

Reform and Innovation of Enterprise Financial Management Mode in the Process of Network Economy Development

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Abstract. Network economy, knowledge economy, technical economy requires enterprise financial management and model development and innovation. Internet as the network economy and even knowledge and technology economy engine will change the business management mode, so that the era of network economy has also been a shock for the enterprise financial management model. Chinese enterprises in the face of network survival at the same time, we must face the challenges of WTO and economic globalization. Financial management as the core of enterprise management is the basic part of enterprise information, for the era of network economy, enterprise financial management model needs development and innovation, international financial and network finance will be an inevitable trend.

The Impact of the Internet and WTO on Financial Management

Financial management is an important part of enterprise management. Financial management software is an important part of enterprise e-commerce system. The revolutionary change of enterprise environment caused by Internet is also necessary to impact the traditional financial system and its corresponding software system, and lead to the corresponding the change.

The Real Time Impact of the Internet and WTO on Accounting Functions and Financial Information. The traditional accounting of a single currency measurement will be broken, replaced by multi-currency, electronic money. WTO and global economic integration trend makes global trade more and more frequent. At the same time, the rapid development of Internet technology, online business will become increasingly common, and its payment will also be the existing paper cash, checks, bills of exchange and other settlement methods into electronic cash, electronic checks, electronic credit cards and other online settlement. Financial software in the design must have the electronic money trading settlement system. Thus, the financial information provided by the finance is not only financial data measured in monetary terms, but more importantly, information such as network innovation capability, customer satisfaction, market share, and the speed at which virtual enterprises are created reflect the competitiveness of enterprises.

The Internet era, the business of business across the time and space constraints, ordinary enterprises can also have only the original multinational companies and large enterprises have some advantages and resources, scattered around the world's CEO, CFO can be anytime, anywhere information In the hands of the centralized management of the financial to create the conditions, and the traditional accounting period assumptions are no longer too important, the Internet environment, financial information will be quickly and easily reflected in order to achieve real-time financial information processing.

The Impact of the Internet and the WTO on Financial Business and the Finance Internationalization. How financial coordination business has always been an important issue

faced by enterprises, the development of computer network technology makes the coordination of financial business possible. The coordination of financial business includes internal collaboration, supply chain coordination and so on. All branches within the enterprise departments and customers, suppliers and other nodes in the production, production, sales, control, forecasting and other business activities in the process of all the time will produce a variety of information, if accompanied by financial information, Enterprises must be timely in parallel to the information into the financial system for processing and the results will be fed back to the business system to ensure that the coordination of financial business and integration of various management information.

With the WTO, global economic integration and the development of e-commerce, so that people have been able to within a few seconds to billions of dollars or even more huge amounts of money in the world's major cities to each other, financial internationalization Is an inevitable choice, Chinese enterprises to go abroad to start international competition to emphasize the internationalization of finance.

The Confusion of Traditional Financial Management Software in the Face of the Network Economy

Accounting Information Lack of International Comparability. It puts too much emphasis on Chinese accounting system, accounting information lack of international comparability.

System is closed, cannot achieve network management, but cannot support e-commerce. Traditional software due to the backward technical background, cannot achieve network management or only support local network applications, but cannot support e-commerce, cannot adapt to the needs of the Internet age business.

Accounting Information, Currency, Language Are Single. Accounting information is single, backward and lack of forward-looking, financial business collaboration cannot talk about. On the one hand, because the traditional accounting emphasizes the authenticity and reliability of accounting information, so the pricing method to use the principle of historical cost, the software is only accounting for the occurrence of historical accounting information, while ignoring the forward-looking information. On the other hand, due to technical constraints, the traditional financial software cannot do real-time dynamic accounting information, pre-forecast and provide forward-looking information.

In the "Accounting Standards for Business Enterprises" stipulates that Chinese accounting accounts in Renminbi, the production and business activities of enterprises are accounted for by RMB, which determines the traditional financial software single currency and single language.

The Comparison between International Financial and Network Financial

With advanced network computing model, the system in real-time, dynamic control of corporate financial information and other aspects of the traditional financial comparative advantage

1. International financial and network finance in the accounting function has a great expansion. Both support e-commerce, to adapt to the future business model and business model, can achieve financial remote real-time processing, can be mobile office, to achieve centralized financial management. And can achieve financial business coordination, logistics, capital flow and bill flow and other organic integration.

