

Research on the Characteristics and Countermeasures of College English Teaching in China during the Transformation Period Based on Cultural Introduction

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Abstract: With the development of the market economy, enterprise groups have developed rapidly in china and become an increasingly common form of economic organization. The financial management of enterprises has continuously changed with the rapid development of the world economy and the domestic economy, and important innovations have been made in the model. In particular, the group's financial strategy management has become an indispensable part of corporate operations and development. The imperfect financial management system is the most important reason for the low efficiency of enterprise groups. The problems such as unclear property rights, irrational capital structure, loose fund management, and distorted financial information have seriously restricted the healthy development of enterprise groups. To this end, the article focuses on the analysis of the current difficulties encountered by Chinese enterprise groups in the process of establishing and implementing the financial management system, and puts forward corresponding countermeasures.

1. Introduction

Financial management is a series of long-term management to ensure that the financial strategy is subordinate to the development direction of the enterprise in the process of management and on the basis of fully understanding and analyzing the financial environment, so as to plan and allocate the resources of the enterprise. At present, under the trend of economic globalization, the group organization structure and enterprise scale of our country's enterprise groups are constantly expanding, and there are certain problems in the internal financial management work, sometimes affecting the overall advantage of the enterprise [1]. Enterprise groups are of great significance for deepening the reform of economic system and developing productivity, which is conducive to the realization of the separation of government and enterprise, breaking the block division, and promoting the rationalization of enterprise organizational structure, which is conducive to the development of socialized and specialized production cooperation, the realization of the optimal allocation of resource elements, and the formation of a reasonable economic scale, so as to enhance the competitiveness of enterprises. At the same time, there are also a lot of problems in the development of enterprise groups, such as the scale is not economic, the system reform is not in place, the structure is not balanced, the lack of cohesion, and the financial management system is not perfect. Among them, the unsound financial management system is the most important reason for the low efficiency of enterprise groups. The resulting problems such as unclear property rights, unreasonable capital structure, loose fund management and distorted financial information have seriously restricted the healthy development of enterprise groups [3].

As we all know, the core of enterprise management lies in the management of finance, and of course enterprise groups are no exception [4]. However, there is much room for improvement and optimization in both the financial management model and management system of enterprise groups. As the enterprise group has the remarkable characteristics of large-scale operation and wide distribution of subsidiaries, it puts forward a number of tests for the efficient integration, comprehensive analysis, and full use of the financial information of the enterprise group, which has also become a development problem urgently to be solved by the enterprise group [5].

2. Problems in Financial Management of Group Enterprises

2.1 The Financial Organization Structure is Chaotic and the Financial Decision is Too Subjective

The financial organization structure of an enterprise group is a subdivision of the organizational structure of an enterprise group. The financial organizational structure is the reflection of the financial organization management of the entire organizational structure of the enterprise group. The main factor that determines the establishment of the group's financial organizational structure is the group's own organizational structure. The external characteristics of the organizational structure of an enterprise group determine the external characteristics of its financial organizational structure. From the analysis of specific factors, the factors that affect the organizational structure of the group will also indirectly affect the financial organizational structure. They are also the factors that affect the financial organizational structure of the group. For a long time, most of China's enterprise groups have failed to clearly distinguish the difference between finance and accounting. Instead, they have directly confused the two and regarded them as the same subject, thereby making the internal financial and accounting malformation of the enterprise group unified. [6]. Before the reform and opening up, the financial environment of Chinese enterprises was basically closed and stable, and corporate financial activities and related business activities were carried out according to a unified arrangement plan [7]. Under the new situation, the financial environment of enterprises has begun to change to an open and active type, especially the establishment of new corporate organizational forms, the introduction of foreign capital, the gradual opening of the securities market, and the state's transition from direct management to macroeconomic regulation. The financial environment is complex and rapidly changing, which poses a severe challenge to the financial management system of enterprises. Technology is an important factor of economic development under the condition of mass production in modern society. The core competitiveness of western enterprises is increasingly reflected in their technology and management. Any organization needs to use some kind of technology to convert input into output. In order to achieve this goal, the organization needs equipment, materials, knowledge and experienced employees, and combines these into certain types and forms of interconnected activities. The financial management capability index system is relatively universal compared to the entire industry. See Figure 1 specifically for a correlation analysis of the company's output index and financial management capability index.

