

Research on the Innovation Path of Modern Enterprise Financial Management

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Abstract: Due to the development of the global market and strong domestic competition trends, modern companies must seek further breakthroughs in all areas to further improve their corporate strength. In the midst of social changes, the internal structure of some domestic companies has undergone a series of changes, especially in the content of financial and accounting policies and operating conditions, which pose new challenges for the advancement and growth of modern companies. In this perspective, modern companies, especially social private enterprises with high asset-liability ratio, must further improve their own financial management in order to reduce the pressure of financial management. Among them, innovative financial management model has become a necessary path for the rapid growth of modern companies, and is a major issue that contemporary companies need to face in the market competition. In the article, we firstly studied the modern business system and the basic characteristics of China's business system, and then put forward the problems in the current financial management of enterprises, and analyzed the factors that contribute to its formation, so as to put forward countermeasures to promote the development of modern business system financial management and breakthrough.

1. Introduction

Financial management is a key task in the management of modern enterprises, and it is one of the key management tasks in the value chain of modern enterprises, and it is one of the key management tasks in the development strategy of modern companies, and it is an important force for the long-term sustainable development of modern companies. In the period of national economic integration, financial change of business reform and "Internet+", it is of great significance and value to deeply study the financial management of modern enterprises, improve the technical level of financial management of modern enterprises, reduce the financial pressure of modern enterprises and improve the core competitiveness of enterprises.

2. The Concept of Corporate Financial Management and the Importance of Innovative Financial Management

2.1 The Concept of Corporate Financial Management

Financial activities refer to the financial activities and financial relations, tax planning, etc. in the process of business reproduction, which involve not only the financing, cost, expense and income of the enterprise, but also the profit, financial income and expenditure, capital operation and tax planning, etc. It is also the general term for the basic financial management of the enterprise, and is an integral part of the enterprise management.

For the management of the company, finance has a great relationship with the overall economic efficiency of the company, and reasonable financial management can provide more benefits for the company and lay the foundation for the long-term development of modern companies. Under the system of market economy, the company's demise is often seen, which reflects the importance of company finance. Of course, for the management of modern companies, financial data determine

the improvement of the company's overall economic efficiency, reflecting the development of the company itself, improving the company's financial standards in the daily production of the company is conducive to the reduction of the company's operating costs, and if there are some problems with the company's finances, then the internal management of the company will also create problems, and in serious cases will cause the company to have a financial crisis, which will The company will face huge risks [1]. Therefore, enterprises should pay attention to the financial management work, take effective ways to improve the internal financial management level of enterprises, and promote the better development of enterprises.

2.2 The Importance of Innovative Financial Management

Innovative financial model of the company can not only save production costs and make huge profits for the company, but also help the company to gain a place in the competition, thus expanding the scope of marketing and promotion of the company in the market and promoting the formation of the enterprise market information network. Therefore, if enterprises continue to innovate the financial model and effectively solve all kinds of unexpected problems in financial management, they can adapt to the needs of the future development of the social market economy. From the specific point of view:

2.3 Safeguard the Economic Efficiency of Enterprises

2.3.1 Safeguard Capital Base Management and Turnover Efficiency

A company in the process of operation, the cash flow created every day is very complex and huge, so the daily management of corporate liquidity in the company's financial management is particularly critical, to be able to verify with the bank on time the entry of funds, the management and retention of checks received and paid, to report on the discovery of abnormal accounts, to follow up and handle the business of the deadline limit, and to have a comprehensive control of the company's existing liquidity. In this way, we can realize the timely use of the company's capital and the timely collection of taxes, and do a good job in the management of enterprise accounts in accordance with the requirements of relevant laws and regulations to prevent economic irregularities that can seriously damage the rights and goodwill of the company. In the enterprise financial management, the implementation of each investment in the company must be closely controlled. [2] At the same time, the company's finance department can also improve the speed of capital turnover, effectively deal with accounts, so as to achieve overall control of the company's overall funds, effectively improve the company's capital utilization rate and use of revenue, so as to prevent the generation of bad debts, delinquent accounts, funds stagnation and other problems that seriously affect the normal operation of the company's funds.

