

Research on the Mode of Enterprise Financial Management in the Internet Age

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Abstract. With the development of society and the continuous advancement of technology, the development of Internet technology has had a tremendous positive impact on human society. Facing the booming development of the Internet economy, financial management, which is an important part of corporate management, is also due to the Internet. The advent of the era is facing opportunities and challenges. The traditional enterprise financial management model will undergo profound changes. Internet technology has not only improved the efficiency of financial management, but also created a new corporate financial management model, which has caused some new problems in the field of corporate financial management, conducted a profound analysis of financial management issues, and proposed an active adjustment of corporate financial management. Work philosophy, establish a corporate financial management model adapted to the Internet age.

1. Introduction

In the Internet age, with the advancement of science and technology, new financial management models have undergone changes in practice in space. This has had a huge impact on corporate financial management. The performance of corporate financial management in the new era has been automated and programmed. The characteristics of information, in order to better respond to the times, to facilitate enterprise financial management for the innovation of corporate financial management is very necessary [1].

Corporate financial management is an important part of corporate management. With the development of network information and modern management systems, corporate financial management has brought new opportunities for development. The modern management information system focuses on target management and budget control, so it is in the context of the Internet. Higher requirements are placed on corporate financial management. Companies need to improve and perfect a modern financial management system, integrate financial management and operation management, and enable corporate financial management to better serve enterprise development [2].



2. Necessity of financial management innovation in the Internet era

Finance is an important part of business management. Financial management is a kind of economic management that organizes corporate financial activities and financial relations in accordance with certain principles. With the advent of the Internet era, the business management model of enterprises has undergone tremendous changes, especially in marketing activities. The emergence of the Internet has greatly reduced the marketing costs of enterprises and improved their efficiency [3]. Fundamentally, the company's financial management runs through the entire operation and management process of the company. It is a collection of financial management methods and methods that match the business management model of the company. In the Internet age, with the change of corporate operations management model, the traditional financial management model has been difficult to adapt, and management concepts, management objectives, and management methods have fallen behind the company's development and change. Reduced efficiency and increased financial costs. Therefore, the model of corporate financial management must be innovated and changed in order to better adapt to the changed business management model. At present, there are still many problems in corporate finance, and it is necessary to establish a brand-new corporate finance suitable for the Internet era. Management model to solve the current problems [4].

3. Current status and problems of the development of corporate financial management

Before the arrival of the Internet age, people's lives were not so convenient, and information dissemination was also slow. Therefore, in the management of enterprises and financial management of enterprises, the people only need a few financial staff to complete, but with the development of the times, after the advent of the Internet era, The development of the enterprise has brought new opportunities, the rapid development of the enterprise, the financial management of the enterprise also has more classifications and more data, and still use a small number of accounting personnel, obviously can not meet the demand, accounting personnel in the traditional financial management model There will be greater pressure. The traditional paper data can no longer meet the requirements of financial management. Therefore, with the advent of the Internet era, more and more companies have established modern accounting computerized systems to meet the financial management needs of companies. Demand, this kind of financial management innovation has greatly facilitated the development of the company. However, more and more problems have also been exposed in the financial management of the company. These problems have seriously affected the development of the company.

4. Insufficient attention to financial management information

In the context of the Internet, more and more companies are realizing the convenience of computerized financial management. However, a large part of the enterprises are concentrating their construction goals on the initial target stage in their financial management information. Part of the manual operation has been transformed into computer operation. The goal is to shorten the working time and the simple work mode [5]. This innovation in financial management greatly improves the efficiency of financial management. However, the main purpose of current financial management of enterprises is to organize enterprises. Financial information is not a simple computerized calculation. The greater role of financial management is to provide the management with accurate data for the company to make various major measures and provide managers with various technical support functions. It is the ultimate goal of enterprise financial management information. A large part of enterprises today do not recognize the important role of financial management information, resulting in a generally low degree of emphasis on corporate financial management.