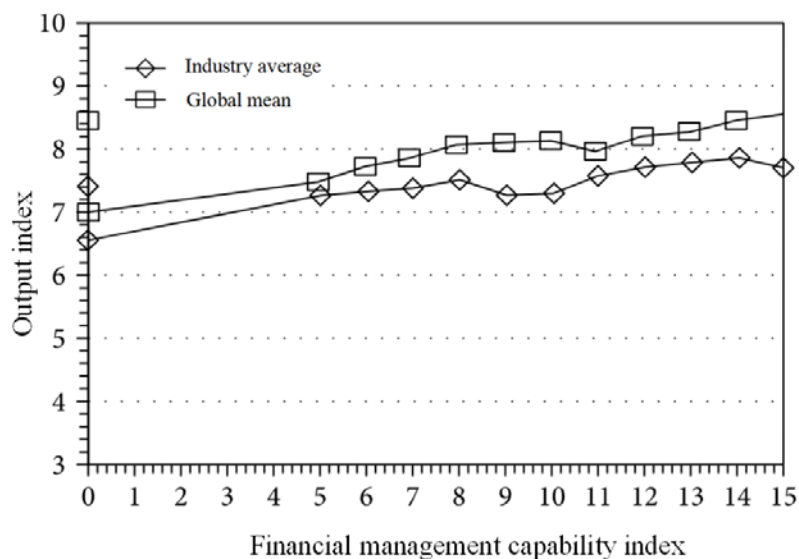


Fig.1 U-Shaped Financial Organization Chart

2.2 The Extreme Decentralization of Financial Management Powers Has Weakened the Effectiveness of Financial Supervision

Judging from the current actual situation, there is a common problem within the enterprise

groups in our country, which is the lack of necessary contact and communication between various departments and the loose relationship. In addition, the division of financial management rights of various departments in enterprise groups is too scattered, which leads to the weakening of the core role of the parent company and low centripetal force. This adds a lot of difficulties to the arrangement and planning of financing Jinhua from the overall perspective. The establishment of financial management supervision mechanism within enterprise groups is also extremely difficult. With the decentralization of power, a new problem arises: the transposition of group management objectives. Because the original intention of decentralized management is to expect member enterprises at all levels to make full use of the decision-making value of information on the basis of maximizing the overall interests of the group. However, due to the existence of relative independence of the interests of member enterprises or organizations at all levels, it is an inevitable trend to seek the local interests rather than the overall interests of the group. The phenomenon that members or organizations at all levels replace the group's overall interest maximization with their own local interest maximization is the so-called group management goal transposition problem. From the perspective of member enterprises, it is also called "adverse selection" of management goals. This is an analysis of the principal-agent relationship between group companies and subsidiaries formed by the decentralization system. This cost can also be It is called the agency cost paid by the parent company adopting the decentralization system. The fundamental task of constructing the financial management system of the group is to coordinate the responsibilities, rights and interests of each unit of the group. Only when the responsibilities, rights and interests are effectively unified, can the functions of constraint, control and management of the financial management system be exerted [8]. In the choice of centralization and decentralization, we must adhere to the principle of combining centralization and decentralization. It is necessary to flexibly adjust the financial management system of the group in accordance with the development and changes of the financial environment and the behavioral model of financial entities, and not to be bound to a fixed model and method. Centralization of power can not adopt an absolute decentralized financial management system [9].