2.3.2 Complete Budget Review for All Departments of the Enterprise

The company is composed of many departments, and each department has corresponding daily expenses. The company's accounting institution can set up a general account for each part of the expenses, inquire about the abnormal expenses, avoid false costs, empty costs and other undesirable situations, and realize the accounts of each part of the company's funds can be inquired, and have a clear picture. In each department of the company, since the procurement department is the main gate of the company's costs, the company's finance department must pay close attention to and supervise the procurement staff, and monitor the market value of the raw materials they purchase, the status of suppliers, etc., integrate market information, carry out the necessary price comparison work, and confirm the authenticity of the costs reported by the procurement staff, so as to ensure that the procurement staff reasonably control the procurement costs. [3] When there is a huge cost compression space in the market, we will urge the local market supervision department to carry out inter-vendor price comparison work in a timely manner, and carry out price inquiry, price pressure, price control, and finally confirm suppliers under the premise of ensuring the quality of products, so as to establish a good corporate supplier network and prevent serious losses to the company's profits due to the problem of inflated production costs.

2.3.3 Beneficial to Build Market Information Network

By analyzing a large amount of data, the finance department can effectively help the company understand market changes and consumer trends. When a company establishes a large-scale financial information network, it can grasp a large amount of market information, which can help the company enhance market sensitivity, make product and investment decisions in line with market changes as quickly as possible, reduce risks, enhance competitiveness, and bring greater benefits.[4]

2.4 Promote the Safe Operation of the Socialist Market Economy

From the social point of view, the responsibility of the company's financial department is not only to protect the company's rights and interests from damage, but also to protect the rights and interests of the state from damage. Under the conditions of socialist market economy, the managers usually only care about how to get the profit quickly, but they do not master the professional knowledge of finance and accounting, and they do not have a clear concept of financial policies and laws, so they are very likely to make actions that violate the rights and interests of the state for the benefit of the company, such as tax evasion, late payment, etc. At this time, the financial supervision of the company should play a function to protect the rights and interests of the company and the state. [5] In fact, the protection of the rights and interests of the state is ultimately expressed in the protection of the rights and interests of the company and each of us.

3. Main Aspects of Innovation of Enterprise Financial Management System

3.1 Financial Management Goal Innovation

The formulation of financial management objectives needs to be adjusted and further promoted in the process of company operation according to the change of market economy, the tendency of government policy and regulation reform, the degree of economic and social development and the development of the company itself, and to make changes proactively in order to conform to the trend of the times, so that the company's financial management work takes the objectives as the starting and ending points and responds to the changes of market economy environment as much as possible.

3.2 Financial Management Form Innovation

There is an important shift in the shape of financial management under big data processing, which is becoming more and more scientific and technical, and the demand for professional technology and expertise reserves is increasing.

3.3 Financial Management Content Innovation

Due to the development of science and technology and the continuous progress of scientific management technology, the company's financial management is not only the management of physical assets based on material movement, but also has been more inclined to the management of intellectual capital and technical assets. In the fierce market competition, mastering the latest science and technology, cutting-edge science and technology has become an important basic factor for the development and growth of the company, and the company's financial management will also match with it, and gradually transition from the static object type to the dynamic knowledge type.

3.4 Financial Management Concept Innovation

The modern company management system has changed a lot compared with the traditional company management system, and for the company's financial management, the scope of financial management, ways and means have been expanded, and the requirements for financial management personnel are higher, so the innovation of financial management concepts will be more important. The company is gradually becoming knowledge-based and will face many new job opportunities and challenges in the long term, so it is necessary to further adapt the management concept of financial personnel.

3.5 The Current Situation of Modern Enterprise Financial Management

3.5.1 Lack of Standards in Financial Management System

Modern enterprises mainly establish the corresponding management system and determine the departmental responsibility requirements according to the characteristics of the enterprise's financial work and the future development direction, in order to study how the enterprise can adapt to the national financial policy. [6] However, because some modern enterprises have not established a standardized working system for the actual situation of finance, they are unable to guide their employees to systematically analyze the latest policy information and regulation information under the condition of imperfect management system content; they do not carry out enterprise financial management according to the latest national tax policy and enterprise management regulations, etc.; even under the constraints of traditional Chinese economic working methods. Even under the constraint of China's traditional economic working methods, we cannot obtain better preferential policies and further increase the tax cost, which has a negative impact on the operation efficiency of modern enterprises.

