

Research on Informatization Innovation of Enterprise Financial Management under the Background of "Internet+" and Big Data

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Abstract: This article briefly introduces the characteristics of corporate financial management in the context of "Internet +" and big data, and expounds the necessity of innovative corporate financial management information in the context of "Internet +" and big data. The author studied the impact of "Internet +" and big data on the informatization of corporate financial management. The author analyzes the existing problems in corporate financial management at this stage to explore effective measures for corporate financial management information innovation in the context of "Internet +" and big data. This article hopes to transform the traditional corporate financial management model, adapt to the development requirements of the new era, and improve the information level of corporate financial management. In order to achieve good financial management results, people need to maximize the economic benefits of the enterprise.


1 INTRODUCTION


The 21st century is an information age. Computer information technology has been integrated into people's production and life, bringing new opportunities and challenges to the development of all walks of life. In the context of "Internet +" and big data, in order to enhance their comprehensive strength and gain a place in the increasingly fierce market competition, companies should follow the trend of the times and change their management strategies. In particular, it is necessary to strengthen financial management, no longer use traditional management models, and at the same time innovate management concepts and integrate computer information technology into financial management. In order to gradually realize the informatization of financial management, improve the efficiency of financial management, and strengthen the function of financial management. This can make it strategic and scientific, thereby ensuring the level of corporate financial management and improving the economic benefits of the company.


2 THE CHARACTERISTICS OF CORPORATE FINANCIAL MANAGEMENT UNDER THE BACKGROUND OF "INTERNET +" AND BIG DATA

2.1 Innovation Is the Key

In the context of "Internet +" and big data, traditional enterprises have suffered a certain impact on management thinking. In order to meet the requirements of the new era and promote the sustainable development of enterprises, it should continue to innovate the financial management of enterprises. In the process of business operations and internal management, traditional industries must be integrated into Internet ideas. Internet technology has brought a great impact on the operation and management of enterprises, and innovation and change have become the keywords of the current operation of enterprises. Enterprises must change the traditional management model, aiming at the existing

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market environment, and combining the characteristics of their own operations to make improvements. At the same time, traditional enterprises should also estimate the future development of Internet technology, make correct judgments, and find the direction of innovation. And then to meet the development requirements of the Internet era, to obtain more long-term development opportunities (Lv 2018).

2.2 Cross-domain Interaction

The application of Internet technology not only breaks through the limitations of time and space, but also allows companies to break the barriers between different fields. The manifestation of business value of an enterprise is not only in the application of Internet technology, but also in the need to optimize the allocation of enterprise resources based on the Internet and improve the level of informatization of business management. In other words, it is necessary to integrate Internet technology into the business management and combine the unique advantages of the company with other industries. And then jointly promote and develop, looking for a broader market space (Li 2019).

3 THE NECESSITY OF INNOVATIVE ENTERPRISE FINANCIAL MANAGEMENT INFORMATIONIZATION UNDER THE BACKGROUND OF "INTERNET +" AND BIG DATA

3.1 The Needs of Corporate Sustainable Development

If an enterprise wants to achieve more long-term development, it must keep pace with the times, conform to the development trend of the times, and change its business direction and strategy according to the current market environment. In this way, it can continuously improve its competitiveness to occupy more market share and avoid being eliminated by the market. As a result, it should follow the emergence of computer information technology to reform and innovate financial management, and integrate advanced computer information technology with financial management to improve financial management efficiency. This can give full play to the

functions of the financial management department and create a correct path suitable for enterprise development. Companies need to implement efficient financial management based on the background of "Internet +" and big data, combined with their own operating status and corporate business culture concepts. This can gradually realize the informatization of financial management, optimize the allocation of corporate resources, and increase the utilization rate of funds, thereby promoting the sustainable development of the enterprise.