4.1. Lack of specialized financial information management talents

The people are in the Internet era. Everyone in the people's lives is affected by the Internet. This is especially true in enterprises. All aspects of enterprise development are inseparable from the Internet, especially in the context of corporate financial management innovation and the Internet, financial

management innovation. The purpose is to build an information-based fully automated financial management platform, but the establishment of a sound financial management information system is a long-term and complex process that requires the close cooperation of all levels and departments of the company [6], which requires corporate governance. Layers are highly valued and require the cooperation of various departments of the company. If any department has problems, then the entire system will be incomplete. The construction of enterprise financial management information also requires the cooperation of a large number of professional accounting personnel. The financial personnel engaged in the construction of financial management information platform must not only have professional financial management knowledge, but also should have good communication skills and be able to carry out with various departments. Good coordination, this kind of compound talent is rare in the entire enterprise, but the completion of financial management innovation requires a large number of such complex talents to complete, so the lack of specialized personnel is also a financial management innovation and construction. Important question.

4.2. Less effective information for corporate financial management

The various financial information in the development of an enterprise is the necessary data and technical support for the enterprise to make various decisions. The financial information and management information in the financial information is the current status of the enterprise development, and it is also the reliance condition for the subsequent development of the enterprise. Financial information management Many of the information in the decision will determine the future development of the company. However, due to the inconsistency of various information and the imperfect financial management in the modern enterprise financial management, when the company makes various decisions, there is no perfect information to be based on. When making various decisions, it must be followed by people and directly affect the rapid development of the company.

5. The idea of establishing a financial management model in the Internet age

In the Internet era, the mode of business management has changed. The scope of management has expanded from the internal to the external. The model innovation of corporate financial management must also adapt to this change. In the Internet era, the innovation of corporate financial management mode is not only to rationally plan and use the company's own resources, but also to include the various types of social resources required by the company's operations in the category of corporate financial management, and to put it in the enterprise. All aspects of financial management are accurately, timely, and dynamically reflected. The realization of more reasonable allocation and control of resources by the enterprise is very important for the improvement of the financial management efficiency of the company, and it can also effectively increase the flexibility of the market response of the company. In the Internet environment, the enterprise financial management is carried out by a new pattern. Through the application of Internet technology, it can optimize the business processes such as settlement, accounting, reporting, analysis, management and control, and implement the remote processing of financial data. , reimbursement, auditing, auditing, monitoring, etc.; can be strengthened in the external and financial information in the various supply chain communication and mediation [7]. In terms of this new financial management model, it enables companies to achieve centralized management through the Internet, and also establishes a close cooperative relationship between the company's internal departments and other companies, as well as the sharing of resources. The company's resources have been more effectively optimized.

