Enterprise financial management innovation in digital transformation

Yingxin Qu

Bangor college, Central South University of Forestry and Technology, Changsha, Hunan, 410004, China

ynq21vzl@bangor.ac.uk

Abstract. With the rapid development of information technology and the trend of digital transformation, the financial management of enterprises will also face new opportunities and challenges. This paper discusses the necessity of enterprise financial management innovation under the digital transformation, and puts forward the relevant ideas and suggestions. The innovation of financial management will involve the sharing and cooperation of data, and through multi-dimensional data analysis and market forecast, improve the financial risk management and early warning mechanism, reduce the enterprise risk, and improve the ability of enterprise investment and financing. Enterprises must make use of the development of information technology, innovate the financial management mode, improve the efficiency and quality of financial management, optimize financial decisions, reduce financial risks, and lay a solid foundation for the healthy development of enterprises.

Keywords: digitization, enterprise transformation, financial management

1   Introduction

With economic globalization and information technology innovation, many enterprises are undergoing digital transformation to meet the needs of development. Enterprise financial management is an important means for enterprises to grasp the financial development, and its modernization, real-time, precision and other characteristics are becoming the key to enterprise development. Digital transformation has become a mainstream trend in today's business environ-ment, and it will bring many op-portunities and challenges to the financial management of enterprises. This paper from the perspective of enterprise financial management, discusses how enterprises carry out financial management innovation in digital transformation, and puts forward effective solutions to provide reference for enterprise development.

2   Construction of information system

With the advent of the digital age, the financial management of enterprises has begun to gradually move towards the digital transformation. In this case, enterprises need to establish advanced information systems to support the digital transformation of the financial management of enterprises.

The establishment of information system is one of the key steps of digital transformation. First, enterprises need to establish a sound information system framework to ensure that information flows smoothly, data is accurate, and can support the business [1]. This requires enterprises to give full consideration to business needs in the design and implementation of the system to ensure that the information system can better serve the enterprise. At the same time, in order to ensure the security of the system, it is necessary to supplement and improve the preventive measures in time to ensure the reliability and security of the information system.

Secondly, enterprises need to set up data centers to ensure that a large amount of information data can be accurately transmitted, stored and processed [2]. The data center can support the financial management of the enterprise, so that the enterprise can manage the data more effectively in the operation and decision-making process, so as to better grasp the development trend of the enterprise and make timely decisions.

In addition, the construction of enterprise information system also needs to pay attention to the realization of technology. Enterprises need to conduct technology assessment first to determine which information system to adopt to achieve digital transformation [2]. After selecting an information system, the enterprise needs to implement and debug it to ensure that it can adapt to the needs of the enterprise and can achieve innovation in financial management.

3   Technology driven enterprise financial management innovation

3.1   Application of big data analysis in enterprise financial management

With the advancement of digital transformation, big data technology has become one of the key factors for enterprises to gain advantages in various fields. In the aspect of enterprise financial management, the application of big data analysis is driving the innovation of financial management.

First of all, in terms of financial budgeting and decision-making, big data analysis plays an important role in the financial management of enterprises. The financial budgeting method based on big data analysis can improve the accuracy and efficiency of financial planning, and provide more reliable support for the financial decision-making of enterprises. Through the mining and analysis of a large number of financial data, enterprises can identify different economic factors, and then develop a more scientific financial strategy and budget plan [3].

Secondly, in the aspect of risk management, big data analysis also has important application value. In financial management, enterprises need to effectively manage and

control market risk, credit risk, liquidity risk, etc [4]. Big data analysis can monitor and analyze various risk factors of enterprises in real time, provide accurate risk assessment and early warning information, help enterprises to take corresponding risk management measures in time, and ensure that enterprises maintain a sound financial position in a complex market environment.

In addition, big data analysis can also help enterprises realize the optimization and upgrade of financial internal control. For traditional financial internal control, it often requires manual complex business processes and communication and coordination between departments, which not only consumes time and labor costs, but also has the risk of human errors and loopholes. Through big data analysis, enterprises can automate the monitoring and analysis of financial data, and realize data sharing and collaborative management among various departments, so as to improve the efficiency and accuracy of financial internal control [4].

Finally, big data analysis can also be used in the financial audit and supervision of enterprises. Traditional financial audit and supervision often require a lot of time and manpower, and it is difficult to ensure the comprehensiveness and accuracy of the audit and supervision. Through big data analysis, auditing and regulatory agencies can comprehensively monitor and analyze the financial data of enterprises, discover potential abnormal behaviors and risk events, and take corresponding measures in time to ensure the financial operation standards and compliance of enterprises.

In short, big data analysis has important application value in the financial management of enterprises, which can effectively improve the level and efficiency of the financial management of enterprises, and drive the innovation of financial management. In the future, with the continuous development of technology and the deepening of its application, big data analysis will play a more important role in the field of enterprise financial management.

3.2   The application of blockchain technology in enterprise financial management

In the digital transformation, the emergence of blockchain technology has become one of the important directions of enterprise financial management innovation.

Smart contracts are a new type of contract based on blockchain technology, which enables automatic execution and automatic supervision through pre-set rules and conditions [5]. Smart contracts can be widely used in the financial management of enterprises, for example, they can be used to automate various links in the financial process, such as bill management, audit and audit, settlement and so on.

