

Research on Innovation Measures in Financial Management Work

Ziyan Yuan

Yunnan Technology and Business University, Kunming, 651700, China.

237549328@qq.com

Abstract. With the rapid development of economic system, financial management has become a very important step in the process of enterprise. In financial and economic management, the distribution of personnel is uneven, the management mode is not appropriate and other systematic deficiencies will have a very bad impact on the development of enterprises. Only by optimizing and innovating these problems and deficiencies, rationalizing the management and development of the internal construction of the enterprise, and constantly exploring the possibilities in the work, can the occurrence of many problems of the enterprise be avoided, and even ensure that the enterprise has a place in the process of marketization. This paper puts forward the corresponding innovative measures and development opinions aiming at the current situation and deficiencies of financial management.

Keywords: financial management; status quo; innovative measures.

1. Overview

Since the reform and opening up, with the acceleration of economic pace and the rapid development after the accession to the WTO, Chinese enterprises have unprecedented new opportunities. However, in order to achieve long-term development in the ever-changing financial market, financial management, as the core of enterprise management, faces severe challenges in the construction of innovative system. In-depth practice and thinking on work is one of the important reasons to ensure the smooth development of financial management in enterprises and even the development of many aspects. Therefore, only the optimization and innovation of financial management system can provide better services for enterprises. In the new era of development, due to the improvement of economic level and people's quality of life, the spiritual world of human beings has become the most concerned problem in work and life. In the reform of management mode, the traditional way has been unable to meet the needs of the development of this era, innovation of financial management, not only can better mobilize staff's enthusiasm and participation, also can greatly improve the problem of the loss of excellent personnel, so as to effectively promote the steady development of the economic system in our country. The following shows the trend chart of enterprise financial management in recent years, aiming at a better understanding. See figure 1 for details

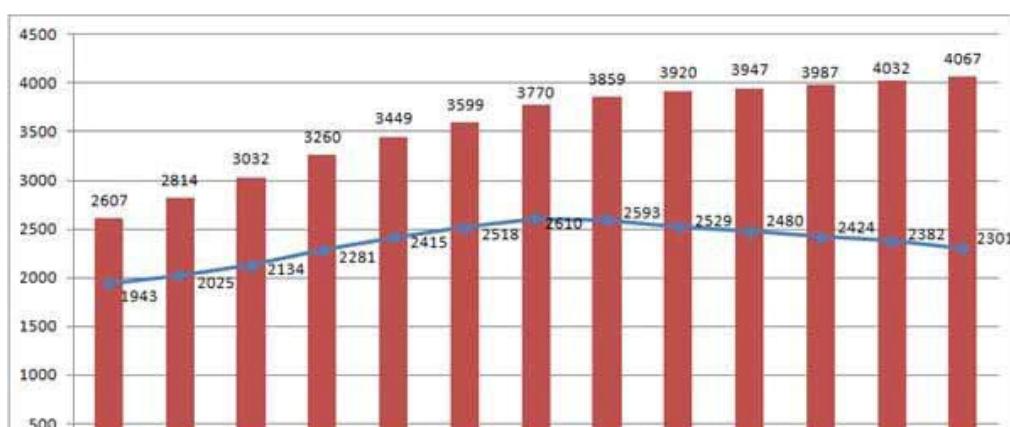


Figure 1. trend chart of enterprise financial management

2. Status Quo of Financial Management

2.1 Unclear Personnel Responsibilities

Traditional financial management mode focuses on whether the final effect can be achieved optimally or not. As a result, there are often problems such as uncoordinated staffing. And enterprises in the process of development, overemphasis on benefits and to ignore people assignment problem, lead to many employees working condition is unreasonable, to promote the efficiency of work can't guarantee, authoritarian exist for some part-time job problems, even unable to provide staff with good working environment and atmosphere, to some extent, restrict the effective development of work.

