

# **Mechanism Innovation Research on the Development of Emerging Industries in Financial Professionals Service Area-Based on the Background of the Opening and Development in Guangxi Beibu Gulf Economic Zone**

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**Abstract.** To cultivate applicable financial professionals with high qualities is the basic function for financial institutions to serve for the local emerging industry development. This paper takes the opening and development in Guangxi Beibu Gulf economic zone as the background, begins with the importance of financial professionals during the development of emerging industries in Beibu Gulf Economic Zone, Analyses the existing problems for the financial professionals to serve for the development of emerging industries in Beibu Gulf Economic Zone, Explores and innovates the long-term mechanism for the financial professionals to serve for the development of the regional emerging industries.

## **Introduction**

Financial professionals are the indispensable resource during the development of emerging industries. Financial institutions, which take service for the construction and development of regional emerging industries as their own duty, face a major task that how to make their cultivated applicable financial professionals with high qualities serve directly and effectively for the development of regional emerging industries and to form a long-term mechanism.

## **Importance of Financial Professionals during the Development of the Emerging Industries in Beibu Gulf Economic Zone**

Professionals are key elements during economic and social development. Throughout the domestic various economic zone, the key to their success is that they all depends on the agglomeration effect of high-qualified professionals. The key to success for the development of the emerging industries in Guangxi Beibu Gulf Economic Zone is also depending on the high-level and high-qualified professionals. Financial professionals are indispensable resource during the development of emerging industries. Therefore, high-qualified financial professionals with corresponding professional ability play an important role during the development of emerging industries in Beibu Gulf Economic Zone.

## **Financial professionals are needed urgently for the emerging industries in Beibu Gulf Economic Zone to enhance their international and domestic competitiveness**

With the advent of the era of knowledge economy and the development of economic globalization, the core of the competition among countries around the world depends on the talent competition. With the formation of Guangxi Beibu Gulf economic circle and the establishment of CAFTA, the international and domestic competition for a number of emerging industry enterprises, which manage electronic information, biological marine, energy and logistics, is more fierce than ever before, and the competition among them is talent competition ultimately. In order to success during the fierce competition, the enterprises should have the talents who can not only grasp the information of international and domestic market, but also be familiar with the international rules of Finance, business, management and other fields. Financial professionals are indispensable in economic

management. Accounting and other financial information, as a kind of business language, plays quite an important role in the management of the emerging industry enterprises. They should understand and know how to use international business language when they participate in international competition. Therefore, financial professionals are needed urgently for the emerging industries in Beibu Gulf Economic Zone to enhance their international and domestic competitiveness.

### **Financial professionals are objective demands during the development of emerging industries in Beibu Gulf Economic Zone**

Beibu Gulf Economic Zone, which is the important channel, exchange bridge and cooperation platform, is located in Beibu Gulf, serves for the "Three south" (southwest, south China and central south), links up the east, the center and the west of China, and faces the southeast Asia, the opening and development of which has been incorporated into the national strategy. The Beibu Gulf Economic Circle is formed increasingly. In the background of the Beibu Gulf Economic Circle formation, in order to accelerate the generation and development of electronic information, biological marine, energy, logistics and other emerging industries, the industrial production line needs amounts of high-qualified financial professionals, who should not only have economic literacy, strategic vision, competition sense, organization and management ability, but also be familiar with the rules of finance, business, management and other fields. Therefore, to construct a financial professional team with sufficient quantity, reasonable structure, excellent quality, and strong creativity, and to build an advantage of talents aggregation is not only an important content of accelerating the opening and development in Beibu Gulf Economic Zone, but also a internal demand during promoting the development of emerging industries in Beibu Gulf Economic Zone.

### **The Existing Problems for the Financial Professionals to Serve for the Development of Emerging Industries in Beibu Gulf Economic Zone**

It's the aim for financial institutions to make the financial professionals play a positive role during the opening and development in Beibu Gulf Economic Zone and to achieve mutual benefits and win-win results between the institution and the Beibu Gulf Economic Zone. However, according to the practical experience at present, there are still some limitation for the financial professionals to serve for the the development of emerging industries in Beibu Gulf Economic Zone.