5.1. The Way to Realize the Financial Management Mode in the Internet Age

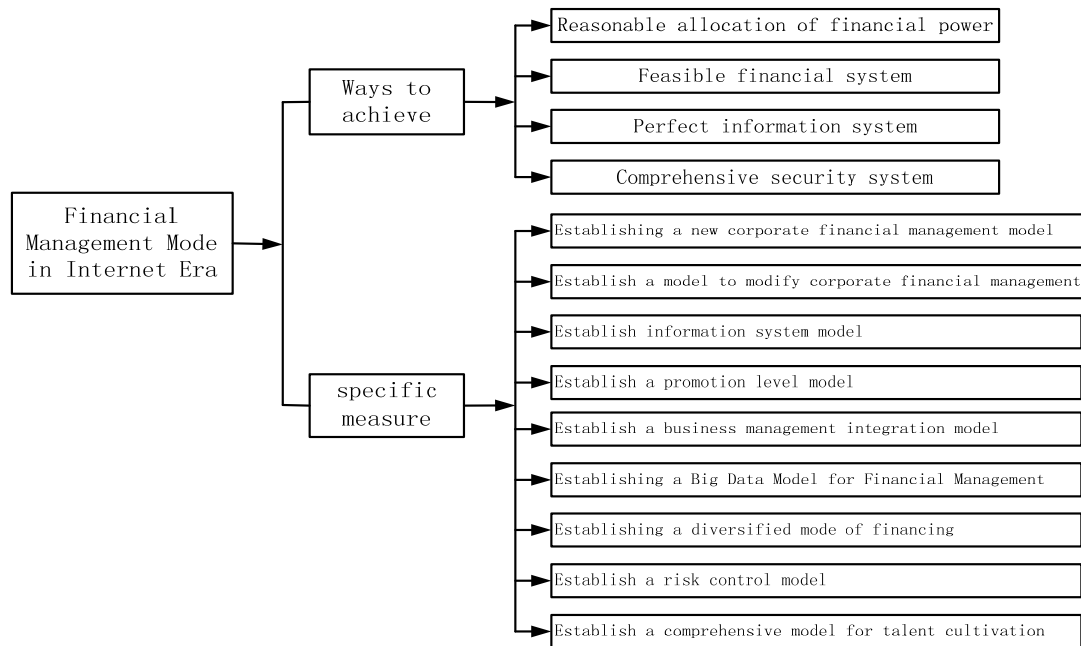


Fig 1. The Model of Enterprise Financial Management in the Internet Age

(1) Reasonable allocation of financial power

On the platform of financial sharing, the primary task of the company is to achieve a reasonable distribution of financial power, and also to relax the absolute leadership of the relevant departments. In addition, within a reasonable degree, it is also necessary to give freedom to control and formulate plans and budget statements according to the actual development situation. From another point of view, enterprises set up a financial sharing service platform according to requirements, then the leadership needs to grasp the flow of funds, follow the actual situation, ensure the rationality and comprehensiveness of business activities, and thus improve efficiency. At the same time, it can also ensure the safety of funds. Enterprises need to make top-down changes in accordance with the development requirements of the Internet era, strengthen the application of financial sharing service platform, strengthen the management of various departments, and truly increase the rational distribution of its funds, and truly ensure the effective operation of the enterprise.

(2) Formulate a feasible financial control system

On the basis of the financial sharing service platform, it is necessary to achieve centralized financial accounting and the completeness of information disclosure, truly guarantee the comprehensive internal financial accounting of the company, and also ensure the accuracy of financial information of the department and its subsidiaries. At the same time, on the basis of the development of the financial sharing service platform, it is necessary to ensure that each department obtains the accuracy of historical data. The leadership needs to compare the data horizontally, improve the company's financial budget, and achieve a balanced budget among the departments. Only if this is the case, can we do a good job beforehand, in the matter, and afterwards in the shared service information platform to achieve a reasonable allocation of resources and gain more profits at a low cost.

(3) Build a sound financial management information system

It is extremely important to actively construct a sound financial management information system in the Internet era. Under the development of the Internet economy, its digital technology is the forerunner, and most of the economic activities are conducted on the Internet, so it is certain that the company's accounting information exists in a dynamic form and is difficult to capture. From another

perspective, the openness of the enterprise market can form a multi-user information model. Of course, only by forming a sound financial management information system on the Internet can we truly guarantee the vividness, intuitiveness, and comprehensiveness of corporate information.

(4) Formulate a comprehensive network information security guarantee system

In the Internet era, the financial management of corporate financial sharing platforms needs to proceed from reality. It is necessary to clearly recognize the various potential factors in the Internet era. Among them, relevant policies and effective legal means must be formulated to actively ensure the security of the network and ensure it manages with network planning and network management. In addition, we must do a good job of system maintenance and safety management, strengthen the application of network management systems, and constantly improve the security awareness of corporate financial personnel, and improve the security of network information in a subtle manner. Also need to start from the technical point of view, take effective measures, take the way to add a firewall, to avoid being affected by the virus, and truly realize the protection of sensitive data on the intranet. It is worth noting that when using digital signature technology, it is necessary to ensure its security and truly realize the innovation and improvement of corporate financial management.

