



# Enterprise Financial Management in Modern Environment

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**Abstract.** This paper mainly analyzes the basic concepts of financial management, the importance and necessity of financial management in business management, and on this basis, on how to strengthen the financial management of enterprises in business management and reasonably recommendations. In the face of the world economic development, China's enterprises should gradually receive new enterprise management systems, and pay attention to financial management in corporate management.

**Keywords:** Financial management · Enterprises · Business

## 1 Introduction

The financial industry has been greatly developed with the trend of world integration and economic globalization. The current financial management plays an important role in financial management. Financial management is an indispensable part of modern enterprise management, and the lack of financial management affects the production and operation of enterprises. Financial management is the main content of financial management in modern enterprise management system. Enhancing financial management level and ability, is of great significance for realizing the modernization of enterprises and scientific sustainable development [1]. Finance occupies an important role in the current economic activities of the world. It is the core and basic relying on modern economic development, and it promotes economic growth and economic cycle development. The improvement of financial management is the current key problem facing many companies in our country, and financial management is related to the share and competitiveness of enterprises in the international market. It is only necessary to make corporate financial management work to ensure the growth of enterprises. At this stage, to earnestly understand the important value and connotation of financial management, and to continuously explore the application of financial management measures, combined with the status of domestic enterprises, in the production and operation of enterprises, are the top priorities for financial management measures [2].

## 2 Basic Concepts of Financial Management

Finance is the abbreviation of the funds, and the whole management is to standardize the details of the currency circulation, credit guarantee, transfer, distribution, and settlement,

etc. in the international trade. Enterprise management is mainly systematic summary of business strategies, management ideology, development direction and production strategy, and it has achieved internal institutions, production mechanisms, and business strategies, etc. by examining corporate external environment and enterprises themselves. The fundamental goal of corporate management is to make full use of internal production conditions and resources to achieve the highest-end enterprise income, so that companies play their greatest value. Financial management has long been an integral part of financial management in the business management system.

### **3 The Importance of Financial Management in Business Management**

In modern enterprise financial system, financial management has gradually replaced the original management. Financial activities in modern enterprise management activities are primarily. They will take advantage of funds for enterprises, including self-owned funds, bank loan funds and financial markets, etc., each of them requires an appropriate financial management strategy. Enterprises can guarantee adequate business production costs in an orderly financial management to maintain various daily affairs and production activities. Financial management activities are also reliable guarantees for corporate operation. As an important company in China's national economic development, the company should actively play a role in financial regulation. Modern business economic activity is a historical inevitable trend, the in-depth application of financial management in business management will provide many conveniences for future economic activities, and effectively improve corporate management efficiency and increase corporate economic benefits [3].

The main carrier of the main production activities of the goods and the main carriers of circulation activities are enterprises that implement and create commodity value in the process of business management activities. Under the modern market economy, companies need to have a function of producing value to create value, requiring certain capital circulation. Money funds are important in the form of modern enterprises, in the use of funds money, the exchange of labor, and the exchange of artificial equipment, thereby completing the process of flowing throughout the goods. Financial management is in the business management activities of enterprises, while involving all aspects. The most important guarantee of the company's run is a full capital, and only full operating funds can ensure the normal operation of the business production activities. The most important capital sources in the operation of the company have the company's own capital, bank loans and financing of stocks [4]. These major source of funding is an important factor in promoting enterprise development. The company's financing has a large extent. So when the business is loan, it is required that the company should have enough grasp of the relevant rules of bank loans, such as bank loans, requirements and interest. This will ensure that the operational important funds of the company are X-Source. Ways of operating funds of these companies are closely related to financial interest. This is why financial management has an important role in the business management activities of the company. In the financial market, companies must run well, requiring financial management in the business management activities of the enterprise. This will ensure that

the company conducts capital activities in the financial market, suitable for expanding the production model or the company's scale, and uses the correct countermeasures.

Financial management is very extensive in enterprise management. As an important part of corporate operation activities, the application of corporate financial management methods and its management effects, both play a major role in promoting corporate operation development, mainly manifested as the following two aspects: one aspect, financial activities and gold production and operation of any company is inseparable from the support of its financial system, especially sufficient source of funds can lay the foundation for the smooth completion of enterprise production activities and sales activities. At present, companies are mainly raised by the following methods: (1) Enterprise has its own funds. It is mainly through enterprise issuance stocks to get the interest rate of considerable ingredients while issuing stocks. (2) Bank loans. Raise funds by applying for a bank loan. (3) Take financing means to obtain funds; financial activities and financial management provide guarantees for all business operations of enterprises. In order to ensure that their own operations meet the expected results, companies will usually choose to provide a good external environment for their market competition. In the face of market financial crisis or giants, enterprises will strengthen internal external financial management, by providing more financial services to avoid major economic losses due to external environments.

## **4 Measures to Strengthen Financial Management**

Regarding the main strategy of strengthening financial management in business management, it can be seen above, financial management plays an indispensable in corporate operation. In order to maximize financial management tools to exert their financial protection, companies need to take the following steps.

### **4.1 Establish a Specialist-Managed Financial Department**

Firstly, set the independent financial management department managed by professionals. In order to ensure corporate financial management, it is recommended that enterprises set independent financial management departments in the process of production and operation, mainly responsible for financial activities such as production and operation, sales, assessment and other financial activities, and strictly supervise the management business. Due to complex enterprise financial activities, financial management work is not an ordinary issue, but companies must not only set alone financial management departments, but also need to organize structures. In this regard, it is recommended that corporate appointment of professional financial activities to manage internal financial activities [5].

