Analysis of the Status Quo and Optimization Strategy of Financial Management of Rural Cooperatives

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Abstract: One of the main business entities of contemporary agriculture is rural cooperatives. The key to economic management of rural cooperatives lies in financial management. Efficient financial management can further understand the operational effects and financial status of rural cooperatives. This paper mainly analyzes the current situation of financial management of rural cooperatives, evaluates the financial risks, economic effects and overall financial status in the operation process of rural cooperatives through the status quo of financial management, and formulates corresponding optimization strategies based on the problems in financial management. Promote rural cooperatives to achieve healthy development.

Under the background of market economy, the development of rural cooperatives can not only improve the overall level of agricultural development, increase farmers' income, but also enhance the competitiveness of the rural market and enhance farmers' cooperation and democratic awareness through cooperatives. The development of rural cooperatives is in line with the requirements of new rural construction and harmonious rural social construction, and is conducive to the proper settlement of the "three rural" issues. At present, there are still many problems in the operation of rural cooperatives. The problems in financial management are particularly obvious. These problems hinder the further development of rural cooperatives, and the role of rural cooperatives is difficult to fully play. Therefore, it is urgent to solve the financial management problems in rural cooperatives, has a certain practical significance.

1. Analysis of Problems in the Financial Management of Rural Cooperatives

1.1 Lack of standardized financial accounting management

At present, the financial management personnel of rural cooperatives are relatively free to hire, serve and actually work. They fail to follow the financial management system when conducting specific financial management work. This kind of irregular financial accounting will lead to many problems. For example, the distribution of benefits is not clear enough. Many rural cooperatives fail to set up member accounts. When formulating profit surplus allocation schemes, they cannot be carried out according to the corresponding system. For a purchase or sale of a cooperative, it can only obtain certain discounts on the price, and no other benefits are obtained. For another example, there is a lack of sound property inventory and account book records. Bank deposits and cash were not set separately. The flow account method was used in the record. The safe storage of cash was not used, and there was a serious mixed situation between private cash and public funds.

1.2 Does not have strong financial management supervision

Although the financial problems involved in financial management are closely related to the farmers themselves, because the rural villagers' concept is relatively simple, they have high trust in the financial management personnel of the rural cooperatives, and they do not pay enough attention to the financial management issues of the cooperatives. Participate in the supervision of financial management of rural cooperatives [1]. On the other hand, rural cooperatives fail to correctly
understand the role of financial management supervision. They believe that if the supervision of financial management personnel is supervised, it is a kind of distrust of the staff, which will dampen their work enthusiasm and even hurt their self-esteem. The inaction of the villagers and cooperatives in supervision has caused some financial management personnel to commit illegal activities, such as forgery or alteration of accounts, or even misappropriation of public funds. These financial problems have not only hindered the further development of rural cooperatives. It also affects the enthusiasm and confidence of villagers in participating in rural cooperatives.

1.3 The overall quality of financial management personnel is low

At present, many rural cooperatives are not equipped with professional and full-time accountants. These financial management personnel usually have multiple roles and do not have professional financial management knowledge, and there are not many financial management personnel with accounting qualification certificates. Some rural cooperatives have financial management personnel were set up, but no real financial management work was done. This position is only for tax registration and other work [2]. Usually, the village cadres also serve as financial management personnel of rural cooperatives, and are responsible for specific tasks such as cashiers. In order to cope with temporary inspections, temporary financial management personnel will be hired, resulting in a chaotic financial management. At present, some rural cooperatives have a problem of financial rupture. It is because of these financial problems that the collapse of cooperative funds will cause contradictions in the neighborhood. In serious cases, some uncontrollable "malignant" incidents may occur, which is not conducive to local stable development and harmony. New rural construction.

1.4 Lack of strong financial management awareness

In the financial management of rural cooperatives, the idea of fairness is more obvious. It believes that reasonable financial management should be that the villagers share the profits, realize the sharing of interests, and pursue fairness in line with the interests of the peasants. However, it is not only difficult to achieve fairness and fairness. Distribution, and easy to cause contradictions, from the current development of rural cooperatives, this blind pursuit of fairness is not desirable. In rural cooperatives, the participation of farmers in cooperatives is actually a kind of “shareholding”. The capital they participate in is land, wealth or technology. However, because the “shareholding" capital owned by farmers is different, the role played by cooperatives is the proportions are also different, so the final dividend should be determined according to the proportion of its “shareholding”capital [3]. However, due to the lack of attention to financial management, rural cooperatives have not been able to clearly record the operation of the cooperatives and the economic benefits. In the process of distribution, they have been adhering to the idea of sharing the benefits of the members. This kind of distribution has damaged the interests of the members who have contributed a lot to the cooperatives. From the above point of view, this part of the members is an unfair distribution, which is not conducive to the stable and healthy development of the cooperative, nor the ultimate goal of the cooperative.