Secondly, there is a big gap between the actual development needs of enterprises and the management mode of enterprises. Only by reforming and innovating the financial management system can we improve the working effect from many aspects. However, due to the influence of many reasons, enterprises can not fully pay attention to such a problem, which also affects the internal power of sustainable development of enterprises. Talent is an internal important factor for the sustainable development of enterprises. Not only should enterprises optimize the financial management system, but also relevant personnel engaged in financial management should improve their professional level and ability. Internal and external progress at the same time, in order to better complete the promotion of self-value in the enterprise.

2.2 Insufficient Capital Control

In the process of operation, many enterprises often have capital turnover problems due to poor management and other reasons. To a large extent, these problems are caused by enterprises' casual and insufficient attention to capital management. Some of these enterprises do not have a reasonable plan and arrangement for the use of capital, and a large number of purchases of fixed assets lead to a shortage of capital. Once the market environment changes, they will face financial difficulties of not being able to make good working capital. On the other hand, contrary to this situation, a large amount of capital reserve makes the capital that should be circulating idle for a long time, or even cannot participate in the production and operation of enterprises. Such a high proportion of reserve causes serious waste.

2.3 Loose Control of Accounts Receivable

Market competition is increasingly fierce, good credit in the development of enterprises into a crucial postcard. But because some enterprises do not have a high level of management of accounts receivable, they have not developed strict credit conditions, credit standards and corresponding collection policies. Therefore, after long-term precipitation of capital, it is impossible to make good capital recovery, and even implies many risks that capital may go bad, which leads to inefficient capital turnover of enterprises. Lax control of accounts receivable is an urgent problem in financial management.

2.4 Capital Stagnation Caused by Inventory

Due to internal inventory management is not strict, the imperfection of the system, and even the lack of enforcement has the strength of the inventory, control is weak, make inventory carrying enterprise capital is greater than income, it caused the stagnation of the funds and restrictions, and even caused a certain loss, it will not only lead to the goods in a market economy has the possibility of devaluation.

2.5 High-quality Financial Management Personnel

The traditional education training of enterprise managers is still in the traditional mode of trusting books, which leads to the low standard management mode of these talents in the enterprise, which not only deepens the gap between financial and business connection, but also hinders the smooth implementation of capital utilization in the development of the enterprise. Enterprises should try to

build a standard financial information system, to achieve timely data transmission, so as to improve the financial efficiency of enterprises.

3. Innovative Measures in Financial Management

3.1 Management of Science and Technology

With the progress and development of society, the Internet is undergoing rapid progress and development. In order to better adapt to the process of socialization, the application of the Internet has been deeply applied in various fields of society. For the work of financial and economic management, good use of Internet application technology can not only effectively innovate the work of financial and economic management, but also achieve sound and scientific development in the process of the overall perfection of enterprises. The realization of automatic accounting enables the financial management platform to automatically generate accounting entries and vouchers, so as to further analyze financial indicators and automatic query. It greatly improves the convenience of data query. The following picture shows the whole process of Internet connection. As shown in the figure 2

