The Application of Internet Big Data Technology on the High-Quality Development of Enterprises

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Abstract: With the rapid development of Internet technology and information technology in recent years, all aspects of social life constantly produce a large number of data, large data comes from the society, can infiltrate into all aspects of society, changed human production and way of life, this article mainly expounds the connotation of big data applications, as well as the big data to the enterprise financing, enterprise financial management, Enterprise precision marketing can have a huge impact.

1. The Introduction

The rapid development of Internet information technology is called the fourth industrial Revolution, and in this revolution, the biggest star is the emergence of big data technology. The huge data generated in social production and life has become a key factor and valuable resource for the development of enterprises and industries[1]. More and more enterprises begin to realize the potential value of big data in enterprise operation and management. Big data technologies can support strategic and operational goals if they are used correctly and efficiently.

2. The History of Big Data

The birth of big data is not only a significant information revolution, but also a manifestation of information explosion. Big data can not be regarded as a product, but a phenomenon in the form of digitalization. In the era of Big Data 2.0, it is mainly driven by business and targeted at business people. In the era of Big Data 3.0, it is transformed into data exchange and transaction driven by artificial intelligence and oriented to cooperation[2].

In recent years, due to the development of the Internet, the amount of data generated every year has exploded, as shown in Figure1.
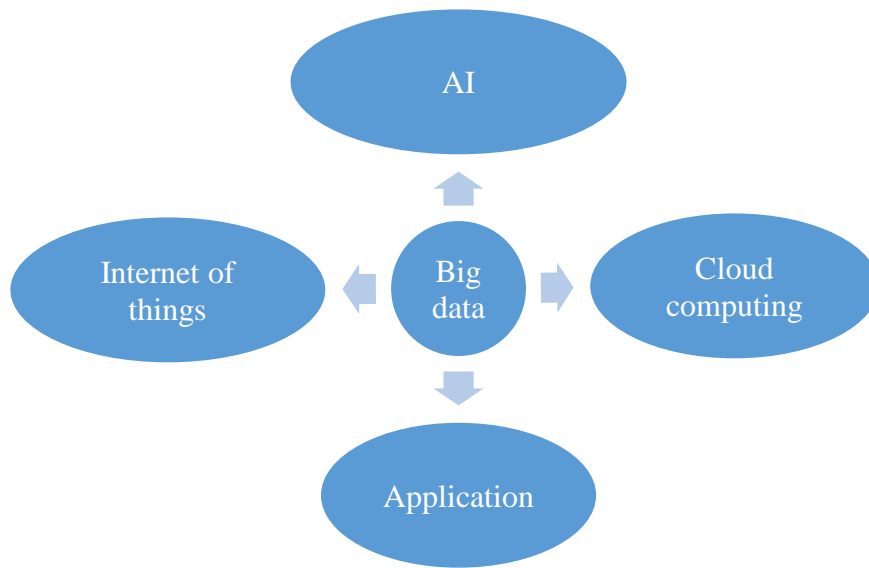
Fig 1: Operation mode of big data amount in the Internet era

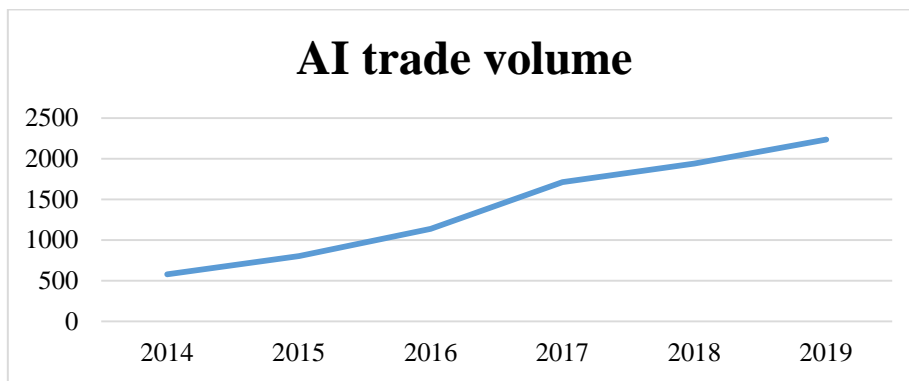Ai trading in the stock market has increased dramatically in recent years, as shown in Figure2 and 3:

