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Enterprise Financial Refinement Management Mode in the Background of the Internet

Shiyun Chen*

School of International Business, Jinan University, Guangzhou, Guangdong, 510030, China
sasa_2002@163.com
**Corresponding author*

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Abstract: Enterprise financial management in the era of "Internet+" gives full play to the efficiency and convenience of the Internet for modern financial management, and realizes the integration and sharing of information resources. The purpose of this paper is to study the enterprise financial refinement management model based on the Internet background. The shortcomings of traditional financial management are introduced, and financial refinement management and financial management in the context of the Internet are presented. The implementation plan of the financial exchange management model in the Internet environment is discussed. Discusses the construction of the enterprise financial exchange management model in the Internet mode, analyses the operational mechanism of the implementation of the enterprise financial exchange management model, and further optimizes the enterprise financial management process through the management indicators of the M enterprise financial exchange management model. The experimental results show that the performance grade of the M enterprise financial refinement management model is B.

1. Introduction

With the development of the times, the core functions of accounting are gradually replaced by machines. As a product of modern economic development, if a dynamic and flexible data platform can be built, financial information can provide better information support for enterprise decision-makers and managers in a complex economic environment [1-2]. Enterprise financial refinement management system is a powerful assistant to help accounting complete the fastest functional transformation. Promoting the development of financial information is in line with the trend of the times [3-4].

Capital is the blood of enterprises, an important breakthrough in the development and innovation of enterprise groups, and an inevitable requirement for participating in global competition. Hat D. Zengul introduced an enterprise network financial system model based on grid algorithm, which uses one-dimensional global index to divide data into current and historical data. Reduce the number of index updates, and control the index cost and post-maintenance cost [5]. Dominic Wright studied the impact of large-scale data analysis on improving enterprise financial management,

focusing on the necessity, basic concepts and income of implementing data change technology after data technology impact analysis. Finally, the strategy of adopting this document for strategic growth adjustment is put forward, which will help enterprises understand the impact of field changes on themselves [6]. Rabin K. Jana analyzed the influence of massive data on financial decision-making, and analyzed four aspects: how to improve forecasting information base with massive data; How massive data can improve the relevance of decision-making; How big data can create new competitive advantages [7].

In this paper, we choose the e-commerce platform of "Internet+" M company as a case company, analyse the background and importance of financial information construction and the defects of the existing platform by dismantling the business model of the case company, combine the tasks and work results of the working groups, improve the coordination efficiency between the departmental groups and reduce communication costs. Existing financial information construction optimization program enterprise financial refinement management platform is divided into business enquiry, budget management, fund management, settlement management, etc.

2. Research on the Refined Management Model of Enterprise Finance in the Background of Internet

2.1 Deficiencies of Traditional Financial Management

Firstly, there is no link between business units and financial activities. Internal controls over financially constrained corporate actions are evident. In the traditional model of corporate financial management, the consistency of information between financial and business units makes it difficult for internal controls to ensure the timeliness of information [8-9].

Secondly, accounting records were not available in a timely manner. In the traditional business model, finance staff have a high degree of randomness in their practices and reporting is more common, which leads to a lack of valid data in the internal control process that could actually be reflected according to financial reports [10-11].

Thirdly, there are islands of information in corporate memory. The so-called information islands are a clear disconnect between departments in terms of information exchange and lack of mutual assistance, which is common in the traditional business finance model, as there are islands of information and insufficient and real business information [12-13].

2.2 Fine-tuned Financial Management

The top-down approach to building a refined management system, not only the finance department at the same time involves the R & D department, quality control department, logistics department, procurement department, production department, administration department and other departments, through the coordination and cooperation of all departments, the refined management concept throughout the company up and down [14-15]. It is necessary to change the traditional rough management mode from the ideological point of view, through more comprehensive budget and fine cost process control, reduce operating costs, control expenses and achieve the goal of performance growth [16]. The enterprise's financial refinement management is a whole system of management, is the need for the cooperation of various departments of the enterprise human and material resources, is the enterprise in the future under the guidance of the overall strategy, from the overall situation to do a good job of enterprise budget control and analysis, so that the overall development of the enterprise.

2.3 Financial Management in the Context of the Internet

In the Internet environment, the financial model uses information technology and the Internet to connect all aspects of the enterprise with the network, forming an information chain within the enterprise centered on the financial industry, realizing the integration of information from all levels, departments and other units of the enterprise, while achieving detailed control. The networked finance model mentioned here is not a traditional local or remote network, but an open collaborative network based on the Internet, which objectively and actively promotes corporate financial management and emphasises remote operation and online processing of corporate financial management, which is even more important for modern enterprises [17-18].

In the networked finance model, companies build more comprehensive network systems that effectively connect all aspects and departments of the business. The various departments of the company can not only achieve independence from each other, but also share information resources effectively under the guidance of the information system, making the company's financial information work more smoothly. Business managers and finance managers can freely access financial information without regard to space, time and other factors.