3.5.2 Low Level of Data Sharing

In modern company finance, because financial personnel often tend to ignore the details of certain financial information, the lack of communication between departments, or each department, refusing to collaborate, the degree of information sharing is gradually reduced, the ability of departmental collaboration is gradually reduced, so it is difficult to achieve a comprehensive analysis of financial data, but also more unable to make effective, correct and reasonable decisions. Big data is still very critical to the company, especially in the network era, the information flow rate is greatly increased, and companies increasingly feel that the closed model is no longer able to meet the development of this era. Companies with big data networks are generally less likely to lose their markets than to fail to notice an economic crisis or a big change in financial markets. [7] Conversely, companies that do not pay attention to big data analysis, because they are too insensitive to the market, often feel caught off guard when a crisis occurs, which can also have a great impact on the company's growth prospects. In the era of big data processing, the original information network in the company's internal financial management is no longer applicable, and most companies choose to use the existing network system and introduce a new, more efficient management system because of cost considerations and old management concepts. In addition, the information system of financial management is relatively confidential, and it is difficult to share data with other departments, resulting in a large amount of one-way data flow into the system, but it is impossible to achieve efficient data exchange, aggregation and integration analysis, which is also a major factor leading to the lack of data sharing within the enterprise.

3.5.3 Low Specialization of Financial Management Staff

The specialization of personnel has an intuitive impact on the overall financial management effect. However, some modern enterprises, in the stage of business development, only focus on the overall marketing effect of the enterprise and the improvement of the market economic development efficiency, and in the training steps only pay attention to the training of the marketing department, market development department and other parts of the personnel that can intuitively obtain economic benefits, thus neglecting the establishment of the enterprise financial management and talent team, without realizing that with a high degree of specialization of such personnel, by The training of internal managers can also help some modern enterprises to obtain preferential policies and thus reduce the cost of taxation, which is also an important measure to increase economic efficiency.

3.5.4 Outdated Thinking in Enterprise Financial Management

Because of the influence of the past one-sided, old-fashioned traditional financial thinking, enterprise managers often only pay attention to the acquisition of direct income, but are reluctant to change the existing business model, more reluctant to spend a certain amount of capital to innovate

the management mechanism, expand investment channels, increase investment in science and technology, in thinking often do not recognize the concept, do not recognize the new model, but also can not find the underlying Huge value. Because the concept directly affects the economic activities, so the only way to keep the concept of good, innovative, in order to lay the basic guarantee for the financial work, so that each enterprise employees can be under the influence of good values, improve financial standards. [8] However, because some enterprises do not have the sense of innovation and change in the financial management work, or also have the status quo of lagging concepts, they cannot deeply realize the importance of reasonable financial management and investment planning, and even more, they adopt simple financial management methods, but lack flexibility, which cannot win greater investment preferential space for the enterprise, thus seriously affecting the efficiency of the enterprise This seriously affects the efficiency of the enterprise.

4. Modern Enterprise Financial Management Innovation Measures

4.1 Enhance the Standardization of Management System

It is recommended that modern companies further improve the standardization of their systems in financial management, and further optimize their management systems with reference to the content of our financial management policies and investment support programs, in order to improve their standardization. First of all, in the stage of financial management of the enterprise, all financial people need to carefully study the current financial laws and regulations of the enterprise, financial policies and other specific content. In the case of understanding the latest information of the enterprise, let the company's finance and camp reform policy to adapt, and improve the effectiveness of enterprise management by keeping abreast of the times, the local supervision means.

Then, we should maintain good communication with financial institutions to determine the policy, measures and conclusions of financial research. In order to reduce the financial burden of modern companies, we will make use of the government's financial policies in our management by formulating a comprehensive financial plan and implementation plan, while being familiar with the various methods.

4.2 Strengthen the Construction of Information Technology

At present, computer technology has been used in various fields, and the popularity rate is high, and the benefits of using it are also very good, especially some large companies use computer information technology to improve the efficiency of financial management, and have obtained good results. It is recommended that modern companies refer to the experience of international large and medium-sized enterprises, and also use computer information technology and big data technology in the daily management of finance to improve and perfect the financial management.

