

Thoughts on the Development of Financial Business of Commercial Banks in China under the Impact of Internet Finance

Ni Xue

Hainan Vocational College of Political Science and Law, Hainan, Haikou, 571100

Key words: Internet finance; commercial bank; financial business; development status; thinking

Abstract: The rise of Internet finance has caused some interference to the operation of commercial banks' financial business, which has changed the traditional operation mode of commercial banks. However, the Internet finance to the financial industry's work quality and efficiency have been significantly improved to provide users with a convenient service to promote commercial banks to the Internet financial environment with a positive sense, in this context to take positive measures to respond, Build a new financial business model. This paper studies the current situation of financial business development of commercial banks in China under the impact of Internet finance.

Introduction:

Computer network environment, the financial industry to get the right development, we must adapt to the current Internet financial environment, and constantly adjust the financial business operation structure. Many Internet companies are also aware of the future direction of the financial industry, launched a variety of financial-related business to promote the full integration of the Internet and the financial industry, and fully meet the financial industry's Internet technology needs. The traditional financial operation mode of commercial banks has changed, it is necessary to keep up with the current pace of development of the Internet financial market, it is necessary to make full use of Internet technology, including payment methods and bank loan models should be changed to ensure that commercial banks better Fast development.

The Development of Financial Business of Chinese Commercial Banks under the Internet Financial Environment

Internet technology used in the financial industry, to achieve the financial business in the technical level of development. Financial institutions as a service organization, the business carried out around the customer to start, to the greatest extent possible to meet customer needs. The popularity of the Internet, so that the consumer's habits have changed, through the operation of the network platform, you can complete the financial transactions, making the transaction costs greatly reduced, some hidden costs can be eliminated. Especially the application of large data technology, makes the traditional sampling method for data analysis of the defects have been made up, making the data analysis more complete and accurate, more comprehensive financial information statistics. In such a financial operating environment, commercial banks in the development of financial business is mainly reflected in the following aspects.

The use of Internet technology in the operation of financial services makes the acquisition of financial information and the cost of information transaction decline, which leads to the weakening of the intermediary role played by commercial banks. At present, only the mobile payment can be

collected and the mobile payment can be realized. By running the contracting engine, the correct payment channel can be found on the network, the direct transaction between the supply side and the demand side, and the service of the commercial bank will not have too high demand. In the Internet financial environment, even if the supply side and the demand side does not need to provide services through commercial banks, but also through third-party payment platform to complete trading activities. It can be seen that the Internet financial industry has a very large impact on the intermediary function of commercial banks. The operation of Internet finance has changed the way of information transmission. The supply side and the demand side can carry on the transaction on the network platform, and can avoid the phenomenon of information asymmetry to a certain extent, which makes the advantage of commercial bank greatly reduced.

Internet financial environment, the third party payment has been the support of the state, making the commercial banks have the payment function by the impact. With the weakening of the payment function of commercial banks, the quality of service is correspondingly reduced. With the various forms of fast payment in the Internet financial services generated, making the relationship between commercial banks and the relationship between the currency becomes virtual, third-party payment model is gradually developed, and the relevant system continues to improve, the commercial bank's service function gradually weakened, it is difficult to play a substantive effect. One of the main business of commercial banks is to pay the business, in the face of the payment business was banned by the network finance, it will lead to the financial business of commercial banks affected.

In the financial business of commercial banks, the financial business of small enterprises occupies the core position. Business operation, will face the problem of financial constraints, especially enterprises, not only the number of very many, and a wide range of negative, financing cycle is relatively long. As the commercial banks of small business information is difficult to effectively grasp, so it will reduce the efficiency of lending. If there is still a manual approach, both human and material costs will increase, resulting in operational risk.

The Internet financial price function play, making the bank interest rate market direction. Internet financial operation mode makes the bank fixed interest rates are broken, but from the supply side and the demand side of the transaction has been adjusted. With the marketization of interest rates, commercial banks can determine the bank interest rate from the market point of view, not subject to the central bank restrictions. Internet finance low cost, high efficiency of the operating state, the customer had a strong attraction, accordingly, the number of commercial banks to reduce the number of commercial banks have had an impact on economic income.

The Internet financial environment, the development of China's commercial banks, the effective development of financial business

Internet financial environment, commercial banks to better development, it is necessary to achieve innovation in business philosophy. This requires commercial banks to create Internet thinking, more to take into account the interests of customers, so that customers get more experience, so that customers enjoy the satisfactory service. In the face of the challenges of Internet finance, it is necessary for commercial banks to directly face the changes in the financial market environment, such as the economic transformation of commercial banks, the marketization of bank interest rates, etc., as the basis for the adjustment of business philosophy, To provide quality service business philosophy, not only for the existing customers played a stable role, but also can tap the potential customer base, so that customers continue to expand the scope. The business philosophy of commercial banks is based on the understanding of customer needs, only from the perspective of customer needs to continue to withdraw from a variety of new products, can improve the quality of

commercial banks.

Internet financial environment, the rise of third party payments, to the customer to bring the convenience of payment. Commercial banks will cater to the current financial situation, and actively with third-party payment platform to establish a cooperative relationship, through the use of third-party payment platform, you can get a lot of customers for financial transactions, based on the analysis of customer needs, Own service quality. As a result of third-party payment of financial transactions is very convenient, making the commercial bank's payment intermediary status is weakened. Commercial banks can open mobile banking, such as mobile banking, etc., so that customers accept efficient and efficient service. With the commercial bank's online payment platform to build up, the customer experience will be improved. The opening of this electronic payment channel will help to tap the potential customer base and expand the customer base of commercial banks.

Commercial banks to enhance their competitiveness, we must meet customer needs from the perspective of business to achieve innovation. A variety of new financial products listed on the one hand to meet the various needs of customers, while the potential customers will also be attractive. Internet technology will be fully utilized, commercial banks can innovate credit products, the network will be set up financial supermarkets, customers can enjoy more and more fast financial services. In addition, the low efficiency of commercial banks is an important factor in its competitiveness. Faced with complex business processes, making the business for a long time. This requires the commercial banks to integrate the various resource information, the loan business approval process and approval are optimized to enable commercial banks to improve customer service efficiency.

In the face of the advantages of third-party payment platform operation, commercial banks can cooperate with the third-party payment platform at the same time, to make full use of Internet technology. For example, the application of large data technology, its powerful information processing capabilities, so that commercial banks can master a large number of customer information. By building a large data operating platform, a large number of customer information is accumulated on the platform, easier access to customer transactions and transaction information. According to the customer information obtained, we can fully understand the needs of customers, customers to carry out marketing activities, and the implementation of risk control, thereby improving the quality of service.

Conclusion

To sum up, in the computer network technology is widely used in the environment, the financial system is also constantly adjusted. In such an Internet financial environment, commercial banks to better development, it is necessary to fully understand the status of their business development, analysis of banks in the business development of the problems, and targeted to solve these problems to So that the commercial banks to adapt to the modern financial environment sustained and stable development.

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