

Analysis of Enterprise Financial Risk Management under the Internet Environment

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Keywords: Internet, Enterprise, Financial risk, Management

Abstract: In recent years, with the development and application of computer network and other technologies in our country, social informatization has provided convenience for our life, and the financial industry has gradually applied the Internet, which makes the financial service industry realize the expansion and extension of the market. In the Internet environment, the scope of enterprise financial pooling capital is larger and wider, which effectively solves the problem that enterprises are difficult to operate due to financial difficulties. This is an opportunity for enterprise finance, but at the same time, enterprise financial risk management is facing challenges in the Internet environment. In view of the types and causes of enterprise financial risks under the Internet environment, this paper analyzes the effective management strategies of risk management.

1. Introuuction

The development of information technology has promoted the popularization and application of the Internet in enterprise finance. In recent years, the development of Internet finance in China is faster and faster, and more and more enterprises begin to use the Internet. Because of its low cost, convenient payment and other characteristics, it has quickly been recognized and applied by enterprises. Due to the problems of Internet finance, such as virtualization, imperfect laws and regulations, enterprise financial risk management is facing severe challenges. Therefore, for the healthy development of Internet finance, it is of great significance to study and analyze the financial risk management strategies of Internet enterprises for the steady development of China's financial industry.

2. Financial Risk Types of Enterprises under the Internet Environment

The market economy is affected by the national macro-control. Under the Internet environment, enterprise finance plays a leading role in China's social and economic development, driving the people's entrepreneurship and development. The types of enterprise financial risks under the Internet environment include technical risk, credit risk, operational risk, legal risk and regulatory risk. Among them, credit risk is the most prominent. However, the frequent occurrence of Internet financial cases has attracted the attention and hot discussion of the industry. In addition, the existing laws are not fully applicable to the field of Internet finance, which makes it difficult to define whether some financial acts are illegal or not.

3. Importance of Enterprise Financial Risk Management under the Internet Environment

In the development of Internet finance, enterprise finance is facing greater risks, so it is necessary to carry out risk management. Because of the openness and virtuality of the Internet, enterprise finance is prone to risks, threatening the normal development of enterprise finance, and even causing adverse effects on social economy. Therefore, it is very important to do a good job of enterprise financial risk management under the Internet environment.

4. Main Reasons for the Financial Risks of Enterprises under the Internet Environment

Under the Internet financial environment, financial institutions apply Internet technology to provide diversified financial services for enterprises and customers, which greatly meet the needs of the people. However, under the Internet environment, the particularity of the network leads to the great risks of Internet finance, which have a great impact on the development of enterprise finance.

4.1 Financial Security Risk of Enterprises under the Internet Environment

In the production of enterprises, the potential risks are actually in the enterprise financial system. The essence of Internet is particularity and virtualization, and Internet finance also has the general properties of Internet. In the process of developing Internet finance, with the passage of time, the Internet finance risks are becoming more and more prominent. Therefore, people have a great doubt and concern about internet financial products. Once their property security is threatened, they will lose trust in Internet finance, which is not conducive to the development of Internet finance.

4.2 Credit Risk of Enterprise Finance under the Internet Environment

Credit risk is mainly reflected in financial institutions and enterprises. Some financial institutions use the virtual nature of Internet finance to deliberately fabricate various false information on the Internet, impersonate authoritative institutions to provide loans to enterprise users, handle various businesses, etc., attract those enterprises that need funds urgently, and use some oral promises to defraud the trust of enterprises, thus obtaining illegal money. Many enterprise users, in order to obtain funds quickly, will take some fake data to defraud the trust of financial institutions when applying for financial business. After obtaining financial funds, market economy or poor operation may cause loss, and the loan funds will fail to return to the bank in accordance with the time stipulated in the contract, let alone interest, or they may use various methods to default on loans of financial institutions. The behavior seriously affects the capital turnover and normal operation of financial institutions.

4.3 Technology Risk under the Internet Environment

Enterprise finance has a strong dependence on Internet technology and hardware equipment. Basically, all activities of Internet finance rely on these information technologies. Once there are problems in the network and equipment due to improper operation, the risk is difficult to be controlled.

