

Research on Financing Models and Countermeasures of Small and Micro Enterprises Under the Background of "Internet+"*

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ABSTRACT

With the in-depth advancement of the "Internet +" strategy, it is a trend for all walks of life to quickly integrate with the "Internet +" concept. As a member of the market economy, small and micro enterprises, financing difficulties are an important bottleneck for the development of small and micro enterprises. Based on the above situation, firstly, this article analyzes the financing situation of small and micro enterprises under the background of "Internet +". Secondly, the article systematically explained the mainstream financing models of small and micro enterprises under the background of "Internet +". Finally, based on the analysis of mainstream financing models, we can find out the problems in the financing models of small and micro enterprises, and conduct an in-depth analysis of the causes of these problems.

Keywords: "Internet+", small and micro enterprises, financing model, countermeasure research

1. INTRODUCTION

As for the research on financing of small and micro enterprises, the academic circle currently conducts research from two major aspects. One is the research on the reasons for the financing difficulties of small and micro enterprises. Li Yazhou (2019) proposed that small and micro enterprises have a single financing channel, and the initial development of small and micro enterprises is difficult, financing risks are high, and there is information asymmetry between small and micro enterprises and banks, bank loan interest rates are high, and credit ratings of small and micro enterprises Low, the misalignment of national policies and the actual situation of small and micro enterprises, etc., have caused difficulties in financing small and micro enterprises. ^[1] Zhu Wenjie (2019) believes that commercial bank lending procedures are too cumbersome and cannot meet the high frequency and urgent needs of small and micro enterprises for financing, and that small and micro enterprises have small operating scales lack some high-tech talents in finance, which leads to enterprises. The internal financial system is not clear, which leads to the opacity of small and micro enterprise information, which is not conducive to small and micro enterprise financing. ^[2] Jian-Ying Lou (2016) explained that there are many constraints and bad conditions in the financing of small and micro enterprises from the perspective of describing the financing coefficient of small and micro enterprises. ^[3] The second is the research on the financing model of "Internet +" small and micro enterprises. Liu Lijuan (2016) proposed to increase the financial industry's support for technology-based small and micro enterprises to promote model innovation. ^[4] Man

Jing (2017) proposed that small and micro enterprises can choose different financing models according to their own conditions, so as to break through financing difficulties. ^[5] Ma Li (2019) researched that "Internet+" plays a vital role in the operation and management of small and micro enterprises, and helps alleviate the difficulty of financing small and micro enterprises. ^[6] Throughout the existing literature research, the financing difficulties of small and micro enterprises have always been the focus of research by domestic and foreign scholars. It is undeniable that scholars at home and abroad have provided a good theoretical reference for solving the financing difficulties of small and micro enterprises by studying the small and micro enterprise model. However, due to the relatively new concept of "Internet +", relevant domestic and foreign researchers have not been able to conduct in-depth research on "Internet +" financing. Based on the research experience of domestic and foreign researchers, this article attempts to explore the new financing model of "Internet +" small and micro enterprises from the perspective of the concept of "Internet +", aiming to provide theoretical references for related companies.

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2. ANALYSIS OF FINANCING STATUS OF SMALL AND MICRO ENTERPRISES UNDER THE BACKGROUND OF "INTERNET +"

2.1. Relatively Reduced Information Asymmetry

In the context of "Internet +", the application of "Internet + finance" by small and micro enterprises has led to many new financing channels and financing models. At the same time, it has also made the internal information of small and micro enterprises more transparent, because now small and micro enterprises use Internet finance. The method requires more transparent information disclosure requirements within small and micro enterprises, and small and micro enterprises need to use Internet finance to solve the problem of financing difficulties. This also causes small and micro enterprises to adopt more transparent information disclosure methods. Therefore, compared with the traditional financing methods of small and micro enterprises, the degree of information asymmetry of small and micro enterprises is relatively reduced.

2.2. Increased Financing Needs of Small and Micro Enterprises

According to data from China Industry Information Network, as shown in Table 1, from 2015 to 2016, its loan balance increased by 32.400 billion yuan during the year, and from 2016 to 2017, it increased by 4.04 billion yuan during the year, an increase of 15.13 percentage points from the same period last year. An increase of 2.750 billion yuan during the year, an increase of 8.95 percentage points year-on-year, and an increase of 2.140 billion yuan from 2018 to the first half of 2019. Through the above data analysis, it can be seen that the financing demand of small and micro enterprises has increased year by year, so the financing demand of small and micro enterprises is still strong and still showing a steady upward trend.