#### **The internal management system and operation mechanism of the financial institutions are disconnected**

The institutions fail to change their education concept on time, lack comprehension of directly taking part in the opening and development of Beibu Gulf Economic Zone, fail to really set up the service ideology for the development of emerging industries in Beibu Gulf Economic Zone and form a set of management system to serve for the regional economy effectively. Management of the institutions is disconnected, and the teaching content and scientific research are failed to be updated and adjusted on the basis of the development of emerging industries in Beibu Gulf Economic Zone in time, which cause that superior resources can't be utilized effectively. The internal operating mechanism of the institutions is ill-fitted with the present development of emerging industries in Beibu Gulf Economic Zone, especially in the content pattern, development direction, technical level and ways of thinking, etc. Most institutions fail to establish the internal specialized agencies which are responsible for the communication and cooperation with the local government and the emerging industry related enterprises. As a result, both institutions and local enterprises hope to have more opportunities to cooperate and develop but are caught in the embarrassing phenomenon that "No charge, no entering and no way to communicate".

#### **Major setting and development of emerging industries are not connected closely**

Setting of financial major should point to serving for the local social development, the economic construction and the industrial structure and it should regard the emerging characteristic majors as the leaders, broaden the adaptability of the majors, and promote the intense connection between institutions and enterprises, major setting and local industries. However, there exist the problems that major settings of some institutions are homogeneous, different institutions set the same majors, some resources are constructed repeatedly with under-utilization, and characteristics of the majors are not

obvious. Some institutions should strengthen their contact with the development of Beibu Gulf Economic Zone, and their connection with the emerging industries and enterprises is not intense enough. What's more, there appeared a malposed phenomenon between major setting and industrial structure in Beibu Gulf Economic Zone, and there's only a small part of majors can be connected with electronic information, biological oceanology, energy, logistics and other emerging industries.

#### **Mechanism for the professionals to serve for the emerging industries is not sound enough**

The interactive consciousness between the professionals cultivated by financial institutions and the development of emerging industries in Beibu Gulf Economic Zone is not enough. The institutions attach great importance to the connotation construction and development of education and teaching management, ignore the transverse connection with government departments, emerging industries and enterprises in Beibu Gulf Economic Zone, lack consciousness to actively integrate the emerging industries and enterprises and to cooperate with them, lack systematization during the cooperation with some emerging industries and enterprises, fail to form a kind of benign interactive cooperation mechanism, lack planning, entirety and continuity during serving for the opening and development of the Beibu Gulf Economic Zone, and have not yet formed a long-term effective mechanism of service. The mechanism of professionals service evaluation and management is not sound, and corresponding counterpart departments with service work of unified leadership, management and professional organization have not been settled. The institutions have not strongly promoted the service work for the development of emerging industries in Beibu Gulf Economic Zone from the business assessment of teachers and departments and the management mechanism to ensure the formation of a long-term mechanism for the professionals to serve for the development of emerging industries in Beibu Gulf Economic Zone.

#### **Incentive mechanism for the financial teachers and students to innovate and research is not perfect**

Financial institutions tend to focus their teaching work on cultivating high-level professionals to support the construction of local economy indirectly, while lacking innovation and research consciousness to directly serve for the development of emerging industries in Beibu Gulf Economic Zone. Reward mechanism to inspire the teachers and students to participate in the innovation research is not perfect. What's more, some teachers still needs to further improve their innovation consciousness, scientific research level and practical ability; their intention to participate in the practice, scientific research and technology development with the emerging industries and enterprises is not strong; and for the innovative consciousness and scientific research of students with creative thinking and ability in low level, they guide less. Therefore, the institutions can't adjust the teaching and scientific research on the basis of rapid development of emerging industries in Beibu Gulf Economic Zone in time to make the scientific research achievements be invested in the development of emerging industries and to play an important role in the service for the regional economy and the social development.

#### **Innovate and explore the mechanism for the financial professionals to serve for the development of the regional emerging industries**

Mechanism, as the complex of mutual relations among the elements in the system, is the key to clarify the interest relation between the subject and the object during the financial professionals' service for the development in Beibu Gulf Economic Zone and its service way. The service function of financial professionals, ultimately depends on the financial institutions which are cultivating high-qualified financial professionals. Therefore, service function of financial professionals can only be brought to further completion and higher service level through the promotion of mechanism innovation during the development of the emerging industries in Beibu Gulf Economic Zone.

