

# Research on the Causes and Countermeasures of Influencing the Innovation and Development of Financial Economy

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**ABSTRACT.** This paper analyses in detail the various factors that influence the innovation and development of the financial economy. Combined with the market development of the financial economy, it puts forward effective solutions to the exposed problems, in order to optimize the market structure of China's financial economy and ensure the stable development of the financial economy in the new era.

**KEYWORDS:** Financial economy, Innovative development, Factors, Solutions

## 1. Introduction

Financial economy is not only an important part of China's national economy, but also a major economic component in the economic market. It involves many industries and enterprises, which directly affects the stable development of China's economic market [1].

With the continuous development of China's economic market, the structure of the economic market has also changed from singularization to diversification and the financial economy is also the direction of today's world economic development. Market product system optimizes internal structure of economic market. But at the same time, the neglect of management and market instability brought about by excessively rapid development has also become a factor restricting the further development of the financial economy. China should address the impact of various factors on the innovative development of the financial economy and expand the scope of the market and the types of product systems, further promoting the healthy and stable development of China's financial economy [2].

## 2. Factors Affecting the Development of Financial and Economic Innovation

### 2.1 Political and Ideological Factors

In the early stage of China's development, the economy was weak. In order to accelerate economic development, our country pays more attention to the development of heavy industry, leading people to have erroneous and erroneous perceptions of financial economy from ideological awareness, which makes China's economic market introduce financial economy compared with other countries later. With the continuous development of the market economy, China still adopts traditional management thinking for the operation and management of the financial economy, and the specific contents of policies and systems still use the old system, and there has been no major change. At the same time, China only pays attention to the stability of the financial economy, without considering the innovation of the financial economy in the new economic market, which hinders the further development of the financial economy.

### 2.2 Market Risk Factors

During the operation of the market economy, there will be many interferences from external factors and human factors. There are huge economic opportunities, but there are also huge potential risks. In this case, in the face of the risks brought about by innovation, many investors are discouraged from financial and economic innovation because

they cannot afford the risks. The reason is that due to the lack of risk prevention and control within the financial economy, there is not enough information data and a professional risk team to analyze different financial and economic transactions, and it is impossible to effectively estimate potential financial risks. Once economic fluctuations occur, financial and economic development is in a passive state. In this case, innovation and risk are directly proportional, which may cause huge losses to the financial and economic market, thereby causing more investors to withdraw, resulting in greater volatility in the financial market and a vicious circle.

### ***2.3 Information Technology Factors***

In recent years, with the massive application of information technology, it has gradually occupied an important position due to its convenience and efficiency. The digital information platform and the virtualized transaction mode provide financial and economic traders with a more convenient transaction method, breaking the limitations of traditional transactions and greatly increasing the speed of financial and economic development. But at the same time, the insufficient number of technical personnel and professional ability will cause data system information errors and information leakage problems. Whether it is the maintenance and update of information technology equipment systems, or the basic operation ability and resilience of professionals, it affects the operation and management of financial basic data information. If the foundation is not laid well, it will hinder the innovation and development speed of the financial economy [3].

## **3. Solutions for Accelerating the Innovation and Development of Financial Economy**

### ***3.1 Promote Policy Reform***

To accelerate the development of financial and economic innovation, we must promote policy reform and change people's perception of traditional financial economy. In the context of the new era, financial economic development is one of the important ways to promote economic market development. Strengthen the emphasis on financial and economic development, use a variety of media channels to popularize and publicize financial and economic knowledge, so that people can correctly understand the importance of financial and economic innovation for the development of market economy and structural optimization, and also benefit relevant government departments Clear policy system. With regard to the limitations brought about by the innovative development of the financial economy, we should draw on advanced foreign management systems and concepts, and on the basis of the development of China's economic market, formulate a complete set of policy systems that can promote the innovative development of the financial economy. At the same time, different policies are formulated according to the economic development of different regions in our country. Under this mechanism, once an economic problem occurs, the local government can deal with it in a timely manner to ensure the stability of the local economic market without having to pass through layers of approval. Using economic means, while giving the financial economy more room for growth, has accelerated its operation, development and innovation.

### ***3.2 Speed Up the Marketization***

Faced with the hindrance of risks to the development of financial and economic innovation, we should start with market-oriented development. An overly rigid policy system will cause the financial economy in some regions to be completely monopolized, leading to delays in financial and economic innovation. Therefore, with the relaxation of relevant policies and systems, in addition to eliminating the source of monopoly financial economy, regional governments should also strengthen the integration and integration with the international economic market, accelerate the marketization process, establish the correct economic management concept, and optimize the overall operation and management structure. Use modern information technology to transform complex work processes into efficient work methods, and enhance their competitiveness in the economic market. Second, establish a professional risk prevention and control team [4].

Combined with changes in the economic market, the advantages brought by changes in policies and systems are used as basic protection guarantees, predicting the potential risks that the financial economy may encounter during the development process, analyzing the losses caused by risks, and making a series of risk protection measures in advance. In cooperation with relevant departments, when risks occur, we can use limited resources and economic means to control the economic market from major fluctuations and achieve sustainable development.

### ***3.3 Attach Importance to the Training of Technical Personnel***

In addition to the above two solutions to accelerate the development of financial and economic innovation, we must also pay attention to the cultivation of information technology personnel. Information technology personnel are the main driving force for the development of information technology applications and financial and economic innovation, and their own professional capabilities will affect the quality and speed of innovation and development. Therefore, relevant departments and economic teams should correctly understand the importance of training technical personnel, increase investment in the training of related professional disciplines, improve the employment treatment of relevant employees, and increase the number of employees. Regularly train technicians for skills to provide them with more learning and practice platforms, allowing technicians to truly combine theory and practice. Technicians should actively learn advanced theories and management knowledge, accurately understand the significance and purpose of financial and economic innovation, thoroughly explore the integration of information technology and economic markets, and promote the further development of China's financial and economic innovation.

#### **4. Conclusion**

The financial economy is unique and will be hindered by many and multi-channel interference factors. To truly transform the financial economy from a traditional operation model to a new development model, we must attach importance to the development of ideology and politics, market risks, and information technology. Actively promote the reform, optimization and implementation of various policies, innovate the internal management model of the financial industry, strengthen the speed of marketization, increase the cultivation of information talents, stabilize the foundation of the financial economy's innovative development, and promote the comprehensive capabilities of China's financial economy industry Promote.

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