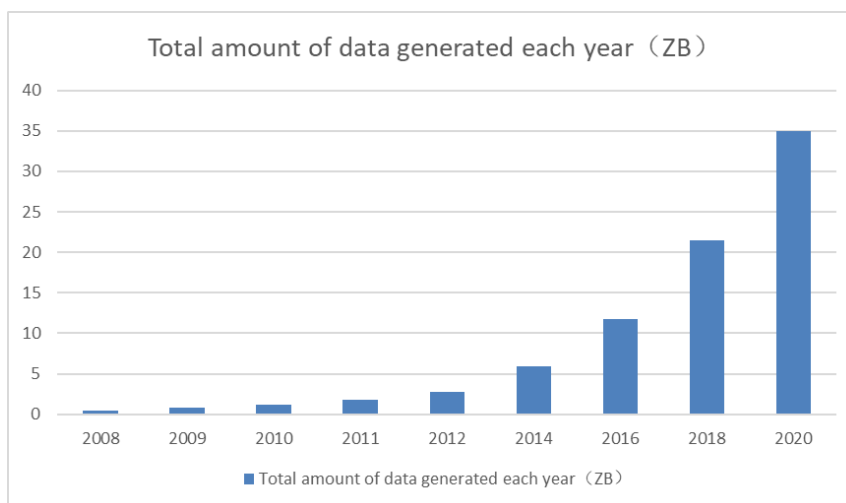Figure 2: AI Trading volume in the stock market in recent years

Figure 3: List of data volume over the years

It is precisely because of the explosion of data volume, the rapid development of algorithms and

computer technology, the combination of the two, catalyzed by business demand, big data came into being.

3. Big Data Has the Following Characteristics

Large capacity: With the development of various portable devices, cloud computing, Internet of Things and so on, our trajectory will be recorded and thus a large amount of data will be generated.

Diversity: Nowadays, the data generated by the rapid development of smart devices is relatively complex, including not only relational databases but also raw and semi-structured data from websites, social media, emails and search engines[3].

Fast speed: in the data processing speed to give the corresponding results in a very short time

If the time range is exceeded, the batch data becomes worthless. The difference between big data technology and data mining mainly lies in its fast speed. Big data is characterized by real-time processing and real-time result-oriented, which is divided into two aspects: first, fast data generation; the second is the speed of data processing[4].

4. The Meaning of Big Data Application

With the help of big data technology, enterprises collect, store and apply diverse, extensive and huge amounts of data information, so as to realize the informatization of information and ultimately provide effective data support for enterprises to make important decisions[5]. Big data application is not only a simple mining and analysis of traditional data information, but also a holographic data information processing mode. Zhao Dayuan (2021) Lin & Kunnathur defines the concept of big data as the ability for enterprises to identify needed resources and collect, store and analyze large amounts of diverse, fast-flowing data to support enterprises to achieve strategic and operational goals[6-7].

This paper defines big data technology as: enterprises obtain effective data through big data platform, and transform massive data into valuable information and knowledge through analysis model, which can provide support for enterprises' strategic decisions[8].

5. The Specific Impact of the Application of Big Data Technology on Enterprises

5.1 The Impact on Enterprise Financing

Under the traditional financial mode, enterprises have two difficulties in financing: transaction cost and high degree of information asymmetry[9]. High transaction cost means that banks need to spend a lot of time, material resources and manpower to collect enterprises that need financing. The high degree of information asymmetry means that the bank cannot accurately and timely judge whether the enterprise has the ability to repay and estimate the loan risk. In the current Era of the Internet, banks can accurately connect with enterprises in need of loans through big data and evaluate the operation, capital and credit of smes through various information collected. Therefore, through big data technology, banks have solved two of the most difficult aspects of lending to enterprises, which also greatly improves the probability of enterprises getting loans from banks. The reduction of transaction costs and information asymmetry alleviates the financing difficulties of smes to a certain extent[10-11].

5.2 Influences on Precision Marketing of Enterprises

With the rapid development of China's economy and the continuous improvement of national

living standards, the national demand for product quality and personalized is increasing year by year[12]. For enterprises, opportunities and risks coexist. If enterprises adhere to the old products and can not be updated in time, they will soon be eliminated by the market, on the contrary, enterprises actively grasp customer demand and constantly improve their products, they can remain invincible in the market. In the era of big data, the collected data can be used to subdivide the market and analyze customers' personalized needs, so as to develop accurate marketing strategies and reliable market research reports[13].

5.3 The Impact on Enterprise Management Decisions

Traditional enterprise decision-making has the following disadvantages:

Under the influence of corporate culture and corporate environment, corporate decisions are often made by people with enterprise management authority, while low-level workers have no right to participate in decision-making.

Traditional decisions are often subjective[14]. For example, if they are biased against a certain city, they will deliberately avoid the data in the market and thus exert a subjective influence on the whole decision.

In big data decision system, policy makers will to give play to the role of the business decision-making in the enterprise all factors into consideration, through the reasonable application of data information in the era of big data, using the advantage of good data system platform, etc, and then combined with the enterprise's own development needs, integrated all aspects to improve enterprise decision and management way, set up the enterprise development thinking.This can greatly reduce the subjectivity in the enterprise decision-making process to improve the scientific nature and effectiveness of decision-making[15].