3. Countermeasures to Establish and Improve the Financial Management System of Chinese Enterprise Groups

3.1 Establishing and Perfecting Financial Control System

When the enterprise group implements financial control, it needs to design from the aspects of system, organization, personnel, etc., and choose the appropriate control mode to coordinate the goals of all parties, so as to ensure the realization of the overall goal of the enterprise group. Among them, the establishment and improvement of financial control system is the most important part. For enterprises, in addition to the perfect financial system, they should also grasp the management system and strengthen internal control. On the basis of existing systems and principles, they should strengthen financial supervision with innovative and open management ideas to promote the planning and development of the whole enterprise. Establish a comprehensive budget control system within the enterprise group. Financial budget is an important means of management and control that an enterprise group must rely on in its daily business activities. Together with accounting and work performance management, it constitutes an important prerequisite for the sustainable and long-term development of an enterprise group. With the continuous expansion of the scope of informatization and electronic application, the establishment of a financial budget system must also keep pace with the times. With the advantages and characteristics of network technology, it is necessary to arrange financial resources and improve efficiency. Table 1 lists the financial-related indicators in the annual performance evaluation measures formulated by a limited company.

Table 1 Some Assessment Indicators of the Company

Indicator name	Score ratio	Score ratio
1.Benefit index	45	36
(1)Operating income	31	18
(2)Net profit	56	22
(3)Total assets profit rate	14	5
2.Report submission indicators	26	45
(1)Submission of financial statements	56	13
(2)Submission of business statements	27	13
3.Completion of fund payment	6	6

3.2 Perfect the Financial Restraint and Incentive System

Establish a sound and strict system for asset accounting, management and liquidation, implement responsible persons, and prevent the loss of assets. With regard to the daily reasonable and reasonable loss of assets of the group member subsidiaries within the prescribed limits, after the strict examination and approval procedures, they can deal with the loss of assets exceeding the limits on their own. The member subsidiaries must submit their opinions and report to the group headquarters for unified treatment. First, a set of scientific performance evaluation indicators must be formed. This set of indicators must be able to truly reflect the financial status and operating results of the objects being evaluated, and be easy to count, have horizontal comparability, and be targeted. Management managers at different levels correspond to different The assessment index should not only reflect the short-term operating performance, but also reflect the long-term development of the enterprise. Secondly, we should implement the main body of the assessment, that is, who will carry out the assessment. In the enterprise group, that is, the assessment of the members of the subordinate enterprises by the superior company or the board of directors as the investor should be carried out by the state-owned assets management department or the state-owned assets authorized operation unit. The assessment must be carried out with rewards and punishments. While effectively linking the remuneration of operators with the benefits of enterprises, it is also necessary to link the losses of operators with the losses of enterprises to form a performance evaluation system with clear rewards and punishments. Without the former, the latter will be difficult to play its role. Without the latter, the former will lose its foundation.

4. Conclusion

In order to solve the above-mentioned financial management problems of enterprise groups, it is necessary to establish a mechanism that can organically link the financial management mechanisms at all levels within the enterprise groups and work together. This is an enterprise group comprehensive budget management system oriented by the business and financial strategy indicators of the enterprise groups. Based on the theory of value management, this paper studies the financial management of a group of enterprises, and puts forward the formulation plan of financial management strategy according to the actual situation of an enterprise. Through the safeguard measures, it aims to promote the stable development of the group of enterprises. In fact, the financial management of an enterprise needs to be based on the overall situation, so as to help the enterprise to formulate a more practical financial strategic plan, apply the practical management means to the management process of the enterprise group, and realize the financial strategy and the enterprise development strategy at the same time, so as to maintain the comprehensive management ability of the enterprise and realize the sustainable development in the future. To clarify the real subject of Finance and accounting, optimize the model and system of internal financial management, and reduce the risk of financial decision-making errors. Then scientifically design the financial management system which is most in line with the current development needs of enterprise groups, strengthen the budget evaluation of funds, ensure that the financial budget of enterprise groups is more standardized and accurate, so that the core competitiveness of enterprise groups can be maximized. Finally, we should strengthen the supervision and assessment of financial management,

establish the corresponding incentive mechanism, realize the scientific decision-making of financial management, and lay a solid foundation for the sound and sustainable development of enterprise groups.

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