#### **Improve the internal management system and operation mechanism of the institutions**

The institutions should change their conception, innovate the educational management system, firmly establish the education concept and ideology of service for the regional economy and society to serve for the emerging industries in Beibu Gulf Economic Zone with multiple and various forms,

improve the internal operation mechanism of the institutions, work to achieve the comprehensive accommodation between the education content patterns, development direction, technology level, thinking modes and the emerging industries in Beibu Gulf Economic Zone, speed up the reformation and innovation of teaching content, curriculum system and teaching methods and carry out project teaching, adjust the scientific research project in time for the opening and the development of Beibu Gulf Economic Zone, Vigorously cultivate financial professionals with related majors of emerging industries for the need of emerging industries and enterprises development and to meet the urgent demands of high-qualified financial professionals for the development of emerging industries in Beibu Gulf Economic Zone, update the internal organization Settings of the institutions, set up specialized agencies which serve for the emerging industries in Beibu Gulf Economic Zone, overall plan and concretely implement the service work with necessary funds to improve the organization of service for the development of the emerging industries Beibu Gulf Economic Zone, formulate the corresponding incentive policies and measures, establish and improve the flexible incentive mechanism and the mechanism of employment and its evaluation system, and to establish the management system and mechanism which is beneficial to the development of the emerging industries in Beibu Gulf Economic Zone

### **Improve the interaction mechanism with the emerging industries in Beibu Gulf Economic Zone**

For the improvement of interaction mechanism between education of financial institutions and the emerging industries in Beibu Gulf Economic Zone, the important precondition is the leadership of the government, that is to say, the government should introduce the corresponding policies to adjust, regulate and promote the interaction, and formulate relevant regulations to identify and monitor the responsibility and duty in the combining process of production and education; the most efficient way is to establish an joint innovation platform which is organic combined, win-win and mutually beneficial and sustainable, that is to say, financial institutions should keep up with the innovation needs during the opening and development of Beibu Gulf Economic Zone, take active participate in the construction of innovation platform with high extensiveness and pertinence, directly invest the advantage resources of professional cultivation and scientific research into the produce and service of emerging industries in Beibu Gulf Economic Zone, reform the traditional cooperative pattern of production-study-research and establish an long, tight, fast and new cooperative mechanism. The institutions should allow the emerging industries and enterprises of Beibu Gulf Economic Zone in, innovatively implement the education type of “orders” and “student-worker alternating”, establish practical teaching base and realize the “win-win” mechanism, vigorously promote financial colleges to serve for the Beibu Gulf Economic Zone for its interaction, the upgrade and perfect of the cooperation mechanism.

### **Establish docking mechanism for major setting and the development of emerging industry**

Integrate the college education resources insist on the concept of “docking industry, setting major”, Establish docking mechanism for major setting and the development of emerging industry. Combine local government, industrial expert and Enterprise technical backbone to do field investigation on the developing situation of emerging industries in the Beibu Gulf Economic Zone, sufficiently know the developing trend of the emerging industries, predicate the financial talents demand of the labor market, strengthen investigation on major setting, increase majors that suitable to the Beibu Gulf Economic Zone, establish major system suitable to the emerging industry; based on the development and construction of Beibu Gulf Economic Zone, accelerate the reform of traditional majors, optimize major structure and course structure, adjust major distribution. For the old majors with advantages, like financial management, tax management, can change the teaching content, course system, teaching method and continue to expand major filed.

### **Establish service mechanism to promote emerging industry’ s development in Beibu Gulf Economic Zone**

Establish service mechanism that to promote the development of financial college and the emerging industry in Beibu Gulf Economic Zone, directly connect the present development of Beibu Gulf Economic Zone, stand on the firm fundament to see the future development of the industries in

the whole country and region, directly inject the innovation energy of research and talents into the development of emerging industry in Beibu Gulf Economic Zone, bring the concept of serve local area, win-win into the college. Financial colleges should serve Beibu Gulf Economic Zone in the following aspects: (1) enhance innovation thinking, financial technology operation and management service, continuously to meet the developing demand of emerging industry in Beibu Gulf Economic Zone; (2) research the optimization and upgrading, financial, international trade, urbanization, comprehensive application and sustainable development of Beibu Gulf Economic Zone, provide research result and scientific basis for the foresight and strategic of emerging industry in Beibu Gulf Economic Zone; (3) organize experts, teacher and backbone students to go out the college to carry out information consultant, decision, management, technology to provide reliable information consultant for Beibu Gulf Economic Zone (4) timely to know the difficulties of the Beibu Gulf Economic Zone, meet its requirements by using backbone stuffs;(5)further to the production line of enterprises in the Beibu Gulf Economic Zone, help them demonstrate management decision, consultation, bring in innovative thinking and advanced management mode to enhance core competitiveness in the market.

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