4.2.1 Vigorously Create a Financial Sharing System

The use of these systems can achieve the purpose of financial sharing services, which can improve the effectiveness of the financial work of the enterprise, in addition to the function of the transformation of the enterprise to improve its ability. Therefore, it is recommended that modern companies focus on the use of information technology during financial management and adapt to the government's camp reform policy, and evaluate the status of accounting work in the company's financial management through information such as the public service platform for corporate financial information and network systems to determine whether there are problems of standardization and authenticity, and to ensure that the company's financial management plan is based on the correct basis in order to prevent major risk problems in the company. [9]

4.2.2 Using Advanced Artificial Intelligence Technology

In the process of financial management, modern companies are required to use artificial intelligence information technology to quickly and accurately identify management problems,

collect financial data and information in a timely and effective manner, and perform related analysis and scientific management, thereby reducing the amount of manual operations and improving the effectiveness of financial data control. In the process of financial management, the artificial intelligence technology used can manage the income and expenditure information and receivable information in a more standardized and detailed manner, thus reducing the errors or mistakes caused by the manual work process, thus ensuring the accuracy of the financial data information value statistics, and thus reducing the operating costs.

4.3 Increase the Professionalism of Your Work

The degree of specialization of financial management is directly related to the daily work performance of modern companies. It is suggested that the modern company should further strengthen the establishment and management of the company's human resources and improve the company's financial level with the support of the company's human resources, based on the actual needs and characteristics of finance and the standards of job personnel.

First of all, to determine the goal of recruitment, the hired employees are required to master comprehensive job operation knowledge, enterprise operation knowledge, to be able to implement the norms in enterprise management, to take responsibility, to understand how to grasp the latest tax preferential policies, how to grasp tax policies, to reduce the tax costs of modern enterprises.

Secondly, the establishment of phased and regular training plans, to create a diverse and comprehensive training platform for employees, so that financial workers have more working knowledge, grasp more valuable experience, in the daily management of the company to create financial planning methods to achieve input tax relief, so that modern companies through tax relief measures to reduce corporate costs and expenses. In the process of personnel training, to strengthen the general knowledge of laws and regulations, the ability to grasp policy information, so that employees in mastering the relevant policy information under the premise of the development of tax planning measures.

Finally, the enterprise should pay attention to the training of staff responsibility, professional ethical quality, the use of ideological and political education methods, ideological and moral training methods, in order to enhance the professional quality, risk prevention awareness, the concept of reasonable economic management, and through various types of talent to constantly optimize the company's financial management model

4.4 Focus on the Innovation of Work Concept

Modern enterprises should change their traditional management point of view and improve the form of corporate finance by taking advantage of their own adaptability. First of all, modern enterprises should be deeply aware of the coexistence of opportunities and dangers, and the greater the opportunities the greater the risk factors, so in the development process of corporate finance should be objective and comprehensive from all levels to predict the problem of potential crises in the enterprise, and as a basis for the development of crisis avoidance plans, transfer planning, etc., in the case of reasonable prevention and control of crises, to avoid losses in modern enterprises. Then, it is suggested that the modern enterprise has a perfect capital planning scheme, which includes both long and short term plans with a high degree of compatibility, and the financial budget plan is made according to the changes in the international financial market and the development status of the modern enterprise itself, and all departments of the enterprise are required to implement the plan carefully in order to promote the healthy development of the modern company. Finally, the financial people in their own management also need to analyze the modern company's own debt service, social impact and future survival and other capabilities, do not focus on short-term economic benefits, but from a longer-term perspective, and through better financial management tools to promote the development and growth of modern companies.

5. Conclusion

In summary, the market economy is rapidly changing, if the modern enterprise is unchanged,

then it will not be competitive in the market. Therefore, modern enterprises should pay attention to improve the financial management mechanism, strive for the key breakthrough in financial management, further improve the level of business operation, and then develop into an innovative modern enterprise to enhance the value of modern enterprises themselves. Modern enterprises should pay attention to the introduction of new technologies and training of management personnel, further improve the professional quality and requirements of modern enterprises for financial personnel, and scientific and reasonable distribution of responsibilities to achieve a clear division of work, responsibility to the individual. Only in this way can we effectively improve the overall management level of modern enterprises on financial management, thus promoting the steady rise of modern enterprises' economic and social development effects.

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