Analysis of enterprise financial management under the background of digital transformation

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Abstract. Along with the continuous development of our economy and the continuous improvement of the level of social information, the era of big data has already come quietly, and the digitalization is playing a more and more crucial role in the financial management of enterprises in our country. In the past, people's understanding of digitalization might only be to do some data analysis and data management work, which led to a series of problems, for instance, organizational management is blunt and not flexible enough. These problems caused the slow development of enterprises, and the productivity of enterprises was difficult to achieve further liberation. Under the background of digital transformation, the traditional financial management of enterprises can no longer satisfy the effective daily operation and management of enterprises. If enterprises are desperate to develop, finance has to be transformed. Therefore, Chinese enterprises ought to progress in the direction of informatization and digitalization. Hence, this paper intends to use literature research and other methods to make up for the shortcomings of traditional enterprise financial management in this study, expand the content of digital transformation of enterprise financial management, and promote the implementation of digital strategy in order to better promote the solution of related problems.

1 Introduction

1.1 Research Background

With the popularity of digital technologies such as cloud computing and artificial intelligence [1], the rapid development of digital economy in the era of new information technology will become an important driving force for economic transformation and upgrading, and enterprises are also facing new challenges and opportunities brought by digital transformation, while leading enterprises to make major changes. Focusing on financial management, under the background of digital transformation, the reorganization and transformation of organizational structure, management process and business model have become the normal operation of enterprises. Enterprises use information and digital means to establish a management system suitable for enterprises, improve the efficiency of management and realize the optimal allocation of resources. The construction of financial information is an important part of the enterprise information management system, which requires the gradual realization of intelligent financial transformation; Set up a compound talent team to meet the requirements of intelligence, establish an effective risk control system, and provide guarantee for enterprise management in data analysis and other aspects [2].

Moreover, there is a close relationship between
digital strategy and modern management. Digital transformation is a multi-field, multi-agent, multi-link comprehensive system project, which needs to start from a strategic height, adopt new culture, process, structure and strategy, and deal with relevant major relationships to smoothly promote this battle. Modern management means that in the digital age, enterprises need to adopt more scientific, efficient and flexible management methods to adapt to the rapidly changing market environment. Therefore, digital strategy can help enterprises to achieve information-based driven modernization, and improve the efficiency and competitiveness of enterprises.

1.2 Research significance

In order to make up for the shortcomings of traditional enterprise financial management, this paper expands the content of digital transformation of enterprise financial management and promotes the implementation of digital strategy, so as to better promote the solution of related problems.

1.3 Research Content

The research theme of this paper is "Enterprise financial Management under the background of digital transformation". In the background of digital transformation, traditional enterprise financial management can no longer meet the requirements of effective daily operation and management of enterprises, which requires enterprises to actively innovate financial management models and carry out corporate restructuring and reform [3].

1.4 Research Methods

This paper mainly adopts the literature research method. Centering on the research topic of digital transformation of traditional enterprise financial management, this paper searches relevant materials through multiple channels and methods. By sorting out the concepts and practices of financial informatization construction of domestic enterprises, it uses a scientific analysis framework to clarify digital transformation and find the original and existing shortcomings. This method mainly provides a theoretical framework for the study of the digital transformation of traditional enterprise financial management, as a logical starting point for the study, and lays a foundation for further research.

2 Related concepts and theoretical basis

Digital strategy refers to the enterprise in the digital era, the use of digital technology and digital means to optimize and upgrade the organization, management, operation and other aspects of the enterprise to improve the efficiency and competitiveness of the enterprise.

Modern management means that in the digital era, through the establishment of a standardized and orderly digital governance system, grasp the balance point between development and governance, establish an all-round, multi-level and three-dimensional regulatory governance system, achieve the effective combination and positive interaction between the government and enterprises, the government and individuals, and promote the better combination of effective market and promising government.

Financial digitalization refers to the introduction of digital technologies and tools to optimize and improve financial management processes, so as to improve financial management efficiency, reduce costs, and improve data accuracy and security. Financial digitization covers financial reporting, budgeting, cost management, cash flow management, risk management and many other aspects.

3 Status Quo

With the development of a series of digital technologies, enterprises have to upgrade their own technologies in order to effectively respond to changes in the market and technical environment and improve their market competitiveness. The application of digital technology has seriously affected the production, research and development, design and other links of enterprises, and has changed the way of value creation of enterprises and promoted the reform of business models. The so-called digital transformation refers to the upgrading and transformation of financial management mode under the
digital environment, and the use of advanced technology to achieve the digitalization of financial information management and the intellectualization of financial decision-making. At this stage, many enterprises have clearly defined the status of financial sharing service center, in order to build a perfect financial sharing service mechanism, it is necessary to realize the intelligence of the digital platform, optimize the organization and operation process, so as to improve the working ability and comprehensive quality of financial personnel, and improve the level of financial management [4].

