Research on the Development of Enterprise Financial Management under the Background of Big Data

Rongdian He

Nanjing University of Science and Technology, Nanjing 210094, China

979883671@qq.com

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Abstract: Financial management is one of the most important tasks in enterprise management, and it is an effective guarantee for the normal operation of enterprises. With the rapid development of new Internet technologies, big data penetrates all aspects of economic and social development. At the same time, the business of the enterprise is becoming more diversified, and the internal fund management of the enterprise is becoming more and more complicated. Under such an environment, the enterprise must break through the traditional financial management mode and innovate and develop. Therefore, exploring the relationship between big data and corporate financial management has become one of the hot spots of current academic research. This paper studies the development of corporate financial management under the background of big data, finds the pros and cons, and proposes reasonable development suggestions based on actual conditions.

1. Basic overview of big data and financial management

For the definition of big data, there is no unified or official definition. The author believes that the so-called big data is a large-scale database formed by unifying the distributed data through the timely collection, processing and storage based on the development of Internet information technology. With the rapid development of economy and technology, the development of enterprises is increasingly inseparable from data, and big data has penetrated into people's daily production and life. For example, through big data, merchants can provide corresponding advertisements or article pushes according to the information browsed by customers, which improves the effectiveness of data and enhances the competitiveness of enterprises. Discovering the validity of data is one of the problems that big data technology has to solve.

Financial management runs through the production and development process of the entire enterprise and plays an important role in ensuring the normal operation and development of the enterprise. Through financial management, companies can reduce production and sales costs, thereby increasing profits. At the same time, financial management can also help solve the future funding needs of the company through budget, improve the liquidity of funds and the effectiveness of capital use.

2. The characteristics of big data and its impact on corporate financial management

2.1. The characteristics of big data

2.1.1. Big amount of big data

The amount of information in the data is large because in the continuous development of various information technologies, various of information is generated every moment, and the coverage of the information is quite extensive, which makes the amount of information huge. Although China's science and technology level is also constantly improving, its development speed can not keep up with the large amount of data generated by economic and social development.

2.1.2. Information diversity

In the era of big data, the diversity of information is mainly reflected in all aspects of information, and the sources of data and data types are diverse. This is because the Internet has gained popularity, and big data relying on the Internet has also infiltrated into all areas of people's lives.

2.1.3. Low data density

The value density of data is mainly reflected in the effectiveness of data usage. In the big data environment, the data has large capacity and many types, but the data information with higher value is relatively less, and the data density that can be utilized is low.

2.1.4. Fast data update

Data updates are fast because the era of big data relies on the development of the Internet, and data information can be quickly generated and processed, so that the collection of a message takes only a few seconds. If the speed of updating or processing data is not up to the requirements, it will have a major impact on the development of the enterprise. That is to say, people are increasingly demanding data processing speed and data update speed will be faster.

2.2. The impact of big data

2.2.1. Improve the efficiency of financial management

Under the traditional financial management system, financial managers need to manually input relevant data of the enterprise, which increases the possibility of data loss or data unreliability, which makes the company bias in making financial management decisions. Moreover, manual processing of data is inefficient and costly, and it is difficult for enterprise management to obtain real and effective data and information, which is not conducive to the development of the enterprise.

With the continuous development of the market economy, enterprises face a variety of risks, and the quality requirements for data information are also increasing, and the effectiveness of data usage needs to be improved. Through the advanced management system of big data, not only can the financial information of the enterprise be more scale and value, but also speed up the processing of data, further play the role of financial management of the enterprise, and improve the ability of financial forecasting analysis. Therefore, under the big data environment, enterprises can effectively improve the accuracy and effectiveness of financial data acquisition and processing through the development of new technologies, and greatly improve the efficiency of enterprise financial management.

2.2.2. Enhance the ability of companies to withstand risks

Risk management is an important part of corporate financial management. The current internal and external situations are changing, and the risks that need to be dealt with are gradually increasing. The original risk management methods are difficult to conduct effective risk control. In the context of big data, the use of advanced management concepts and information technology can improve the risk identification capabilities of corporate finance to reduce corporate financial risk. Therefore, relying on big data to establish a new information technology platform is conducive to providing real and efficient data information, meeting the needs of enterprise management to analyze risks, and achieving the purpose of enhancing the ability of enterprises to resist risks, so as to further reduce risks.

2.2.3. Promote the transformation of corporate financial management model

The development of an enterprise is inseparable from relevant information, such as production, sales, etc. Only by using this information in a timely and efficient manner can an enterprise be based on fierce market competition. Many of the above information comes from the financial management department. The traditional financial management function is basically simply to obtain and process

data information. This kind of work is usually only the processing and feedback of the data later, which obviously cannot meet the future development needs of the enterprise.

In the big data environment, financial personnel can better handle the data information of enterprises according to the validity of the data, give full play to the management functions, extend the data information to the future, and let the enterprise find the future development direction among a large amount of data. Enterprise development planning provides an effective reference. Therefore, transforming the original mode of financial management and combining with the era of big data is the future development direction of corporate financial management. This is the effective transformation and improvement of the financial management model of enterprises in the era of big data. Therefore, in the era of big data, the development of information technology will promote the transformation of corporate financial management, which will help promote the development of corporate financial management.

3. Problems facing corporate financial management in the era of big data

3.1. Information security is not guaranteed

At present, the financial institutions of enterprises are too simple, the internal control mechanism is not perfect, and the integration of big data and financial management has not yet been realized. Under the traditional financial management mode, the division of labor is relatively clear. Once the data information is found to be incorrect or missing, it can be traced back to the individual, and the relevant data information of the enterprise is rarely leaked, and the data safety factor is relatively high.