6. The Impact on Enterprise Financial Management

6.1 Influences on Financial Management Personnel of Enterprises

In the context of big data, traditional financial accounting under the guidance of the trend of big data cannot meet the needs of normal enterprise development, resulting in unprecedented impact on enterprise development. Due to its own advantages, management accounting can better rely on big data to systematically obtain economic information, predict the economic situation, and avoid financial risks[16]. The organic combination of enterprise development and data will lay a solid theoretical foundation for leaders to make decisions and promote the rapid development of enterprises. Management accounting is the best choice for connecting the internal split data and caliber of financial management. With management accounting, it can easily unify the external disclosure data, business analysis data, performance evaluation data and budget data in financial management. Management accounting captures financial information through Internet technology, analyzes and processes financial information, so as to point out the direction for the future development of enterprises. At present, Chinese enterprises are in the transition period, enterprises should accelerate the process of management accounting transformation, give full play to the role of management accounting, accelerate the process of enterprise transformation, and promote its sustainable development. Ye Hang, Xu Lijun (2021)

6.2 To Establish a Financial Sharing Platform in the Context of Big Data

In the era of big data, the application of information resources is becoming increasingly important. Diversified and advanced information resources provide important information support

for the long-term development of the whole enterprise. Under the background of increasingly mature financial sharing mode, information resources can be better circulated between internal and external enterprises. With the support of big data technology, enterprises can be better mined, sorted and analyzed[17].

Based on the analysis of these information, we rely on cloud computing and big data technology to obtain, sort out and process data, thus providing important reference information support for enterprises' strategic development decisions. Zhao Dayuan (2021)

7. Advice

From the perspective of corporate culture and corporate structure, actively publicize the idea of big data within the enterprise, regularly hold big data development meetings, and infiltrate the idea of big data into the thoughts of every employee. We should actively absorb big data talents, train big data application teams, and provide a solid human foundation for enterprise data collection, data processing and data application[18].

Digital infrastructure such as 5G, artificial intelligence, industrial Internet, and the Internet of Things is the foundation of a new round of technological revolution and industrial transformation. As the driving force of industrial digitization, digital technology promotes the deep integration of digital technology and industry through the digital upgrade of traditional industries. Realize the optimization of the industrial structure and enhance the innovation and creativity of the industry, so as to stabilize the cultivation of new advantages for high-quality development. The core of industrial digitalization is due to the transformation and upgrading of traditional industries by digital technology, the carrier of digital technology is the digital infrastructure based on the Internet. Due to differences in production technology and investment sources between new infrastructure and traditional infrastructure, investment in new infrastructure. It can promote the transformation and upgrading of the industrial structure on both sides of supply and demand. To this end, the construction process of new infrastructure should be accelerated. First, focus on the digital transformation of traditional infrastructure. Using digital technologies such as big data and cloud computing to optimize investment efficiency, on the basis of transformation and upgrading, the marginal output of capital relative to labor will be increased on the supply side, and the product demand of the service industry will be increased on the demand side. Second, expand large-scale new infrastructure construction scale. The initial construction cost of new infrastructure is relatively large, and the construction and payback period is relatively long. But because it has. Due to the characteristics of low marginal cost and scope economy, the government needs to strengthen the construction and guidance of digital infrastructure, fully grasp the opportunities of 5G construction, and actively promote the construction of artificial intelligence, industrial Internet, Internet of Things, cloud computing and other infrastructure[19].

The vigorous development of the digital economy continues to innovate the production methods of society and the way of life of residents, and the original institutional system, such as traditional property rights, theory and system, credit relationship, and information security supervision can no longer meet the needs of the digital economy era. It is necessary to further improve the relevant institutional system and ensure the cultivation of new advantages according to the actual needs of the development of the digital economy and the specific reference to the new advantages of high-quality development. First, speed up the improvement of the relevant property rights system. The non-exclusive nature of digital products and data has led to the failure of market-related institutions and traditional property rights theories. Therefore, it is necessary to clarify the definition of data property rights, improve relevant laws and regulations on intellectual property rights, and mobilize the innovative spirit of enterprises to support the cultivation of new advantages. Second,

standardize the technical credit system. In the digital economy, due to the changes in the formation of property rights, the weakening of property ownership, and the formation of new digital organizational models, traditional credit relationships need to be established in a technical way. To this end, the specification of technical credit relationships should be strengthened, and credit relationships in the digital economy should be strictly regulated to reduce the occurrence of financial risks and credit risks. Third, improve data security and network security system. With the development of the digital economy, data has fully penetrated into the social economy, but there are huge security risks in the process of data use and dissemination, such as Trojan horse virus, hacker attack and irregular use of data by enterprises, etc. lead to direct economic losses. The government must strengthen the supervision of the platform enterprise information database, and strengthen the law enforcement of criminal acts such as cyber attacks and information theft, so as to ensure the healthy development of the digital economy.

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