Blockchain technology has the characteristics of decentralization, so it can break the centralized management model of traditional ledger. By recording the financial books of enterprises on the blockchain, both the generation and flow of ledger data can be effectively guaranteed, thus avoiding manual tampering and malicious attacks, and improving the security and accuracy of data.

Enterprise financial transactions often have the problem of data opacity, and blockchain technology can enable the transaction information to be shared by the whole network, so as to realize the open and transparent transaction data, reduce fraud in

financial transactions [5]. In addition, in traditional financial transactions, banks and other financial institutions need to be used as intermediaries, which brings certain fees and time costs. The adoption of blockchain technology enables intermediation-free financial transactions, thus reducing transaction costs and improving the speed and efficiency of transactions.

The application of blockchain technology in corporate financial management changes the traditional financial management mode and improves the efficiency of financial management, while enhancing data security and transparency of financial management.

3.3   The application of artificial intelligence technology in enterprise financial management

Firstly, artificial intelligence technology can be used in financial data analysis. Traditional financial data analysis usually takes a lot of time and manpower, and the results are not necessarily accurate. However, artificial intelligence technology can find out rules from a large number of data, analyze and predict, and its analysis speed and accuracy are much higher than traditional methods. Enterprises can use artificial intelligence technology to conduct in-depth analysis of financial data, master the financial situation of enterprises, and make more reliable decisions.

Secondly, AI technology can be used for financial risk management. Financial risk is always a problem in the process of enterprise operation. Various risk factors will inevitably affect the profit and loss of enterprises, and even lead to bankruptcy of enterprises. Traditional financial risk management can only deal with certain known risk factors, but artificial intelligence technology can comprehensively analyze risk factors from multiple perspectives and dimensions, timely forecast and control risks, so as to achieve the purpose of optimizing risk management [6].

Thirdly, artificial intelligence technology can be used to automate the financial management process. Traditional financial management process usually requires manual processing of a large amount of accounting information, which consumes a lot of time and energy. Artificial intelligence technology can automate the process of accounting information entry, classification, check, audit and liquidation, which greatly improves work efficiency and reduces labor costs [7]. At the same time, the automatic financial management process can also reduce the errors and omisses brought by human factors, improve the accuracy and timeliness of financial management.

Finally, artificial intelligence technology can be used to refine financial management. With the continuous development of digital transformation, enterprises already have more and more data resources, which cannot be fully utilized in traditional financial management. And artificial intelligence technology can dig out practical information and rules from these data, and carry out refined and intelligent processing of financial management. Through accurate analysis, enterprises can better grasp the business situation, predict the future trend, and formulate more scientific financial strategies.

4 Advantages of enterprise financial management in digital transformation

Through digital transformation, businesses can improve the efficiency of their financial processes [8]. The digital transformation makes the financial management of enterprises can be automated, so that the financial process is faster, reduce the manual processing cumbersome process.

Traditional financial management requires the input of human, material and time costs. After the digital transformation of financial management can save manpower, reduce human error, management costs will be greatly reduced. In this way, the ability of the core business to create profits will be greatly improved.

Digital transformation can give enterprises a better grasp of data, improve financial analysis capabilities, and help enterprises make more accurate financial decisions. Financial management brought about by digital transformation can better help management make better business decisions. By analyzing data, financial managers can provide more reliable and detailed financial statements and analysis reports to enterprise management, helping them to make more accurate and wiser decisions.

5 Challenges of corporate financial management in digital transformation

Information security in digital transformation is an urgent problem to be solved. Financial data is one of the most important assets of an enterprise. Once the information security problem is leaked, it will have a huge impact on the enterprise. Enterprises need to upgrade their IT infrastructure and invest in IT systems and data security. This will put forward higher requirements for the financial budget and time planning of enterprises [9].

There are many software systems involved in the digital transformation of enterprises. If the platform integration is not well realized, the problems such as software dispersion and complex information will be generated, thus increasing the operation and management costs [10].

Digital transformation requires professional talents to help enterprises complete relevant work, including the digital transformation of financial individuals. The gradual evolution of digital transformation requires corporate finance managers to constantly learn new skills and knowledge. The structural shortage of financial personnel still exists in some traditional enterprises, which makes the implementation of digital transformation more difficult [11].

6 Conclusion

Digital transformation has always been one of the key means for enterprises to achieve high quality development. In the process of digital transformation, enterprises need to pay attention to financial management innovation, in order to build an efficient and

digital financial management system, and promote the sustainable development of enterprises. By analyzing the impact of digital transformation on enterprise financial management, this paper focuses on the necessity and challenge of enterprise financial management innovation in digital transformation. To sum up, it is of great significance and necessity to innovate financial management in digital transformation. Enterprises should actively embrace digital transformation, constantly improve the financial management system, improve the ability and quality of the financial department, improve the overall competitiveness of enterprises with more professional, fine and efficient services, and realize the digital innovation of financial management. Of course, in the digital transformation, we should also pay attention to the risks and challenges of information technology, strengthen risk control and prevention, in order to avoid potential risks and challenges, and promote the sustainable development of enterprises.

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