

Discussion on the Financial Management Mode of Enterprises under "Internet +"

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Abstract—From the perspective of the "Internet" development strategy, it analyzes the financial management mode of enterprises, and how to improve the financial management mode in the face of the new economic situation, so that enterprises can survive in the market competition stably, and optimize the financial management from multiple perspectives. The management model measures made several suggestions.

Keywords—Internet+, financial management, management model, main problem

The development of Internet technology has brought about profound changes in social and economic progress, business management and even people's work and life. Financial management is an important part of business management. Applying Internet technology to financial management is an inevitable direction, and it plays an indispensable role in better market competition. Therefore, under the current situation, the optimization of corporate financial management model is worthy of attention for every manager, which is also the significance of this paper to study the financial management model.

I. THE MAIN PROBLEMS IN THE TRADITIONAL ENTERPRISE FINANCIAL MANAGEMENT MODEL

A. Loose Fund Management and Low Efficiency

Funds are the core guarantee for maintaining the normal operation of the company and are the key content of financial management. However, enterprises often have problems such as poor fund management and low efficiency. Especially for some large enterprises, there are more subordinate organizations, which will increase the difficulty of financial management. Moreover, each subordinate institution needs to prepare sufficient funds to call, but the funds have the characteristics of high liquidity and low profit. Enterprises must guarantee the rationality of idle funds, and often the liquidity of the enterprise will be in an inefficient state in actual work. [1].

B. There is Delay in the Collection of Financial Information of Enterprises

At present, there are still some companies that use traditional methods for financial information collection. Even if they use financial software, they only use accounting, reporting, etc., and they do not really achieve synchronous tracking. At the same time, the data generated by many business activities in the collection of accounting information can not directly generate accounting information, which makes it difficult to effectively integrate business information with accounting, and some repetitive work will increase the pressure on financial personnel.

II. THE ACTUAL DEMAND ANALYSIS OF ENTERPRISE FINANCIAL MANAGEMENT UNDER THE BACKGROUND OF "INTERNET +"

A. Financial Management to Strengthen the Competitiveness of Enterprises

At present, China's market economy is in the context of "Internet +" development, competition between various industries is growing, and new competitors are inevitably derived in the process of "Internet +" and enterprise convergence. In order to survive in a new development environment and gain market share, companies need and urgently need to improve their core competitiveness. In business management, financial management plays an indispensable role, and some financial management activities are carried out under the guidance of business management objectives, that is, financial management work focuses on business management objectives, thus enabling enterprises to the goal is constantly moving forward [2]. Generally speaking, the financial competitiveness of enterprises plays an important role in controlling operating costs and improving the utilization rate of funds. It is also the key to ensuring the profitability of enterprises, and it is also an important performance of enterprise competitiveness. Therefore, enterprises must pay attention to financial management work, improve financial management capabilities, and optimize the allocation of resources in order to improve their core competitiveness, so that enterprises can be based on market competition with a positive attitude and stability.

B. Timely and Efficient Financial Management

With the introduction of the "Internet +" strategy, it not only breaks through the boundaries of space, but also brings new development directions for enterprises. At the same time, it achieves high efficiency, high speed, large amount of information and wide range in financial information. How to use a large number of Collecting valuable information in information makes companies have to think hard. In the traditional financial management method, the financial management information is mainly

sorted and recorded, but this single model obviously cannot adapt to the requirements of the new economic era, and intelligence and informationization have become an inevitable trend.

III. THE NECESSITY AND URGENCY OF OPTIMIZING THE FINANCIAL MANAGEMENT MODE OF ENTERPRISES UNDER THE BACKGROUND OF "INTERNET +"

A. The Actual Needs of Enterprise Development under the Background of "Internet +"

In the face of the new economic situation and the emergence of more and more enterprises, it is undoubtedly more difficult to establish a foothold. If we cannot actively innovate and optimize the financial management model, it is only a matter of time before companies are eliminated. As the core of the company, managers should use their own abilities to guide employees, so that employees can establish a sense of market competition, in order to form a positive competitive atmosphere in the enterprise, in order to better understand the business and financial situation. The financial management work should run through the whole process of the operation of the enterprise, and it has been serving the management objectives of the enterprise, and promotes the company to be able to make steady progress in the fierce market competition and occupy a place in the market. Therefore, whether it is the current development or the future development prospects, doing a good job and innovating financial management work is crucial and necessary for market development.

B. Adaptation to Changes in Financial Management Under the Internet Environment

In the Internet environment, the financial management model of enterprises is constantly updated and has undergone great changes in terms of financial subjects, working methods, and the degree of contact between various departments (see Table 2-1), if not based on current developments. The situation optimizes the management mode, which will inevitably hinder the survival of enterprises in the market competition because of the drawbacks of the financial management model.