3. Investigation and Research on the Financial Refinement Management Model of Enterprises in the Background of Internet

3.1 Overview of the Case Company

The case company M is a typical "Internet+" platform enterprise, focusing on fashion dynamic interaction, trend sharing and trendy play trading community and resale platform. Its main trading model is C2C, which uses big data, artificial intelligence, Internet of Things, cloud computing and other technologies to change users' trading methods and shopping experience.

3.2 Indicator Weight Construction Model Based on Evaluation Hierarchy

Evaluation hierarchy this paper analyses the KPI indicators under the balanced scorecard model by using the hierarchical analysis method and constructs a weighting model. The financial enterprise financial refinement management platform is divided into a single hierarchy from high to low, which are the comprehensive evaluation of the centre, the content of the three dimensions, and the nine indicators generated in each dimension, and each indicator is taken as a unified ratio class indicator to ensure the accuracy of the indicators. The specific model constructed is shown in Table 1:

Table 1: Performance Hierarchy

Hierarchical indicators	Specific indicators
Financial dimension	Cost profit margin
	Operating cost change rate
	Cost rate of central system
Internal process dimension	Voucher quantity increase rate
	File quantity increase rate
	Change rate of total payment amount
Learning and development dimensions	Employee education background and source comparison rate
	Change rate of talent output
	Talent training change rate

3.2 Methodology for Constructing the Indicator Level Judgement Matrix

A hierarchical analysis is used to design the relevant questionnaires and thus construct the indicator level judgement matrix. The questionnaires are created for the three dimensions of the indicators and the overall level of indicators through the performance hierarchy, and the weights are measured in a two-by-two comparison. By using geometric averaging, the reciprocal inverse of the matrix can be enhanced, thus ensuring the accuracy of the calculation results;

The importance of each factor in the criterion level is compared with that in the target level, and the importance of each influencing factor is expressed by Wl, W2,..., Wn, and then these influencing factors are compared in pairs, and the judgment matrix obtained is C:

$$C = \begin{bmatrix} W_1/W_1 & W_1/W_2 \ldots & W_1/W_n \\ W_2/W_1 & W_2/W_2 \ldots & W_2/W_n \\ \ldots & & \\ W_n/W_1 & W_n/W_2 \ldots W_n/W_n \end{bmatrix} = (R_{ij})n*n \tag{1}$$

The left multiplication of the judgment matrix C by the weight vector W = [W1W2,... .Wn]T, which results in :

$$CW = \begin{bmatrix} W_1/W_1 & W_1/W_2 \ldots & W_1/W_n \\ W_2/W_1 & W_2/W_2 \ldots & W_2/W_n \\ \ldots & & \\ W_n/W_1 & W_n/W_2 \ldots W_n/W_n \end{bmatrix} \begin{bmatrix} W_1 \\ W_2 \\ \ldots \\ W_n \end{bmatrix} \tag{2}$$

4. Analysis and Application of Enterprise Financial Refinement Management Model in the Context of the Internet

4.1 Optimisation Scheme of Financial Information Construction of M Company

This paper discusses the design scheme of each module of the enterprise financial refinement management platform, and elaborates on the module content and functions. To solve the problems encountered by the finance centre in cooperating with the realization of the management's needs as well as in its daily work.

The business enquiry module is mainly to provide data details for the whole data platform. It is the data base for settlement management, budget management and report management.

The budget management module is designed to provide online statistics on the company's budget plans, saving inter-departmental communication costs on daily budgets and budgets for new business projects, as well as reducing the workload of finance staff on offline manual statistics and improving work efficiency. The data comes from the Funds Management module, the Settlement Management module and the Business Enquiry module.

The funds management module synchronises the bank details maintained offline by the company for online display, enabling management to access the funds balance as quickly as possible. It also classifies the company's current fund situation in conjunction with the platform's income and expenditure flow, enabling management to clearly access the amount of current liquidity and frozen funds, and thus make judgments on the use of funds.

The Settlement Management module is designed to automate the daily reconciliation of user top-ups, withdrawals and refunds for the platform and live streaming business, and to reconcile the

revenue and cost data generated by these two business lines, providing data support for the Budget Management and Reporting Management modules.

The Reporting Management module is designed to address the challenges of data validation and communication costs between departments when issuing management reports. The data source of this module is verified by the billing management module, the fund management module and the business enquiry module. This minimises the duplication of checks by the billing staff and reduces the cost of communication between the reporting team and external departments are shown in Figure 1.