3.2 Requirements for using Innovative Tools

With the innovation of computer information technology, a large number of new technical tools appear. Corporate financial managers can apply these tools to management work to accurately analyze corporate financial sources, scientifically analyze corporate financial data, and improve the quality of corporate financial management. Corporate financial managers should learn to use new tools in the context of "Internet +" and big data to ensure the authenticity, timeliness and accuracy of financial data. If corporate financial managers want to follow the development trend of the times and achieve better management results, they should be familiar with new financial tools. Otherwise, they also need to learn to use new financial management techniques, change traditional financial management methods, and proficiently use financial accounting information software. This facilitates centralized accounting work, flexible turnover of corporate funds, and guarantees the smooth development of corporate business activities (Xiao 2019).

3.3 Time Requirements

In the information age, information transmission is very fast, and it can complete information transmission in a short time. This requires corporate financial managers to continuously improve their professional level and increase the speed of calculation. So as to meet the requirements of the characteristics of the times and implement efficient financial management. Financial management personnel must handle various financial data and information in a short time. Moreover, the transmission of the content covered by it to other departments in the business management activities will speed up the transmission of information and information, and gradually realize office automation.

4 "INTERNET+" AND BIG DATA'S IMPACT ON THE INFORMATIZATION OF ENTERPRISE FINANCIAL MANAGEMENT

4.1 Change in Management Thinking

"Internet+" and big data have changed the financial management thinking of enterprises and promoted different behaviors. In this context, companies found that traditional financial management concepts could not meet the needs of current companies, and began to realize the application value of new technologies. With the continuous innovation of science and technology, people's ideas have also changed, and people have begun to emphasize the integration of computer information technology and financial management. It aims to give full play to the role of big data in the process of practice, and based on the Internet system, to coordinate the work of various stages of business operations and achieve business goals (Dai 2017). Hence, under the background of "Internet +" and big data, enterprises should establish the concept of informatization, and conduct value guidance based on their own operating characteristics and their advantages and uniqueness in operation. In the meantime, companies are also responding to current business challenges, exploring an exclusive development path based on information technology, and improving financial management.

4.2 Increased Demand for Professional Talents

Enterprise financial management under the traditional concept does not have high requirements for related staff, and only needs to master basic financial accounting knowledge. However, under the background of "Internet +" and big data, the financial information management implemented has increased the demand for financial professionals. Meanwhile, it has higher professional requirements for related staff. Relevant financial management personnel must not only have a solid theoretical knowledge of financial accounting, but also master basic computer information technology operations, and know how to organize and analyze information and data, and gradually move towards management accounting and strategic financial management. Financial information managers must learn to use advanced information software and actively participate in the

practical work of information management. In this way, they can put forward reliable decision-making basis and suggestions according to the actual situation of the market and combined with the company's own operating conditions to ensure the rationality of the decision-making plan (Hao 2019).

5 PROBLEMS IN THE FINANCIAL MANAGEMENT OF ENTERPRISES

At this stage, there are still certain problems in corporate financial management, which need to be further resolved. The main problems are as follows. Firstly, the traditional corporate financial management model is no longer suitable for the modern development environment. Outdated financial management concepts and backward financial management methods have directly affected the improvement of corporate financial management. It also cannot provide a reliable strategic basis for the development of the enterprise, which restricts the sustainable development of the enterprise. Some companies currently do not have good Internet thinking and do not pay attention to the informationization of financial management. Although financial information management has been tried in the enterprise, it is actually too formal to highlight the effective role of financial information management. As a result, the quality of corporate financial management work cannot be guaranteed, and a sound financial risk prevention system is not established, which is prone to financial loopholes. In addition, it ignores the construction of the value chain management system, lacks effective communication and communication between various departments, and fails to implement effective measures to manage the receivables, so that the economic benefits of the enterprise are damaged (Wu 2018).