5.2. Concrete Measures for Establishing Financial Management Mode in the Internet Age

(1) Establish a new enterprise financial management model

The management personnel of the enterprise must act as a forerunner in the concept adjustment. Under the background of the upgrading and transformation of the Internet technology in the enterprise, the transformation of the financial management concept is used as a strategic content to promote the better development of the enterprise. The enterprise needs to accumulate the knowledge and cost of the enterprise. The tangible asset management program at the stage is clarified, and according to the strategic requirements of the company's future development, the company's capital management is refined so that each financial management personnel of the company can fully understand the existing high-quality resources and types of the enterprise. Capital situation, and make clear the main sources of various capitals of the company, in order to accurately analyze the capital composition of the enterprise, the financial management personnel of the company must strengthen the management of the speciality of cost, in order to effectively develop and use the existing intellectual capital, and The transformation of knowledge capital into other capital that promotes the better development of the enterprise. Enterprises must regard the accumulation of operating assets as an important task to enhance the quality of enterprise development. According to the specific requirements of the knowledge cost of the enterprise, the current market environment should be investigated to enable the enterprise to carry out capital operations. In the process can be more various elements combined market environment, the economic efficiency of enterprises guaranteed.

(2) Establish a mechanism to amend corporate financial management model

The financial management personnel of an enterprise must first have a profound understanding of the Internet environment and understand the advantages of Internet information sharing in order to have a sufficient ideological foundation for the construction of a new type of financial management model. Centralized management, as the main direction and thinking of the improvement of the financial management mode of an enterprise, exerts all advantages of computer network technology, integrates the current financial information of the enterprise, and concentrates on the calculation of the same method, avoiding multiple departments jointly performing the financial management tasks of the enterprise. , resulting in damage to management quality, companies need to link the existing capital management model with the Internet environment, and realize the electronic management of the company's business activities through the integration of quality resources so that the company's financial management can use network technology to achieve better The docking.

(3) Establishing an enterprise financial management information system

Before enterprises adjust their financial management technology, they must establish a good information system so that the company's financial management technology can use the information system to achieve organic integration with the Internet environment. Enterprises should regard Internet

technology as the main means of communicating with the outside world, through the establishment of an online platform, to achieve the purchase of raw materials and the sale of goods, and as a basic operating mode of some of the company's economic activities. In the process of implementing fund transfer, enterprises should use network resources to conduct unified scheduling of the company's existing funds so that the raw materials purchased by enterprises can obtain more selectivity.

In the process of conducting foreign exchange operations and other economic activities, enterprises must rely on network technology as the main technology to rely on, so that some of the company's economic activities are supported by network technology, and enterprises must raise the construction of network platforms to the strategic level of sustainable development of enterprises. Through the exploration of different types of information, the company's financial management level can be improved, and different kinds of information can be clearly applied in a quantitatively controlled manner, and the quality of the company's financial management can be fundamentally improved.

(4) Establish corporate finance to improve safety management

Prior to the introduction of network resources, enterprises must learn from the advanced experience of other areas of society to avoid problems that may cause the leakage of information resources, so that the enterprise's information security mechanism can be established at a higher level, and enterprises must strengthen their links with the judicial department. The use of Internet means to deal with the problem of illegally stealing financial information, to make the company's security management work more vigorous.

Enterprises must not only establish a high-level financial information security management mechanism, but also control the current fund transfer process according to the characteristics of the company's capital operation, so as to make the company's fund adjustment process more secure and avoid leakage of important information such as passwords. . The Internet not only has a huge positive impact on the financial management of the company, but also easily causes some problems in the financial management of the company. It effectively arranges the specific processes and specific contents of the financial management of the company, and can make the company obtain the Internet environment. Better development.

(5) Establish an integrated model of corporate financial management and business management

The core of enterprise financial management is the operation and management of corporate capital. In the Internet age, enterprises need to satisfy the individual needs of users, and the meticulous production and operation are no longer simply mass production.

