financial results, formulate reasonable plans according to the basic situation of enterprise financial accounting, and regularly analyze the comparison between the utilization of funds and income of enterprises, and adjust financial work in combination with market conditions to make financial work tight. Post the development of the market to ensure the efficiency and quality of the company's financial work, and then improve the quality of financial management.

2.5 Strengthen the information management system

With the continuous development of information technology in China, management efficiency can be improved by strengthening the information management system in the financial management of enterprises. For example, when centralizing the information of financial work is centralized, it is necessary to strengthen the construction of an information management system, which can not only store financial data and information well, but also make the work more convenient and clear. The ERP system is a common information system in financial management at present. Financial data management and preservation can be achieved by fully learning and using the functions of this system.

Conclusion

Generally speaking, doing a good job in financial management is conducive to the operation and development of enterprises. Although some enterprises still have shortcomings in financial management, they only need to formulate good financial management strategies and measures in combination with the internal situation and market development of enterprises, and the current situation of financial management can definitely be improved. This also requires enterprise leaders to do a good job in financial management, strengthen the improvement of the financial management system, expand financing channels, summarize more and optimize more. In this way, the financial management work of enterprises can be upgraded.

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