4 Problems

4.1 The risk of easy outflow of financial information

Digital transformation is the development direction of enterprises, and data is the necessary content of digital transformation, only to ensure the integrity, accuracy and authenticity of data, in order to accelerate the speed of digital transformation. Nowadays, the frequent occurrence of unexpected events makes enterprises have to operate on the Internet and work remotely, but by the system Trojan virus attack, hacker intrusion, computer system opening and other restrictions, corporate data outflow, loss and other problems continue to affect the security of financial information. This is mainly because many enterprises have not established a sound risk management and control system, and once data security problems occur, they will have a great impact on the operation and development of enterprises.

4.2 Information systems in dire need of restructuring and change

Cross-departmental team cooperation between business departments and modules is carried out to effectively establish strategic synergy, so that the entire organization as a whole can maintain consistent action. In the information system, the effective strategic coordination mechanism is also needed to ensure the efficient operation of enterprise management. At present, the information systems of some enterprises lack coordination mechanism, and the information systems remain relatively independent, resulting in data cannot be automatically transmitted and shared, forming information islands and information blocks, and unable to play the overall value of data. Multiple maintenance collection and repeated entry of information system data seriously affect the accuracy of data and can not guide management decisions correctly. These factors also directly affect the role of financial information system, resulting in distortion of financial data.

4.3 Non-uniform professional competence of financial and accounting personnel

Under the digital background, financial personnel need to consciously and actively change from traditional financial management to information and digital financial management concept, and become a financial personnel with strong analysis ability, decision-making ability and other comprehensive qualities and abilities. First of all, at this stage, the self-transformation and self-drive of enterprise financial personnel is weak, and the speed of comprehensive talents delivery by higher education institutions and social education institutions is far from keeping up with the speed of information development. Secondly, some financial personnel lack experience in the construction of financial digital information system, and the solution ideas and processing plans can not keep up with the pace of digital change. Third, enterprises pay attention to the investment of hardware facilities in information construction, ignoring the investment of soft power of financial personnel.

5 Counter measures

In the context of digital transformation, the following measures can be taken to achieve financial digitization:

5.1 Data risks

Establish a sound risk control system and a sound information security management system [5]. Deploy and utilize blockchain technology to improve the security and transparency of financial data and reduce the risk of fraud; In areas such as supply
chain finance, enhance the trust between enterprises and accelerate the flow of funds.

Make correct and effective use of financial management software to improve work efficiency through automatic collection, sorting and analysis of financial data. In addition, the correct use of financial management software to assist enterprises in budget control, cash flow management and other tasks [6].

Use of big data and artificial intelligence technology. The use of big data technology for deep mining and analysis of financial data, to provide strong support for corporate decision-making. At the same time, artificial intelligence technology is used for predictive analysis to discover financial risks in advance to help enterprises reduce losses and make accurate decisions.

5.2 Organizational structure

In order to realize the organization and management structure of industry and finance integration, first of all, establish a financial management system with different rights and responsibilities and clear division of labor. Corporate finance personnel need to comprehensively deepen their grasp of the relevant business to ensure that their business and market insight and response speed are steadily improved. Set up the project finance team and improve the response speed, which has a positive effect on enhancing the feasibility of the comprehensive competitive strategy of the front end of the business.

Secondly, through the financial center to improve the standardization of data, data application should be built on the basis of data standardization [7]. A strong financial center can provide standardized and reusable data services to ensure the intensive sharing of data resources and the successful achievement of scale effects. Background finance gradually develops in the direction of focusing on big data, algorithms and models, and organically integrates corresponding application scenarios to support the decision-making system and effectively support the organization's business decision-making.

Third, continue to improve the efficiency of the financial center. Continuously improve the integration and reuse ability of shared management information, achieve the comparable, standardized and derivable effect of work in the information system, gradually reduce the corresponding management costs, and enhance its comprehensive efficiency [8].

Finally, promote the integration of industry and finance [9]. Financial personnel need to continuously strengthen business insight into business logic, actively play the effective role of information technology, and comprehensively improve the efficiency of financial management. Financial innovation in the context of digital transformation, based on the information technology foundation such as big data, ensure the orderly progress of the corresponding data collection, modeling and analysis processes, make better use of the technical advantages of artificial intelligence, comprehensively enhance the in-depth learning and interaction between humans and machines, provide guidance for the efficient financial processes of the organization, reduce the comprehensive cost input, and improve efficiency. Empower organizational value creation.

5.3 Finance and accounting personnel:

Build a team of finance and accounting talents, train employees in digital skills, provide digital skills training for the finance team, help them master new technologies and tools, and improve the overall digital level of the team. Financial personnel need to consciously take the initiative to change from traditional financial management to information and digital financial management concepts [10].

6 Conclusion

In the era of digital transformation, social and economic development has been greatly affected, and Chinese enterprises must gradually develop in the direction of informatization and digitalization. If an enterprise wants to develop, finance must be transformed. The financial work field requires comprehensive innovative thinking, working methods and working skills to better promote the smooth achievement of digital transformation and strategic goals.
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