This requires the enterprise to conduct meticulous management of market business development. The enterprise financial management must be deeply involved in business management, and analyze the life cycles of different businesses and users. For different users and different products, according to the Boston Matrix from the perspective of market development, implement a differentiated financial support strategy. For example, for the star product analysis, a reasonable assessment of capital flow and long-term benefits, give the appropriate strategic support, and can not pursue short-term yield, so as to ensure the safety and effectiveness of capital operations. In the era of "Internet+", the financial department of an enterprise has transformed from an affiliated functional department to a core functional department through the integration with business management, and continuously establishes or strengthens the ability of management accounting.

(6) Establish a Big Data Model for Financial Management

The latest Internet technologies such as cloud computing support Traditional financial management research objects are mainly accounting data, without big data analysis. However, in the Internet era, enterprises can obtain various production and operation data through various systems, including obtaining geometric user data, while advanced technologies such as big data and cloud computing have made great progress, and ordinary enterprises can also obtain big data analysis capabilities at a low price. .

As a result, more and more companies can get a detailed analysis of their business operations by analyzing a large amount of data. This can not only make more accurate predictions of the cash flow

of business development, but also can be achieved through the age, distribution, and In-depth analysis of behavioral preferences, etc., to implement appropriate market expansion strategies for specific users or groups of customers, and to conduct correlation analysis of related industries, to obtain forward income from customers, and also to obtain relevant industries derived from users. To income.

(7) Establish a diversified mode of financing

In the Internet age, capital markets are light asset enterprises that emphasize design and service. For the evaluation of market value, they can support initial development funds through PE, VC, and other financing channels.

This kind of cooperation in the development of products or projects, in addition to the role of financing, but also can effectively stimulate user participation, consolidate users, further expand the market and increase market attention. In order to solve the problem of traditional financing channels such as banks supporting the innovative economy, some local governments are also trying to solve bank financing risks through bank loan guarantees. In the Internet age, corporate financing channels use value nets to achieve diversification, and financing costs are gradually decreasing.

(8) Establishing a control model for corporate financial management risk

The first is the increase in operational risk from valuation. The capital market will be assessed based on the market environment in which the company develops, but fluctuations in value assessment will be subject to significant fluctuations in the environment.

During the tightening of the capital market, the contraction of funds will bring about huge operational risks caused by the company's lack of cash flow. If corporate financial operations do not capture the capital reserve during the golden period to prevent shortages of funds in the downturn, it may result in the sale of equity, resulting in dilution of equity, and even the risk of capital chain fracture. Second, the risk of information management has increased. As more and more transactions are conducted through the Internet, corporate business information and financial information can be quickly reflected, and can also be processed in real time, but the centralized sharing of corporate business information, customer information, etc., telecommuting, transactions in the cloud Behaviors increase the risk of leakage of relevant information.

(9) Establish a comprehensive model for personnel training

Financial management personnel must not only have a certain degree of understanding in accounting, finance, and capital operations, but also must have a good understanding of the company's production and operation, product markets, and industry development. Only by understanding the product market can we use data analysis to estimate user value, estimate the potential value of the market development, and provide data support for business development. Based on this, financial management may have appropriate medium- and long-term plans for enterprise fund management. The traditional financial management education is often based on accounting education, which is very different from the enterprise financial management in the practical needs. Through the analysis of the growth experience of senior financial management personnel, the company can perform cross-functional rotation exercises for outstanding talents on the one hand, and on the other hand encourage and guide talents to continue learning, and improve their own theoretical level and business capabilities. This is in the current Internet. The times accelerate the development of effective financial management personnel.

6. Conclusion

With the continuous promotion of the Internet era, corporate financial issues have attracted much attention. Among them, corporate financial sharing has been related to the development and progress of enterprises, and has also become an enterprise's financial effectiveness. Under the current model, the traditional financial management model has been unable to meet. Its development requirements require starting from the Internet age, clearly recognizing the advantages of financial sharing, formulating sound countermeasures and modes based on the actual development of the company, and truly promoting the sustainable development of the company. In this study, the main Measures include the rational allocation of financial power, the establishment of a feasible financial control system, the

establishment of a sound financial supervision and management mechanism, the establishment of a sound financial management information system, the establishment of a comprehensive network information security assurance system, and further improve its theoretical structure.

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