### **4.2 Establish a Performance Appraisal System**

Secondly, constructing the internal financial management performance appraisal system of the enterprise does not follow the strategic goals of the enterprise, but simply emphasizing the importance of financial management and requiring employees to do

their best in the position may lose the purpose and meaning of internal management. Therefore, the company needs to build a series of performance appraisal systems with financial management. For one thing, according to the assessment results, the employee management, the reasonable award and punishment of employees, and for another can understand the employee, excavate the internal. In addition, in implementing the performance appraisal system, it is necessary to pay attention to the performance appraisal watch icon of employees, but companies should also judge whether employees' behavior in accordance with corporate requirements, corporate culture, corporate spirit, corporate operation direction, and corporate battle. In developing strategic management objectives and financial management goals, companies need to pay attention to employee behavior and results to promote employee's personal goals, job goals, and departmental goals, so that corporate financial management can achieve expected management effects.

### **4.3 Strengthen the Norm of the Budget**

Finally, it is also necessary to strengthen the norms for budget preparation. Enterprise budget work is a component of corporate cost work. The company's budget is a work involving a wide range of design content, which is a general plan for funding and use of financial, capital, operations and other funds in the enterprise fixed cycle. In order to ensure that corporate financial management work can be effectively implemented, companies also need to pay attention to the standardization, systematization of budgetary preparation. In this regard, enterprise financial management staff must strictly abide by the financial computing rules, maintain budget fair and transparent, and strive to reach no leakage for the spirit of the funds involved in the budget. In addition, the level of financial management in high enterprises is in the development of economic and social, and the financial management of enterprises should continue to introduce information to change the management method of tradition in the past, strengthen the information construction of financial management. In the face of the problems in corporate financial management methods, the construction of information management should be strengthened and the financial management level of the enterprise should be improved, so that the financial management of the company is more standardized.

## **5 The Development Trend of Financial Management**

With the progress of the financial management era, science and technology are also developing rapidly, and people's application of information technology and smart terminals in production and life is becoming more and more extensive. [6] There are also higher requirements in terms of aspects. At the same time, under this background, the organizational form of social economy has begun to change from traditional to intelligent. In the past, the product was the key to the traditional market economy, but as the market gradually modernized, the service became the core of today's transaction. In the current market economic system, based on the Internet, various items can be intricately intertwined to establish a network system. In addition, with the rapid development of the Internet of Things, finance, which is an important part of information economics, is used in smart financial services. The industry will usher in unprecedented innovation and huge changes based on the Internet of Things.

## **6 Tips**

### **6.1 Use Blockchain Technology to Open up Every Link in the Upstream and Downstream of Finance**

In the actual operation of enterprises, many enterprises are reluctant to disclose financial data, thinking that this is to protect the interests of enterprises. In fact, if enterprises can effectively and truly disclose financial data, it will be very helpful for investors. Attracting more financing projects in is conducive to the sound operation of finance and the future development of enterprises. First, enterprises can use blockchain technology to establish a preventive mechanism and display financial information on the supply chain, so as to automatically analyze the financial information of the enterprise, thereby enhancing overall prevention and control, and effectively reducing the occurrence of risks. Second, the application of blockchain technology will cut off the chain of interests between financial firms and enterprises, and make a fair and objective assessment of the operation and overall performance of the enterprise. Third, blockchain technology can not only ensure the integrity and long-term validity of corporate financial data, but also help auditors improve work efficiency. In addition, it effectively meets the needs of the audit industry and reduces the workload of the department responsible for supervision.

### **6.2 Improve the Data Processing Capabilities Required for Financial Management Work**

In the entire financial decision-making, the most important link is data collection and data analysis, that is, on the basis of financial intelligence, effective trade-offs should be made on a large number of data information, so as to achieve the accuracy of prediction. Financial intelligent robots have cognitive ability to accurately identify a large amount of data information, and do detailed integration, structured collection and unstructured data collection, so as to calculate and analyze data, and generate according to the instructions input by financial workers. Required report content. To this end, financial workers can be relieved from the original complex work, have sufficient time to devote to the energy of analyzing financial information, and participate in the decision-making of the enterprise, effectively combine their own professional judgment with the processing of financial intelligence data, and further identify financial risk. With the development of science and technology, the work of financial workers has changed under the influence of technology, so that enterprises will also pay more attention to the creation ability of financial positions and the communication skills of financial personnel. These will be included in the work as a priority. Consideration. To this end, under the advocacy that information needs to be diversified and management needs to be intelligent, financial workers must have a sense of lifelong learning, fully grasp the new forms of the property industry, new laws and regulations, and electronic information technology, so that financial workers can Can comprehensively improve work ability, strengthen innovation in work methods, and adapt to the needs of current new technology development.

## 7 Conclusion

In summary, financial management plays an important intermediary role in the current market economy, and it plays a more important role in business management. In the future, the competition between enterprises in the China International Market will become more and more fierce, the financial management ability will be related to the life and death of the company in the market, and the higher financial management level will make the company survive in a cruel competition and get a long history. Therefore, contemporary entrepreneurs and managers should actively explore the effective measures for financial management in business management, attach great importance to the importance and value of total management, and gradually penetrate financial management into more corporate financial systems and improve the current state of the country. Since the 21st century, China's market economy has continued to develop, and the management system has gradually transitioned a modern model. Any company wants to occupy a place in fierce market competition and achieve long-term development must pay attention to business management work, especially modern financial management. Financial management is an inevitable evolution trend of financial management in the development of enterprises in the future. With the continuous expanding of the market in the 21st century, Chinese companies can only improve their business management capabilities, and they can constantly consolidate corporate finance.

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