Table 1 2015-2019 (H1) balance of loans to small and micro enterprises (unit: trillion yuan)

Years	2015	2016	2017	2018	2019H1
Small and micro enterprise loan balance	23.46	26.7	30.74	33.49	35.63

Data source: China Industry Information Network

2.3. Long Tail Market Leads to Increased Overall Credit Risk

In recent years, with the rise of the Internet, small and micro enterprises have sprung up like bamboo shoots, and their market share can even rival that of medium-sized and large enterprises. Therefore, according to the long tail

theory, the small and micro enterprise market can be regarded as a long tail market. With such a huge long-tail market and the rapid rise of financing models for small and micro enterprises in collaboration with Internet finance, although the problem of financing difficulties for small and micro enterprises has been largely resolved, the ensuing problems have led to application financing Increase in credit risk brought by the model. Because small and micro enterprises are still lacking in the credit system, but the entities financing through the Internet must bear this part of the credit risk. On the whole, the small and micro enterprises that have obtained financing are getting larger and larger, which also leads to the financing mode Increase in overall credit risk.

2.4. The Implementation of Relevant Policies Needs to be Strengthened

It takes a long time from formulating relevant policies to implementing relevant policies. Therefore, the same is true in formulating financing policies to support small and micro enterprises. From the introduction to the implementation, how to shorten this time and implement them in various enterprises? It is the key to overcoming the financing difficulties of small and micro enterprises; however, as the policy is formulated and implemented, it will be affected by various subjective and objective factors, such as the interpretation of the policy by the personnel of the relevant department during the implementation, and whether the relevant policy department has The specific situation of small and micro enterprises in their regions has a clear understanding. Due to the large number of small and micro enterprises and the incomplete management system of most small and micro enterprises, the information obtained by relevant policy departments in the process of investigating small and micro enterprises is unavoidable. Therefore, after the investigation, whether the relevant policies that are determined by the investigation results are pertinent is to be studied, and there are a large number of small and micro enterprises, and the implementation of the policy is difficult for all small and micro enterprises, and there will inevitably be omissions in the implementation process. For the issue of using policies to support small and micro enterprises in financing, the implementation of relevant policies is a very critical part.

3. THE MAIN FINANCING MODE OF SMALL AND MICRO ENTERPRISES UNDER THE BACKGROUND OF "INTERNET +"

3.1. P2P Network Loan Financing Model

P2P refers to Person To Person. P2P was introduced to China in 2007 and quickly emerged. It can be divided into

secured transaction mode, credit contract transfer mode, pure platform mode, and online and offline integrated transaction mode. The specific classification is shown in Table 2.

Table 2 Classification of P2P Network Lending and Financing Models

Mode	Classification	Features
Guaranteed and non-guaranteed transaction models	Is there a guarantee	The guarantee model is less risky
Creditor's rights contract transfer, pure platform model	Borrowing process	The credit contract transfer risk is less
Online and offline comprehensive trading model	Platform operation form	Online and offline coordination improves financing efficiency

3.2. Crowdfunding Financing Model

Crowdfunding financing mode refers to the mode in which small and micro enterprises use crowdfunding platforms to initiate fund-raising projects on Internet platforms. Crowdfunding financing modes are mainly divided into bond crowdfunding, equity crowdfunding, return-based crowdfunding, and donation-based crowdfunding. These models are characterized by low risk and relatively simple procedures, but the difficulty of raising funds is relatively large, because once small and micro enterprises need large amounts of funds for financing, after launching a crowdfunding project, investors generally think that Small and micro enterprises are relatively risky, and they may lose their money after investing, and crowdfunding is relative to other models. The rate of return is relatively small, so although the fundraising is successful, after the implementation of the crowdfunding project, investors cannot get the maximum benefit from it.

3.3. Big Data Financial Financing Model

Big data financial model, the main way of this model is that e-commerce companies use the Internet big data of the e-commerce platform to perform cloud computing and modeling calculations to analyze customer behavior and fully explore customers, creating exclusive products from customer consumption behavior and investment behavior. A mode in which financial wealth management products get financing. The main model of the big data financial model is the supply chain finance model, and the small and micro enterprises that apply the supply chain finance model include JD Finance and Suning Finance.

