

Enterprise Financial Management Innovation under the Background of "Internet +" Industry Integration

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Abstract: The development of information technology has made the Internet begin to infiltrate in all walks of life, and gradually began to appear in the form of "Internet + education", "Internet + medical" and other industries, the Internet has achieved tremendous growth and innovation in all walks of life. For enterprise management, the popularity of "Internet +" has brought huge challenges to enterprises. This paper expounds the basic concepts of Internet + industry integration and the necessity of innovation, and puts forward some problems in the financial management of enterprises under the background of Internet + industry integration, and proposes corresponding innovation strategies according to the problems, thus promoting better enterprises. Adapt to the era of Internet +, improve the internal financial management capabilities of enterprises, and improve the profits of enterprises.

Introduction

"Internet +" is a product of the information age, which brings opportunities to enterprises, but also ushered in a series of challenges. To achieve its long-term development, enterprises must make full use of the "Internet +" model to achieve industrial integration. For a company, financial management is a very important task. In the process of running, there are frequent problems. For this enterprise should conduct research on the Internet+ and fully integrate the Internet+ model in financial management. Financial management is innovative, which makes the analysis of financial management more scientific, more reasonable, and ultimately promotes the healthy development of enterprises.

Basic Explanation and Characteristics of "Internet +" Industry Integration

"Internet +" industry integration, as the name implies, is based on the Internet, to achieve cooperation with traditional enterprises, make full use of social resources, play the role of the Internet, and enhance the competitiveness of enterprises. The "Internet +" industry integration is essentially an innovation of society, which includes the innovation of science and technology and the major reform of the enterprise management model. The emergence of "Internet +" industry integration has brought more opportunities and developments for traditional enterprises.

The "Internet +" industry integration has two characteristics, one is flexibility and the other is diversity. Flexibility is fully reflected in the fact that after the company integrates into the Internet + model, the financial management of the enterprise is no longer constrained by time and space, and can be easily completed anywhere. Secondly, the characteristics of diversification also determine that financial management is no longer a matter for financial management personnel. It involves multiple financial departments, so the management objectives will be more diversified.

The Necessity of Enterprise Financial Management Innovation under the Background of "Internet +" Industry Integration

The Inevitability of Network Development. With the rapid development of information technology, the trend of "Internet +" industry integration is becoming more and more obvious. In the process of operation of most enterprises, internal business has begun to transfer to the Internet. For example, marketing, traditional marketing, offline promotion, promotion and other modes, after the integration into the Internet, the marketing model turned online, and even gradually replaced the traditional marketing channels. For an enterprise, financial management is an important department and it also links with other departments of the company. Obviously, under the development of the times, traditional financial management is no longer adapted to the needs of the new era. Therefore, financial management must implement innovation to ensure the normal operation of the enterprise.

The Inevitability of Business Development. Under the background of the "Internet +" industry integration, many companies have begun to use the "Internet +" concept to transform the internal industry, make full use of the advantages of the Internet to enhance the competitiveness of enterprises and enhance their products in the market. Coverage. There are many advantages of the Internet, of which Internet + finance is one of its most important advantages. The traditional financial cost is high, occupying a large manpower. After being integrated into the Internet, it realizes space and time freedom, and the speed is greatly improved. For example, a networked business platform connects its products and markets through the Internet, thereby promoting online orders and increasing the company's revenue[1].

The Problems of Enterprise Financial Management under the Background of "Internet +" Industry Integration

Management Model has not Improved. In the context of the "Internet +" industry integration, enterprises must realize the informationization of the whole process and use information technology to improve the efficiency and level of management. Some departments within the enterprise have realized informationization, but the financial management still adopts the previous management mode, which leads to the mismatch of cash flow during the operation of the enterprise, a series of errors in the decision-making, and the reputation of the enterprise is gradually reduced.

The goal of financial management is unreasonable. Enterprises must set scientific and reasonable financial management objectives to ensure the normal operation of the company's work. However, in the process of actual management, the management objectives are relatively simple, and the enterprise's profit maximization is emphasized, and the value transformation is neglected, which leads to many problems in the management process and affects the development of the enterprise.

Lack of sound risk management mechanism. The Internet is open. After integrating into the Internet, companies must establish sound risk management mechanisms to ensure the security of financial management operations. At present, many companies have not established a sound risk management mechanism. Once risks occur, such as hacking, data leakage will occur, causing huge losses for enterprises.

The cost of investing in financial informationization is less. Different companies have different perceptions of the Internet, and the costs they are willing to invest in informatization are different. Like some large companies, they have strong financial resources and a deep understanding of the Internet. They are more willing to invest more funds in this financial aspect and gain innovation in

financial management. However, some SMEs lack funds and have insufficient creative awareness in financial management. Sometimes a company only has one accountant. Accounting has multiple roles, and the finance department is particularly imperfect. Under this circumstance, enterprises are even more reluctant to invest in financial management, lack of hardware society and software equipment. The financial management of enterprises is difficult to achieve real innovation under the trend of the Internet. This is also the “Internet +” of many SMEs. The reason for the collapse after the rapid rise[2].

Lack of relevant financial information management talents. Under the "Internet +" model, enterprises must establish an information-based financial management network platform to survive, which puts new demands on financial management talents. For traditional enterprises, the financial management personnel of the enterprise not only require professional financial knowledge, but also must have certain management skills, in order to complete the financial management of the enterprise. With the further implementation of the Internet + industry integration, the requirements for corporate financial management personnel are getting higher and higher. In addition to having financial and management knowledge, it must also have certain information technology capabilities. From the perspective of the financial management personnel of most enterprises at present, the lack of technical talents is one of the important reasons why financial management cannot obtain innovation.