TABLE 2-1 CHANGES IN FINANCIAL MANAGEMENT IN THE INTERNET ENVIRONMENT

	Traditional Financial Management	Financial Management Under the Internet
Financial subject	Financial management subject is tangible and relatively stable	The virtualized transformation of the main body of financial management
Way of working	Corporate financial management software and paper certificates	The network breaks time and geographical constraints, improving work efficiency and working methods
Financial management information	Mainly focused on the relevant situation of the same industry and two aspects within the enterprise	Breaking through the limitations of time and space, financial information resources are more abundant
Relationship with other departments	The work between the finance department and the business unit is separate	The finance department and the business department are closely linked.
Theoretical development	Mainly rely on the theoretical innovation of social science and management	To a certain extent, it also depends on the continuous development and innovation of science and technology.

(3) The efficiency and speed characteristics of the office require the enterprise to carry out financial management changes

The most prominent features of the Internet era are efficiency, speed, and location constraints. Enterprises in the production and operation will generate a large amount of information, through the Internet can be transmitted in the first time and receive feedback in a timely manner, greatly improving the efficiency of information transmission. The same is true in the financial management work. Through the information platform, all departments and related personnel can receive information in a short time, realize computer online financial data, and organize data [3].

IV. THE PROPOSAL OF ENTERPRISE FINANCIAL MANAGEMENT MODE OPTIMIZATION UNDER THE BACKGROUND OF "INTERNET +"

A. Optimization of Financial Management Objectives

1. Develop diversity and adopt management objectives

The traditional financial management of enterprises is mainly to make all kinds of economic activities proceed in an orderly manner. However, this single work goal and form obviously cannot meet the development requirements of enterprises in the new era, and diversification is an important direction of development. The operation of modern enterprises is closely linked with customers and the market, so the management objectives should emphasize the importance of customers and the market, and focus on serving customers and the market. In terms of financial management objectives, we must also comply with business management objectives, put customers and the market in the first place, do a good job in financial management, and create better development prospects for enterprises.

After meeting the needs of customers and the market, the company's business management will consider the social value of the company itself. The rapid development of the current market economy and the looting of environmental resources brought about by this are also very serious, and the realization of social values has become a new goal and responsibility of enterprise development. In this complex and changing market environment, enterprises must shoulder the obligations they should assume, strive to create a good image in the market economy, and ultimately win the hearts of the people and realize the social value and long-term development of the enterprise.

The last thing companies need to consider is the interests of intellectual capital owners. Because of the new economic situation, intellectual assets and human resources are core competitiveness and valuable intangible assets for enterprises. The realization of intelligent and informational development of enterprises is huge for these resources. In addition to their own social values and customer needs, enterprises must take into account the interests of intellectual capital, so as to promote the development of enterprises.

2. Financial management target synchronization

From the strategic direction management of enterprise development to the one-way characteristics and financial management objectives of financial management, it is the guidance of enterprise economic business. We should make clear that the financial information generated in the economic activities of enterprises is actually difficult to pass to the manager level in time and receive feedback in time. . Therefore, in order to better cater to the development situation, in addition to achieving operational management objectives, corporate financial management should also bear the important role of feedback and suggestions on strategic objectives. Only by realizing the scientific and optimization of the financial management model can managers make timely changes in strategic management objectives, and formulate financial management objectives that are suitable for the actual situation of the enterprise, to achieve synchronization between the two, and to help maintain the healthy operation of the enterprise.

B. Comprehensive Budget Management

1. Optimize the concept of comprehensive budget management

First of all, managers should form a unified budget management concept within the enterprise, so that employees in all departments can recognize the importance of budget, establish the awareness of employees and improve the efficiency of corporate financial budget. At the same time, as long as financial activities involving financial activities should be included in the scope of budget management, in order to grasp the financial budget work from every aspect of asset flow operation.

2. Optimize the overall budget process

The comprehensive budget is to more accurately grasp the various economic activities of the enterprise. It is the content that needs to be considered in the process of financial management optimization, rather than being static and does not require innovation. Especially in the context of Internet development, we must have a sense of innovation, timely feedback on the implementation of budget management, existing problems, etc., and then compare and correct according to the actual structure and the previous budget plan.

3. Establish a financial business integration platform

Faced with the new development situation, the scale of business of the company is also growing, and the financial activities involved are also increasing. Product cost, financial data analysis, account management and enterprise data management are all within the functions of financial personnel. Work pressure is great. In order to provide customers with more high-quality and efficient services, it is necessary for enterprises to establish a financial business integration platform, which is also the direction of the financial management of enterprises under the "Internet +" strategy.

The combination of enterprise financial management mode and the Internet is the inevitable result of the continuous maturity of modern society and information technology, and also an important means for enterprises to achieve better foothold in transformation and upgrading. The managers of enterprises must improve their own capabilities, form the Internet development thinking, make good use of the convenience of the Internet, improve their financial management capabilities, and achieve their business management objectives.

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