4. ANALYSIS OF THE PROBLEMS AND CAUSES OF THE FINANCING MODEL OF SMALL AND MICRO ENTERPRISES UNDER THE BACKGROUND OF "INTERNET +"

4.1. Problems in the Financing Model of Small and Micro Enterprises Under the Background of "INTERNET +"

4.1.1. P2P network loan financing model "explosive"

In 2018, P2P network lending in many places in China experienced frequent "thunderstorms" incidents. Bosses ran away with money and investors suffered heavy losses. According to the 2018 annual corporate dishonesty blacklist analysis report in February 2019, among the dishonest companies in 2018, Mainly companies from Beijing, Shanghai and Guangzhou, with as many as 1,282, and the amount involved in the case has reached more than 100 million yuan. Starting in December 2018, the P2P network lending model has begun to decline. There have also been many online lending "thunderstorms" incidents in 2019. For example, on November 24, 2019, Shanghai Maizi Asset Management Co., Ltd. (Maizi Financial Services), a large Internet finance company with P2P as its main business, announced its seizure due to suspected fraud , A number of internal corporate executives were arrested, and P2P network lending companies such as these "exploded", casting a shadow over the financing model of small and micro enterprises through P2P network lending, and also making the problem of financing difficulties for small and micro enterprises even worse.

4.1.2. Increased risk of non-compliance of financing mode

In the context of "Internet +", there are still many risks for small and micro enterprises to use Internet finance for financing, such as the risk of illegally pooling assets in the name of equity crowdfunding, and the non-compliance risk of equity crowdfunding financing model transactions. The credit risk of financing platforms and financing parties. For example, "Renrento" equity crowdfunding, according to the data of Zero One, by the end of June 2017, Renrento has raised a total of 900 million yuan in funds, but there are many problems behind such "bright" data. For example, the disclosure of information is suspected of fraud, operation failure, and malicious fraud.

4.1.3. Online + offline operation model still needs to change

At present, commercial banks also have a financing transaction model for big data finance. The model is mainly a comprehensive transaction model of big data finance online + offline. However, the model of commercial banks is still based on online and offline auxiliary, which is not conducive to small businesses. Strong financing needs of micro-enterprises.

4.1.4. The advantages of the big data financial financing model have not been effectively reflected

In terms of the application of the big data financial financing model, its advantages have not been effectively reflected. Nowadays, some large e-commerce companies such as JD, Alibaba and Suning apply this model, and its main function is used in the development of credit products. Financing, in terms of screening and mining customers, is mainly reflected in front-end marketing, and it still relies too much on tradition in terms of customer information identification, customer credit, customer credit risk assessment, customer credit, approval, and customer credit risk management. The artificial model of the company, which can easily lead to missed many high-qualified customers due to manual judgment errors, which leads to missed effective financing opportunities. In terms of its use of big data for artificial intelligence to grant credit to customers, it still does not let go of the manual model using big data financial financing models and relying too much on manual models can easily lead to distortions in the interpretation of many acquired information. For example, the collection of credit information can easily lead to inaccurate customer credits due to manual subjective intentions, thereby affecting customer lending. Manual mode procedures are also too complicated, which is not conducive to improving customer financing efficiency. Too much dependence on manual mode can easily inhibit the development of big data financial financing models, so the advantages of big data financial financing models have not been effectively reflected.

4.2. Analysis of the Causes of Problems in the Financing Model of Small and Micro Enterprises Under the Background of "Internet +"

4.2.1. Lack of professional management of financing platforms

The "explosion" of the P2P network lending model is mainly due to the unprofessional management of the P2P

platform. Due to the lack of technical support and financial support of the platform itself, most of the funds and personnel are managed by a non-professional management team. Many managers themselves lack a sense of responsibility and are mostly driven by interests, which leads to more credit risks. For example, the disclosure of information on both sides of the financing company is still not perfect, and the lack of review managers has led to more non-compliance risks event.

4.2.2. Internet financial supervision is not in place

There are many problems in financing models. In addition to the financing platform itself, there is another reason that the Internet financial supervision is not in place, and the Internet financial supervision is not in place. This is specifically reflected in the lack of deterrent force of regulatory policies. Many small and micro enterprises and financing platforms have Regulatory policies are disregarded, and they lack legal awareness. Moreover, regulatory policies have no deterrent effect, which leads to pattern non-compliance risk events and increases financing risk events.

4.2.3. Operating model transformation is slowly

At present, the credit financing business of commercial banks adopts a mode of supplementing online and mainly offline. This phenomenon is mainly due to the slow transformation of commercial banks' credit financing operation models and the failure to carry out "Internet +" credit financing reforms based on the financing needs of small and micro enterprises to create financing products with customer experience. This has led to the lag of the model, and there is no According to the characteristics of big data, the traditional model is used instead to create financing products and operating models. The ensuing problem is a vicious circle of manual busyness.