The Strategy of Enterprise Financial Management Innovation under the Background of "Internet +" Industry Integration

Building a big data platform for financial management within the enterprise.With the popularity of the Internet, various departments within the enterprise may involve business contacts on the network. Enterprises need to use information technology to process various aspects of information and master relevant information so that enterprises can obtain space for survival. This is invisible. Enterprises have been integrated with information technology. Under such circumstances, it is unreasonable for the financial management department of the enterprise not to innovate. It is necessary to establish a big data platform for financial management and to contact various departments within the enterprise to obtain the most complete information and save financial personnel. Time, to promote enterprises to further move toward "Internet +" to achieve their own innovation and development.

Innovative financial management tools.In order to realize the innovation of enterprise financial management under the background of “Internet +” industry integration, in addition to establishing a big data platform, we must also innovate internal financial management tools. First, companies should increase their financial investment in financial management, such as the introduction of network financial software to help financial personnel reduce their work. For example, the SQL server's financial software contains a number of financial processing functions, such as accounting, inventory, etc. If the company introduces such financial management software, it can make the financial management work more simple and convenient. Secondly, it is necessary to establish an intelligent system that matches the development of the enterprise. The introduction of the intelligent system can timely implement and supervise the finance, and at the same time, it can deeply analyze and integrate the data in the financial management process. Make scientific adjustments. Innovative financial management tools not only reduce the burden on financial management staff, but also improve the efficiency of work.

Institutions for innovative enterprise financial management. There are many contents involved in the financial management of enterprises, and its importance is self-evident. In traditional enterprises, the financial management system is not reasonable or even too chaotic. After integrating into the Internet, it is necessary to innovate the enterprise management system, and formulate a reasonable corporate financial management system based on the actual situation of the enterprise itself and the background of the "Internet +" industry integration. Clarify the functions of financial department management, change from past ex post accounting to ex ante supervision, ensure that financial management in the process of operation, can practice the Internet + awareness, and achieve a true consciousness transformation[3].

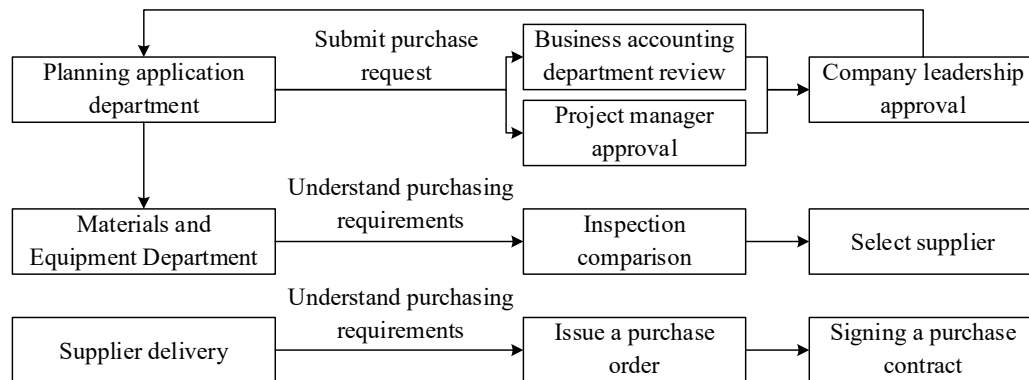


Figure 1. Enterprise financial management process

Improve the process of financial management. In the age of the Internet, most of the decisions made by companies are related to financial data. In the process of running traditional enterprises, accounting personnel only undertake simple accounting work, ignore the statistics of data, and cannot feedback the market information to the superiors, which leads to the lack of data support in the decision-making layer when making decisions. After integrating into the Internet, enterprises must innovate the process of financial management. After realizing the informationized financial management, it is necessary to clarify the responsibilities of financial management personnel, improve the financial management process, and ensure the flow of information and materials in the process of operation. The flow of people is complete, thus enabling innovation in corporate financial management[4].

Innovative enterprise financial management talents. Traditional enterprise financial management, the requirements for talents are not so high, only need to have financial and management knowledge, but after the integration of "Internet +", enterprises require financial management personnel to have certain information skills. Therefore, under this situation, enterprises must strengthen the cultivation of financial management personnel[5]. First of all, we must improve the management concept of financial personnel, let the financial personnel understand the importance of the "Internet +" industry integration in the context of enterprise development, and develop the habit of working with the "Internet +" thinking in daily work. Secondly, in daily work, it is necessary to strengthen the training of employees' "Internet +", including financial theory and management skills, so as to meet the needs of enterprises in the Internet + era. At the same time, financial management personnel should also be aware of themselves, constantly learn the knowledge of financial management, and constantly innovate in financial management methods to meet the needs of the Internet era. Finally, the financial management personnel should be transferred from behind the scenes to the front of the scene, actively participate in the activities of the enterprise, realize the effective sharing of resources, and promote the continuous development

of the enterprise[6].

Conclusion

Finance is the soul of a company. To achieve healthy development, companies must have a scientific financial management system. In the past, small and medium-sized enterprises have made tremendous contributions to China, but with the development of the times, small and medium-sized enterprises have begun to stagnate. The reason is that they have not adapted to the trend of the times, embraced "Internet +", and realized innovation in their financial management. . In this regard, enterprises should recognize their own financial problems according to their own specific circumstances, and jointly carry out Internet + in conjunction with related businesses. First of all, we must establish a big data platform for financial management and introduce advanced financial management software to lay the foundation for financial management innovation. Secondly, we must innovate the financial management system, improve the financial process, and cultivate more excellent financial management talents for the enterprise, thus promoting the innovation and development of the enterprise.

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