

Analysis on the Influence of "Internet +" on Enterprise Financial Management

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Abstract: In the process of enterprise production management activities, financial management is the core content, which has great significance and influence on the overall operation of enterprises. The scientific level of modern enterprise management and decision-making system is improving constantly, and the accuracy and timeliness requirements of financial statements are also gradually increasing. This paper starts from the basic situation of "Internet +" and focuses on the impact of "Internet +" on corporate financial management, providing some references for comprehensively improving corporate financial management level and enhancing corporate competitiveness.

"Internet +" is a combination of Internet technology and other technologies. The contents contained in this function can be improved through the characteristics of Internet technology, and the traditional restrictions can be broken. Therefore, "Internet +" plays a great role in modern society. As financial management is an important core of enterprise operation and maintenance, "Internet +" is widely used in financial management, which has affected many aspects of financial management.

1. Basic information of "Internet +"

"Internet +" is a new economic form, which refers to the combination of the Internet and traditional industries based on the Internet information technology to complete economic transformation and upgrading by improving production factors, updating business systems and rebuilding business models. In practice, "Internet plus" includes a whole set of information technologies, mainly including cloud computing, big data technology and mobile phone Internet technology, which may have a significant impact on different social production and life industries and promote the reform of traditional industries.

2. Characteristics of the era of "Internet +"

2.1 Transparency of information

In the era of "Internet +", information is very transparent. In the course of the development of the Internet, information will be constantly updated and expanded, and mutual information will be more abundant. In the process of cooperation, different views on information will be generated, and such

information will be continuously expanded on the Internet, which will cause some pressure on enterprises. The main reason is that the Internet enjoys freedom of speech, and people are often able to express their views and get a certain voice in the business environment.

2.2 Economic Platformization

The Internet can better promote economic development and enterprise development, and it also brings great benefits to many enterprises. For example, BAT has created great value through the Internet. Therefore, we must focus on the characteristics of the "Internet +" era and take economic platform as a prominent feature, so as to improve the financial management system of enterprises and thus improve efficiency.

3. The current situation of corporate financial management under the background of "Internet +" era

In the era of rapid development of information technology, more and more companies realize the importance of introducing the concept of "Internet +". However, due to the complex data and information in the financial management process, the management personnel can not clarify the relationship, thus reducing the efficiency of financial management. In theory, in this case, the application of the concept of "Internet +" is very important, but the reality can not meet the requirements, in many cases, a lot of time by policies to guide does not reach the designated position and the market mechanism is not compatible, and so on questions, making slow the rate of convergence, expected income goal cannot be achieved, plus the limitation of industry monopoly, makes industrial convergence is very difficult, also slow the development of information technology. In most small and medium-sized enterprises, the ultimate goal of informatization construction is to reduce capital investment. In this process, the efficiency and quality of financial management should be improved to meet the development needs of enterprises. However, in many cases, due to insufficient information management of financial management, most companies only use computers to perform financial management tasks to reduce capital investment and time cost, but ultimately unsatisfactory. No fundamental changes have taken place in financial management, and the data provided are not scientific and reasonable, making it difficult to provide data support for the development of institutions. Most companies implementing the "Internet plus" concept will effectively combine it with production and sales links, but these links are not used in the financial management system, and it is difficult to exert the advantages of "Internet plus", or even achieve the expected results.

4. Effective factors of "Internet +" on enterprise financial management

4.1 Backward financial management mode

In the process of enterprise development, financial management work is relatively extensive, involving complex content procedures and strong professional ability. In the era of "Internet +", the internal and external environment faced by the company has undergone some changes, requiring some changes in its system and management mode. Especially in financial management, the traditional financial management mode, concept and system have been seriously affected. However, there are still some institutions that do not pay enough attention to the integration of Internet and financial management, and fail to timely complete the transformation of traditional management thinking, leading to repeated problems in corporate financial management and hindering the development of companies. In addition, many companies do not supervise financial management

work, and the overall quality of many financial management personnel cannot meet the needs of the new work cycle, especially in the application of professional skills and management methods, which has a great impact on the innovative development of financial management work.

4.2 Simple enterprise financial management objectives

Under the new situation of social and economic development, enterprises are faced with a more complex market environment. In this case, the responsibility of corporate financial management is also expanding, and the problem of too single corporate financial management goal is highlighted. In the new situation, enterprises want to greatly improve their own economic benefits, they must combine financial management work with all aspects of business process organically, enrich the management mode, update the management concept, give full play to the positive role of financial management in enterprise financial budget, fund management, project decision-making and other aspects. In general, compared with the past, the scope of enterprise financial management has been greatly expanded, and the management objectives should be set from multiple aspects.

5. The influence of "Internet +" on corporate financial management

5.1 Characteristics of enterprise financial management in the "Internet +" environment

In the context of the continuous development of "Internet +", the financial management of modern enterprises shows different characteristics from the past, mainly focusing on the following aspects: first, the integration of corporate financial management and modern information technology continues to improve. In the actual operation of enterprises, online payment methods such as online payment, transfer and remittance are often used and gradually become the basic working mode. Many financial management personnel can learn online, office, mobile office, video meeting and other ways and means to better solve the financial management work in a variety of problems. Second, the transmission of financial management data gradually adopts paperless and networked forms. In the development of the traditional management mode, enterprises mainly adopt the original manual accounting method. Under the background of "Internet +", they play the role of financial software, so as to use the accounting function of financial software to generate financial information automatically. Third, the financial management information system has clear security measures. At the present stage, the company's financial management work mainly through encryption, digital signature and security audit, so as to reduce the leakage of information data.

5.2 Affected enterprise financial management work

The financial management of modern enterprises is greatly affected by the "Internet +", mainly focusing on the following aspects: first, through the "Internet +" to effectively develop enterprise financial management, can establish and maintain a close relationship with the customer dynamic management system, so that they can easily and accurately understand the customer's various credit status. At the same time, the enterprise financial management personnel can break the time and geographical restrictions through remote processing, so as to improve the efficiency of financial work, at any time and place, can solve and deal with the daily problems in the financial management process. Secondly, in the process of financial management, it involves information and materials of many institutions, especially information within enterprises and among peers. It mainly relies on paper reports and communication methods, which are prone to information transmission errors and inaccuracies. Under the "Internet +" environment, the company will be able to capture the constantly changing information in a timely and accurate manner, which will enrich information

resources for enterprise financial management and provide scientific data support for enterprise decision-making. In addition, with the traditional financial management mode, the relationship between financial management and management section is not strong enough, and the work of both sides is obviously disjointed. Therefore, it is necessary to rely on one department to complete all the work, and then related work can be carried out in turn. By taking advantage of the advantages and functions of "Internet +", it will effectively link financial management with other departments. The information and materials generated by each business unit can be transferred to the financial management department in a timely manner to effectively process information data, providing an important prerequisite for improving the overall efficiency of financial management. Contacts between different departments have gradually increased and played an active role in improving the efficiency of financial management.

6. Conclusion

"Internet +" affects the financial management of enterprises. All enterprises must constantly improve and innovate the financial management mode in accordance with the requirements of the times, and lay a foundation for the long-term development of enterprises.

Only by constantly adapting to the needs of today, can we closely link the market with the company's financial management, and promote the company to take a place in the fierce market competition. "Internet +" changes the way of enterprise financial management, makes enterprise financial management resources more sufficient, and improves the efficiency of enterprise financial management. The development of enterprise financial management innovation cannot be separated from the support of "Internet +" technology.

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