International finance is in Chinese accession to the WTO and the global economy is increasingly integrated and the rapid development of the wave of economic development under the background of the era, the purpose is to meet the needs of Chinese enterprises to participate in international

competition. "Network" is a prerequisite for financial management software in the new era, financial management software should be based on network computing, but not to say that financial books should be built on the Internet, through www or Web platform to run financial software. But in any case, the twenty-first century financial management software should be able to fully support the Internet and e-commerce, fully meet the needs of enterprises in the integration of e-commerce, and to achieve all the functions of real-time financial real-time processing. In addition, international finance also emphasizes the application of management accounting. In fact, the financial software in the provision of external reporting and other financial accounting functions, the more should emphasize the internal management accounting functions, and better play in the financial management to improve and avoid the role of operational risks.

Network finance and traditional financial one of the most fundamental difference is the development of the platform --- Web platform

The network financial management software is based on the network computing technology to integrate the realization of enterprise e-commerce as the goal, to provide the Internet environment financial management model, accounting work and its functions of the financial management software system. One of the most fundamental differences between network finance and traditional finance is the development of the platform - the Web platform. It emphasizes the application program based on the Web platform, at this time, the accounting staff will work 3W, the software will also run the Web. Obviously, this is the Internet environment on the revolutionary changes in financial software. It will achieve almost all online operations related to the financial, software features greatly improved.

The Features of Corporate Financial Management and Financial Management Software at the Era of Network Economy

The foundation of enterprise financial management mode in the era of network economy is the combination of financial management software and computer network, which has the functions of intelligent, visualization and decision support system.

The core of the enterprise financial management mode in the era of network economy is the internal financial settlement center of the enterprise, which is a comprehensive management of centralized and comprehensive time and space.

To achieve the diversification of functions, financial management software functions continue to expand, the software in the design of financial accounting and management accounting organic combination of financial accounting reporting system as the core, on this basis to establish and improve the business activities of the plan And control functions, so that before the event in the dynamic management.

Based on the Internet, the full application of the Web: the full use of network computing technology, network management, mobile office; open, support e-commerce; to achieve centralized financial management, dynamic accounting and real-time monitoring;

The Innovation of Enterprise Financial Management at Network Economy Era

The financial environment under the financial management objectives, financial management and financial management of the work of innovation

Network management of financial management objectives: corporate financial management objectives are always closely linked with economic development, with the transformation of economic forms and social progress and deepening. The arrival of the network economy, customer

goals, business processes have undergone tremendous changes, with shared and transferable intellectual capital will dominate. The original to pursue their interests and maximize the wealth as the goal, must turn to "knowledge maximization" of the integrated management as the goal.

Innovation of financial management mode in the network environment: In the era of network knowledge and technology economy, enterprise financial management personnel must firmly establish the concept of information economy and financial management, so as to collect, collate, analyze and use information in a comprehensive, accurate, Financial decision-making and treasury operations. The use of computer and network information technology, careful analysis of the information obtained, and accordingly develop a financial plan to guide the financial decision-making.

Knowledge and technology economy under the intangible asset management innovation: in the knowledge, technology economy era, enterprise asset structure, in addition to knowledge, technology-based patent, non-patented technology, trademark, computer software, copyright and other general significance on the intangible assets, but also increased the ISO9000 quality certification, environmental system certification, green food logo and other intangible assets. Therefore, intangible assets have become the main assets that determine the future earnings of the enterprise.

In the elements of productivity, people are the most active factor, in the modern enterprise, talent is one of the key elements of enterprise development. The change of financial management from "object-oriented" to "people-oriented" management object changes, financial management must pay attention to the management of people, the establishment of a combination of rights and interests of the financial operation mechanism strengthen the incentive and restraint, Human initiative, initiative and creativity.

In short, with the Internet, the impact of WTO on the traditional financial management, the traditional corporate financial management model has obviously not meet the requirements of network development, the traditional corporate financial management will also evolve into the network financial age, as long as the traditional financial management in a timely manner Innovation and change in the tide of the network economy, the enterprise's anti-risk ability will be enhanced, the competitive advantage will be improved in the global economic market competition in the competitive advantage of enterprises will be more consolidated and set.

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