4.2.4. Underutilization of big data for customer financing management

For the application of big data financial financing model, its advantages have not been effectively reflected. The main reason is that it relies too much on manual and inadequate aspects such as customer information identification, customer credit, customer credit risk assessment, customer credit, approval, and customer credit risk management. Use big data for customer financing management. For example, for some customer credit functions, it should be gradually handed over to big data calculations, combined with new artificial intelligence technology, in order to gradually improve the big data functions more effectively.

5. COUNTERMEASURES FOR CONSTRUCTING INNOVATIVE FINANCING MODEL OF SMALL AND MICRO ENTERPRISES

5.1. Improve the Internet Financial Supervision System

To construct an innovative financing model for small and micro enterprises, we must first start with the model itself, that is, we need to solve the problems of the mainstream model itself, and then improve on the basis of the mainstream financing model, and finally achieve the effect of innovation; from the government level, to build innovation for the financing model of small and micro enterprises, the government should improve the Internet financial supervision system.

5.2. Efforts to Build "Internet +" Financing Technology

In recent years, many Internet financial technology companies such as Ant Financial, JD Finance, Suning Finance, Tencent Finance, etc. have implemented inclusive financing strategies and have received a lot of big data support from their affiliated companies. Compared with traditional financial institutions, these Internet financial technology companies have the unique advantages of big data, cloud computing, Internet of Things and other advanced technologies to finance loans for small and micro enterprises. Therefore, traditional financial institutions should also uphold the concept of adapting to the current conditions. Internet financial technology companies learn, introduce relevant Internet technology talents, and create financial technology of "Internet +" financing technology for themselves, thereby promoting their own development. Having these emerging technical support is also conducive to identifying various non-systematic risks. So as to formulate corresponding risk prevention strategies, ultimately reduce operating costs, and support the establishment of innovative financing models for small and micro enterprises.

5.3. Cultivate "Internet +" Technological Innovation Talents

China's domestic Internet financial technology innovation talents are a big gap. It is urgent to train more relevant Internet technology innovation talents. Cultivating more Internet financial technology innovation talents will help small and micro enterprises build innovation in financing models, thereby improving the financing efficiency of small and micro enterprises. To effectively solve the problem of financing difficulties for small and micro enterprises; the foundation of training related technological

innovation talents should start with education, and to inspire innovative thinking by combining educational innovation concepts; at the same time, it can also introduce more advanced Internet innovation technology from overseas, or hire overseas Technological innovation talents then achieve their own goal of cultivating relevant technological innovation talents; they should also start from the small and micro enterprises themselves and independently train innovative talents, so as to provide help for small and micro enterprises' financing model innovation.

5.4. Continuously Improve Financing Policies for Small and Micro Enterprises

Implementing relevant financing policies to support small and micro enterprises is conducive to promoting the stable development of small and micro enterprises, and at the same time can provide new channels for financing model innovation, because the applicability of policies needs to be considered in the process of policy formulation, and policies are not the same. It needs to keep pace with the times, so it is necessary to consider the combination of policy applicability and "Internet +" and small and micro enterprise financing models to provide an innovative foundation for small and micro enterprise financing models. At the same time, to increase the implementation of Internet finance related policies and policies to support small and micro enterprises, it is necessary to start from the process of formulating and implementing the policies in place, because this process has a long time gap, and shortening this time gap is conducive to improving implementation. The efficiency of the policies in place can then solve the problem of financing difficulties for small and micro enterprises. How to shorten this time gap should first start with the policy itself. The feasibility of the policy should first be investigated on the spot to understand the needs of the enterprise, and at the same time The needs of the Internet determine the feasibility of policies to formulate the policies that need to be implemented, and then the implementation of the policies, which can start from the promotion of the policies, or through the most direct means. For example, Internet promotion, on-site or online presentations, etc. At the same time, in the process of policy implementation, it is necessary to adapt measures to the current conditions and optimize the policy rules in real time to achieve the purpose of implementing relevant policies and realize the innovation of financing models for small and micro enterprises.

6. CONCLUSION

Through research, it is found that the current financing model of small and micro enterprises in my country is still relatively traditional. In other words, the degree of integration between the financing model of small and micro enterprises and the "Internet +" is not deep enough.

Most of the financing models of enterprises still stay in the offline cooperation with traditional financial institutions on. Therefore, the research in this article believes that only the "Internet +" financing model that interconnects small and micro enterprises, financial institutions, and national policies can form a top-level design advancement, financial institution innovation, small and micro enterprise docking, and "Internet +" concept integration Innovation mechanism is the key to solving the financing difficulties of small and micro enterprises.

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