Secondly, the current financial management personnel of the enterprise are not satisfied with the needs of the new financial management work. It only possesses the most basic financial accounting knowledge, but fails to master the basic computer information technology, so that it still performs operations in the traditional way when carrying out financial management. In this way, modern financial information management software has not been fully utilized, it has also failed to speed up the transmission of financial information, and failed to improve the efficiency of financial management. Moreover, the company did not pay attention to the training of

existing financial personnel, and the financial management technology adopted was relatively backward and failed to introduce advanced science and technology, which was not conducive to the sustainable development of the company.

Thirdly, in the context of "Internet +" and big data, the financial management system implemented by enterprises does not meet actual requirements. This has led to the failure of enterprises to formulate appropriate management systems according to the actual situation of corporate financial management, so that corporate financial management is unfounded and unreliable, and it is difficult to reflect the advantages and functions of financial management information. Otherwise, some companies have not established a sound financial information platform, and have failed to rationally plan the data management section according to the functions of the corporate financial department. This is not conducive to improving the efficiency of corporate financial management.

6 UNITSEFFECTIVE MEASURES FOR ENTERPRISE FINANCIAL MANAGEMENT INFORMATION INNOVATION UNDER THE BACKGROUND OF "INTERNET +" AND BIG DATA

6.1 Pay Attention to the Informationization of Financial Management and Build A Value Chain Management System

Under the background of the new era, business management has encountered certain challenges. If an enterprise is unable to adapt to the new requirements and still adheres to the traditional financial management model, it will not be conducive to the sustainable development of enterprise management. Enterprises should attach importance to the construction of financial management information and give full play to the role of modern science and technology. Based on the Internet, companies can apply big data technology to transform a single financial management category, give full play to the advantages of high-tech, gradually realize corporate financial information sharing, and integrate and analyze financial

information in different categories. Enterprises can intuitively and truly reflect the current business development status of the enterprise through the collected financial information, and understand the actual operation of each department in the enterprise. Both corporate leaders and corporate financial management staff must have a good sense of financial management informatization and clarify the importance of implementing corporate financial management informatization. Only when enterprises have a correct understanding of financial management informatization, keep pace with the times, and effectively use information software to process relevant information, can they provide a reliable basis for business decision-making. For example, after years of development, a certain company has gradually opened up markets and channels, and its business scale has continued to expand. How to solve various problems in business operations in the new era is an important challenge in current development. To this end, the company has fully applied computer information technology and formulated a complete ERP system. Each department of the enterprise implements a block operation model, and financial management information is organized according to different categories. Simultaneously, the company also formulated corresponding financial assessment indicators to stimulate employees' enthusiasm for work (Chen 2018).

Furthermore, companies also need to establish a sound value chain management system. Enterprises should build a basic value chain based on the actual conditions of their business activities. The enterprise allows the financial management department to strengthen risk prevention and control, and coordinate and cooperate among various departments to strengthen the risk management of receivables. So as not to reduce the value of business activities of the enterprise due to inadequate financial management.

6.2 Strengthen Personnel Training and Introduce Advanced Technology

Under the background of "Internet +" and big data, the implementation of enterprise financial management information work requires a large number of professionals to support. It is different from traditional financial management work and requires very high professionalism for related personnel. Under such circumstances, companies should strengthen the training of professional financial management information talents. For one thing, companies should conduct financial training activities on a regular or irregular basis for existing

financial personnel to improve the business capabilities of financial personnel. It must not only have agile thinking, effectively organize and analyze corporate financial information data, but also do a good job in supervision and management of corporate financial activities. Financial personnel should have lifelong learning awareness and learn new knowledge of financial information. They also need to follow the pace of the big data information era to meet the needs of financial management informatization. For another, companies can learn from the excellent experience of foreign countries, combine the actual situation of Chinese corporate financial management, and introduce advanced financial management techniques to attract more outstanding talents. In turn, it improves the feasibility of corporate financial strategic decision-making and provides an important guarantee for the long-term development of corporate management (Duan 2019).