However, in the era of big data based on the development of Internet technology, enterprises have a wide range of financial data sources and types, and effective data information is constantly being updated and used, resulting in low financial data security. This is mainly because the users of the information are easy to obtain financial data, which leads to frequent information leakage incidents. The current financial information maintenance system is not yet mature, the data cracking difficulty coefficient is low, and the financial information is easily changed in the process of repeated use, thereby reducing the reliability of the data. At the same time, most enterprises have low security awareness and no effective information protection software or systems, which will increases the risk of corporate financial data being leaked and tampered with.

3.2. The quality of financial personnel is generally low

The current financial staff quality is generally low, because the traditional financial work requirements are not high, practitioners only need to have basic financial skills. And many financial workers only deal with data information mechanically and simply, especially at the grassroots level, they do not understand the information behind the data.

In the information age, the work of financial managers is far more than traditional accounting and accounting. They also need to have a wealth of financial management knowledge, but also have the learning ability and application ability of new information technology, which can be found in a large amount of data. The data that is really needed, the value of the data is found, so that the relevant financial information can be comprehensively and accurately analyzed. However, in many companies today, financial personnel do not have these knowledge and skills, and the management philosophy of financial personnel is relatively backward. Faced with many changes in the internal and external situations of enterprises, the financial personnel of the company lack basic risk awareness, seldom think and analyze the data, and do not understand the relevant financial principles, which often makes it difficult to deal with problems.

3.3. Managers do not pay attention

In most companies, the average salary level of financial personnel is the lowest, which indicates that the work of the financial management department is not valued by senior management, and they do not fully realize the importance of financial management in business management. Even though

some companies have realized the important role of financial management, they do not understand how to effectively combine financial management with big data. To a certain extent, this has led to the inability of financial theory to be fully utilized and affects the development of enterprises.

At present, due to the lack of attention to financial management work, many enterprises have not been able to timely update the financial management concept according to the development of social economy, which has adversely affected the rational use of corporate funds. Due to the lack of attention of senior management of the enterprise, financial management and big data can not achieve a more effective combination, which hinders the transformation of the financial management model to a certain extent.

4. Suggestions on the development of corporate financial management

4.1. Transforming the financial management system

In the big data environment, companies must innovate financial management methods, such as establishing new financial analysis models to improve the efficiency of corporate financial management. The work of financial management is closely linked to the work of various departments of the enterprise and is linked to the business of the entire industry. One of the keys to business management is financial management. Therefore, improving financial management will help optimize the management system of the enterprise.

In the era of big data, corporate business is becoming more and more complex, and the work of financial management will also change. Under such circumstances, in order to better enhance competitiveness, enterprises must continuously improve their ability to process and analyze financial information. At present, the security of financial information of many enterprises is not guaranteed. The future financial development trend will be combined with big data. Therefore, with the characteristics of big data, the financial management system of innovative enterprises will help to protect financial information.

4.2. Cultivate new financial management personnel

The main job of traditional finance personnel is to integrate and process enterprise data, but in the era of big data, data has the characteristics of low value density. Therefore, it is important to capture effective information in a large amount of data. This process requires new financial personnel with data processing capabilities and financial analysis capabilities. In the era of rapid development of information technology, enterprises generally lack high-end talents capable of analyzing large amounts of data. To overcome this problem, enterprises must actively cultivate the analytical capabilities and information processing capabilities of financial personnel.

To cultivate new types of financial management personnel, first of all, financial management personnel must not only possess professional financial knowledge, but also master modern science and technology and improve their own quality throughout the year. Second, enterprises must scientifically and reasonably allocate financial personnel and clarify job responsibilities. At the same time, enterprises should develop corresponding financial personnel training plans, strengthen the training of financial personnel's business capabilities, regularly conduct training on big data-related content, enrich the knowledge structure of financial personnel, and enhance the ability of financial personnel to process and analyze data.

4.3. Raise financial management awareness

With the continuous development of the times, the work of financial management will become more and more important. In the era of big data, the market economy is developing rapidly. To improve their own competitiveness, enterprises must raise their awareness of financial management. To raise the awareness of financial management, we must do the following: First, companies should fully recognize the importance of financial management and innovate and optimize the financial management system in actual work. Secondly, it is necessary to pay attention to the training of financial management personnel, attach importance to the work of financial management and

financial management theory, and establish a financial risk management concept, which is conducive to the detection of risks and prevention of risks. At the same time, enterprises should pay attention to the organizational structure of the financial management department, optimize the financial department, and clarify the duties of financial personnel.

Enhance the financial management awareness of enterprises, and also know how to establish a sound management mechanism and make full use of new information technologies such as cloud computing and cloud sharing to achieve further management efficiency.

5. Conclusion

Nowadays, human beings have entered the era of big data, but there are still many enterprises whose financial management system still stays in the traditional backward stage, which hinders the effective combination of big data and financial management to a certain extent. In addition, big data is also affected by other aspects, delaying the process of financial sharing. The development of information has become an irreversible trend. Under this environment, enterprises must transform the work content and work functions of traditional financial management personnel, while financial practitioners need to have more operational skills. In the era of big data, finance The development of management and information technology will be closer. Enterprises should follow the trend of the times, actively respond and be brave in innovation. Only by closely linking big data and financial management, making full use of advanced information technology and innovating financial management systems, can we improve the management efficiency of enterprises and thus enhance their competitiveness in economic development.

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