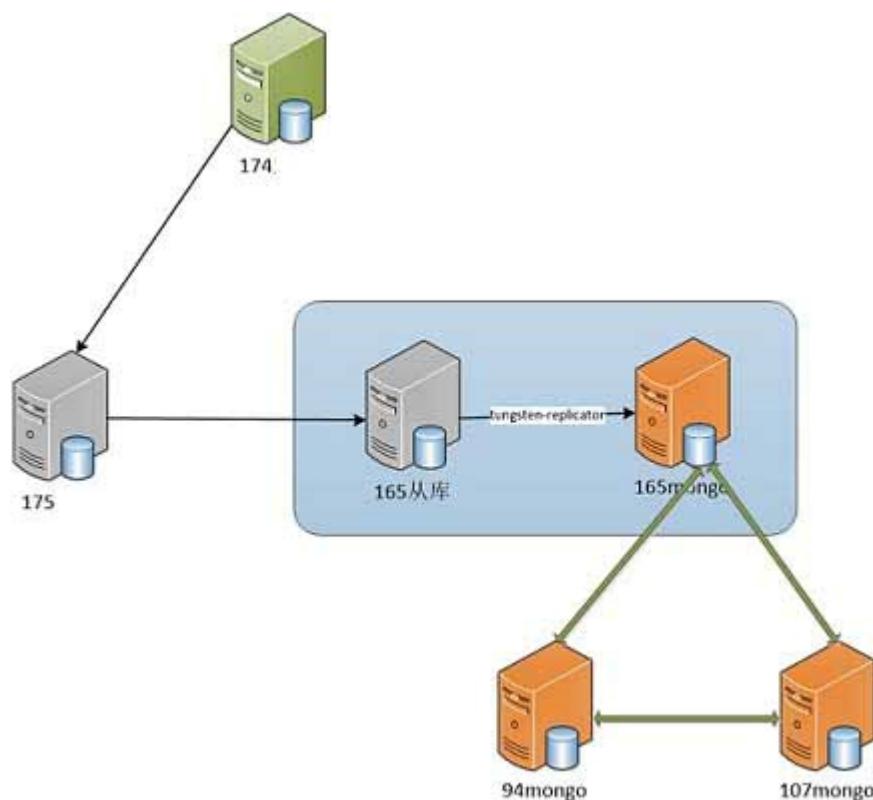


Figure 2. Internet connection process

3.2 Cultivation of Talents

Excellent talents play a very important role in the good development of enterprises. Excellent financial management staff can not only effectively complete the instructions conveyed by the superior, but also play an active role in the implementation of the work. Through the scientific management mode and the application of advanced technology, it can not only ensure the perfection of work, but also promote the effective development of financial and economic management. Therefore, the staff should give priority to the improvement of their comprehensive quality, which can effectively improve their working ability through the application of Internet technology and other ways. Especially in the financial management work with long-term access to a large amount of funds, a large number of problems and temptations make the staff must keep their own moral bottom line, so that they can develop into excellent development talents ruled by virtue.

3.3 Supervision of Work

Where there is pressure, there is motivation. In the process of enterprise work, proper supervision of employees can make them feel certain pressure and effectively restrain and regulate their behaviors. In the process of financial management, not only to build on the rules and regulations to improve, but also on the work management process for effective planning, only in the financial management of each link in the effective supervision, according to the situation of the school, the profound grasp and analysis, understanding problems can solve the problem. This is to ensure that enterprises in the overall tail development of the actual needs.

3.4 Perfect Risk Prevention System

Risk is always a problem in financial management. The prevention and control of risk requires the establishment of a complete risk prevention system, which can be started from the following aspects, as shown in Table 1.

Table 1. risk prevention system

Countermeasure method	influence
Effective optimization	Effective monitoring and early warning of existing risks
Allocation of responsibilities to individuals	Full implementation of individual duties

The construction of risk statement is also an important part of the risk prevention system, detailed analysis and grasp of enterprise asset flow and actual debt ratio, as well as targeted quality analysis. Can effectively grasp the first time the enterprise may appear financial risk.

In the financial system, the work of risk can not only ensure enterprise means of safe operation, in the financial system, it is an indispensable safeguard, only the comprehensive analysis on each link and detail and detailed grasp, to reasonable control possible risks effectively.

4. Conclusion

Financial management is the capital lifeline of enterprise development. In the context of fierce competition in the market economy, the innovation and reform of the traditional management mode of enterprises is one of the important contents of financial and economic management. Financial management in enterprise activities occupy an important position, as a foundation for enterprise daily management of the environment, the enterprise internal for constant increase and change the rules and regulations, is the only means to form a good financial management mode, therefore, the innovation of financial management and reform, is the important way of sustainable development, guarantee the future enterprise is to let the core of the enterprise can be in an impregnable position in the industry.

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