Furthermore, companies must also introduce advanced information software, and implement high-level accounting computerization such as financial system ERP, financial information technology, RPII, and SAP. For example, when an enterprise establishes a sound information financial management system, it divides its atmosphere into six modules based on its own operating characteristics. It uses advanced information technology to collect relevant information and data, correlate the financial information of various departments, and master the overall business data of the enterprise. Moreover, the information data generated in each link of product production is now associated with the total data. The enterprise financial information system established by it is shown in Figure 1 below.

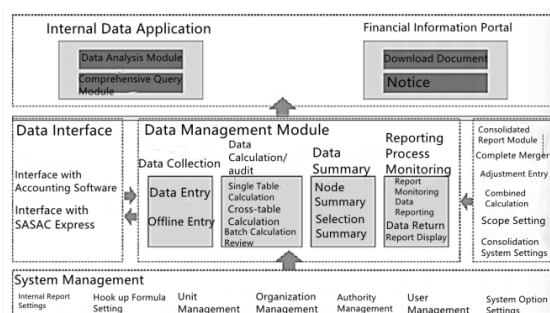


Figure 1: Diagram of An Enterprise Financial Information System

6.3 Improve the System and Create a Financial Information Platform

Due to the late start of China's big data technology development, the level of financial informatization of

Chinese enterprises has yet to be improved. In addition, the related policies and systems are not perfect enough. We need to give full play to the government's regulation and guidance functions to continuously improve the corporate financial management information system and provide active policy support. We must strictly follow the relevant rules and regulations to perform operations, and optimize the existing financial management rules and regulations in conjunction with the internal control system of the enterprise. We should look at the informatization of corporate financial management as a system. Although it has a certain degree of complexity, it can restrain the behavior of related personnel to a certain extent. We can use information software to do a good job of financial data analysis, so as to truly feedback the actual operating conditions of the enterprise.

Otherwise, companies also need to create a scientific financial information platform, create a good information management atmosphere, and improve the level of corporate financial management. The role of the financial information platform is mainly reflected in two aspects. Firstly, it helps to reflect the application value of the financial management information system. After an enterprise has created a financial information platform, it uses advanced information software to perform scientific accounting management, and uses financial management information software to automatically produce financial data statements. This can strengthen the management of corporate funds, do a good job in reimbursement, and simplify complex financial management processes. This greatly improves the efficiency of corporate financial management, shortens the time for report review, relieves the pressure on financial management personnel, and effectively supervises the financial activities of the enterprise. Secondly, it can use the financial and economic data of the enterprise to discover the problems in the operation and management of the enterprise in time, and take effective measures to solve them. In the first half of 2019, a company's revenue increased by 58%, its market share was 30%, its net profit increased by 35%, and its gross profit margin rose to 22.5%. Based on its financial data report, we can analyze that the reason for the good results in the first half of the year is that the company has made new judgments on the market, optimized the company's product structure, and locked in the consumer group. Moreover, it does not only rely on cost reduction, but attaches importance to input-output efficiency.

7 CONCLUSIONS

In the context of "Internet +" and big data, the development of informatization of financial management of innovative enterprises is an inevitable trend of the development of the times, and it is of great significance. Whether in terms of the needs of the enterprise itself or the characteristics of the times, the use of new financial management technology tools and the implementation of financial information management are important means for enterprises to seek long-term development. "Internet+" and big data have had a great impact on the financial management of enterprises. They not only changed the traditional financial management concepts and integrated Internet thinking, but also increased the demand for talents. The professional requirements for financial personnel have become more higher. In this case, we should implement effective measures to solve the current financial management problems of the enterprise. Meanwhile, we must enhance the information awareness of corporate financial managers and leaders, and clarify the importance of informatization of corporate financial management. For one thing, we must attach importance to the training of corporate financial management personnel, introduce advanced science and technology, and provide important personnel and technical support for corporate financial information management. For another, we must establish sound rules and regulations, create a scientific financial information platform, and promote the improvement of enterprise financial management informatization.

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