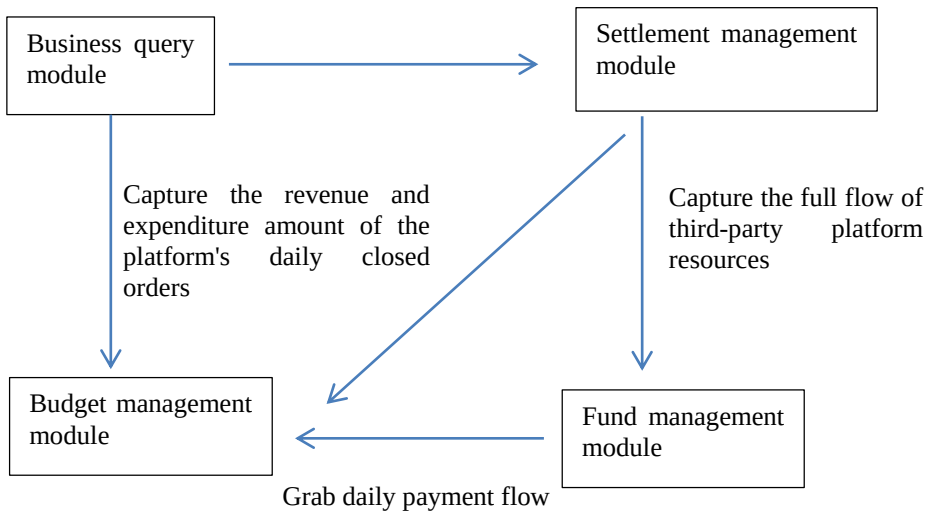

Figure 1: Module Relationship of M Company's New Financial Data Platform

4.2 Analysis of Evaluation Results

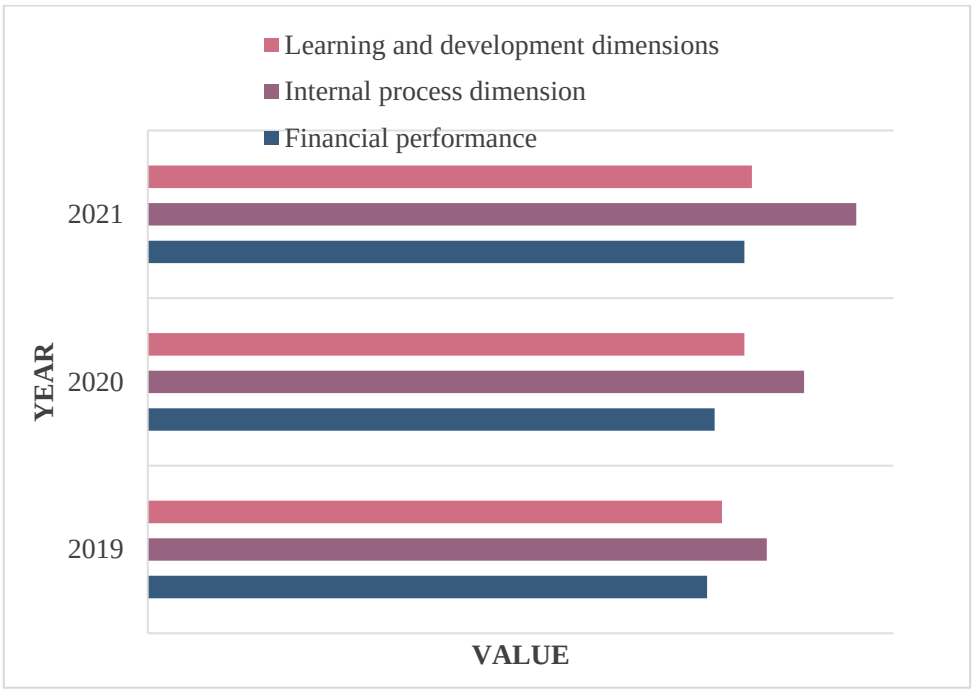

Figure 2: Performance Scoring of Each Dimension

With the help of the evaluation method of the relevant content, the results of the weight distribution were used to carry out a comprehensive evaluation, with the weight based on a percentage system. When carrying out the specific scoring, a comprehensive introduction was made to the financial shared service centre of Company M, which was established in 2019, and the evaluation data used was for the three years from 2019 to 2021 to ensure the stability of the data, while comparing the relevant data. A stable scoring coefficient was determined, and then a comprehensive assessment of the company's corporate financial refinement management was carried out, and the results are shown in Figure 2.

The data shows that the company's service platform has a performance rating of B, which means that it is working well overall, meaning that it has been operating and optimising relatively well since it was built. In terms of the three dimensions, the financial dimension, the internal process dimension and the learning and development dimension received a performance grade of B, A and B respectively, which shows that the company's corporate financial refinement management is always in a good state in the overall operation process and has improved considerably, but the management of learning and development needs to be further improved.

5. Conclusions

With the continuous development of the Internet era, most traditional enterprises are actively seeking business transformation to meet the needs of the times. From the Internet way of thinking, it is an inevitable trend whether the business form, business model, organisational structure and management model of enterprises need to be changed. The advantage of this paper's platform is that it can improve the centralised processing of accounting work, thus effectively separating out the financial management functions and allowing a higher level of management of the whole of finance, providing a guarantee for the development and realisation of the strategic objectives of the enterprise. The application of the financial management model in the Internet environment in this paper is the integration of modules, to achieve the application of all modules of the whole system still need to continue to explore and research, the study of the financial management model in the Internet environment is both a theoretical problem and a strong operational practical problems, involving a lot of content, this paper in many of the issues discussed still need to continue to study and explore in depth.

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