2. The Optimization Strategy of Financial Management of Rural Cooperatives

2.1 Strengthening the standardized management of financial accounting

The specific financial management of rural cooperatives also needs to be implemented by relevant financial management personnel. The cooperatives should be as professional as possible when they are employed and hired by financial management personnel, so that they can carry out financial management work according to specific financial management systems and achieve standardized management of finance. Thereby avoiding unnecessary financial problems. For the economic interests of rural cooperatives, we must ensure the rationality and fairness of the distribution, set up the internal member accounts of the cooperatives, distributes the remaining economic interests of the cooperatives according to the relevant systems, and let the members get
more benefits than the price concessions as much as possible [4]. The financial management personnel of the cooperative shall optimize and improve the books and records, do a good job of property inventory, and record the difference between cash and bank deposits. For the convenience of accounting for later accounts, avoid using the running account method. Financial management is standardized by doing well in the details of financial management, such as using cash in safes to store public funds and private cash separately.

2.2 Strengthening financial management supervision

Both villagers and rural cooperatives should be aware that some issues of corruption and greed are caused by inadequate supervision. The financial management personnel of most rural cooperatives have mastered the business volume and funds of the cooperatives. Other cooperatives have not been able to clearly understand the overall operation of the cooperatives. Even though the financial management of the cooperatives still has serious problems, the relevant personnel of the cooperatives have failed. Timely discovery, the failure to solve the problem in time will inevitably cause certain economic losses to the members. Therefore, the villagers should supervise the financial management of the cooperatives and realize that the cooperatives themselves represent their own interests. Only when they operate in a healthy manner can their own interests be guaranteed the most; the cooperatives should supervise the work of the financial management personnel within the society and promptly point out their improper points. In order to avoid more serious financial management problems. Through strong supervision, effective financial management is achieved, and villagers' confidence and participation in the cooperatives are enhanced.

2.3 Enhancing the overall quality of financial management personnel

From the perspective of the long-term development of rural cooperatives, financial management personnel are the backbone of the company. Therefore, it is extremely necessary to reserve professional financial management personnel. Regular training and assessment of the financial management personnel who have already been employed will enable them to use professional financial knowledge. Financial work, to minimize the failure rate of financial management work, improves its work efficiency, and enable it to become the driving force of rural cooperatives [5]. If rural cooperatives are unable to appoint professional financial management personnel for a long time due to financial problems, they can temporarily hire professional financial management personnel to deal with some complicated financial problems. This kind of temporary employment can avoid financial problems on the one hand, and can also improve The management level of the original financial personnel allows them to learn from and learn from the management knowledge and management methods of these professional financial management personnel.

2.4 Focus on financial management

Relevant education will be carried out to the villagers who have joined the rural cooperatives, and they will be informed of the basic operational knowledge of the rural cooperatives through publicity, etc., and enhance the financial management awareness of the participating villagers. In order to enhance the financial management awareness of the relevant personnel of the rural cooperatives, the relevant departments can guide and regularly check the financial management of the cooperatives, and encourage the cooperatives to pay attention to the financial management work from the ideology, and fall this attention to the specific financial management behavior. In the above, the cooperatives participated in the financial training of the villagers and related personnel of the cooperatives, and improved the financial management level of the cooperatives by sharing the financial management experience, and innovated and reformed the financial management mode of the cooperatives.

3. The Conclusion

In summary, the establishment of rural cooperatives has a certain role in promoting the
development of rural economy, increasing farmers' income, and building a harmonious rural area. However, rural cooperatives are still in the period of exploration and development, and they also face many problems in the development process. What is obvious is the financial management problem, which has hindered the steady development of rural cooperatives. Only by effectively managing the financial management of rural cooperatives can we protect the cooperatives from participating in the vital interests of the villagers, let the villagers have confidence in the long-term development of the cooperatives, and encourage them to actively join the cooperatives, thereby giving play to the true role of rural cooperatives, thus solving rural cooperatives. The financial management issue is imperative.

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