4.4 Legal Risk

The development of Internet finance in China is in its infancy, but it is developing rapidly. The existing laws and regulations related to finance, such as insurance law, are not perfect, and it is difficult to meet the regulatory needs of Internet enterprise finance. Due to the imperfect laws, Internet enterprise finance faces great risks, and even some criminals take advantage of this point to cheat, which seriously hinders the orderly development of Internet enterprise finance.

5. Effective Strategies of Enterprise Financial Risk Management under the Internet Environment

5.1 Improve the Risk Management System and Internal Control Mechanism from the Aspect of Financial Attributes

Internet enterprise finance should recognize the nature of business and potential risks from the perspective of financial attributes, and operate in strict accordance with the process. Under the Internet environment, the financial risks faced by enterprises are diversified. In order to achieve the purpose of sustainable development, enterprises should combine their own industry attributes, establish strategic management awareness, comprehensively analyze the financial risks they may encounter in operation, establish corresponding systems to form a perfect system, require the staff of each department to be familiar with the responsibilities of relevant positions and strictly follow

the operation process to ensure the financial benefits of enterprises. In addition, enterprises should make full use of the scientific and technological achievements brought about by the Internet, implement risk monitoring within the Internet, and timely discover and deal with various financial risks in the operation and management. For those who do not obey the management of enterprises, it is necessary to stop them in time, give full play to the maximum effect to avoid various financial risks and ensure the strategic goal of sustainable development of enterprises.

5.2 Strengthen Supervision, Implement the Real-name System, and Strengthen the Prevention of Internet Financial Risks from the Perspective of Industry Self-discipline

China's Internet financial regulatory system needs to be further improved. According to the particularity of enterprise financial market, we should establish corresponding supervision mechanism. Regulatory authorities need to strengthen supervision and establish effective risk emergency response measures.

The implementation of the real-name system is a response to the existing Internet environment. In the development of Internet finance, using real-name system to restrict relevant behaviors can trace the relevant responsibilities to specific actors, promote the self-discipline of enterprises and financial institutions, and better avoid the emergence of financial risks, which helps to create a good financial environment for Internet enterprises.

5.3 Avoid Technical Risks from the Internet Technology and Human Resources

Whether the financial risks can be effectively prevented and controlled is a crucial event for enterprises, and also related to the vital interests of every employee. Therefore, it should be improved from the following aspects.

First, enterprises should increase investment, attach importance to technical support, and establish a security system for Internet financial operation. It is necessary to strengthen research and development in operating system and firewall technology, protect financial information and data, and prevent lawbreakers from using various ways of invasion. In order to ensure the security environment of Internet operation, hardware devices should be put into technology research and development to enhance defense capability. In addition, in the process of Internet operation, some encryption protection should be set, and only enterprise staff are allowed to enter the enterprise Internet financial transaction management system.

Second, enterprises should mobilize the enthusiasm of all departments, establish a strong sense of financial risk management, increase the publicity of financial risks, and improve the competitiveness of enterprises. Therefore, enterprises should strengthen the construction of professional level of talents, clarify the post responsibilities of financial risk management, and cultivate a group of compound talents with professional financial related knowledge, innovative awareness and risk assessment ability, and certain professional and technical literacy, so as to better carry out the financial risk management of enterprises under the Internet environment. At the same time, enterprises should strengthen exchanges and cooperation with colleges and universities, invite industry leaders, enrich the knowledge content of staff, absorb effective operational experience, and improve the comprehensive quality of enterprise financial management personnel.

5.4 Strengthen the Legislation of Internet Finance from the Perspective of Laws and Regulations

The laws and regulations of Internet enterprise finance in China can learn from the experience of European and American countries, and strengthen from three aspects.

First, sort out the existing laws and regulations related to the Internet, and continue to use the laws that are still applicable;

Second, revise the currently inapplicable legal provisions and improve the supporting legal system of Internet finance;

Third, supplement the contents not involved, and formulate new industry regulations to ensure the healthy development of Internet enterprise finance.

5.5 Improve the Financial Risk Management System of Enterprises

In order to better avoid the financial risks under the Internet environment, enterprises must do a good job in the management of financial risks, use modern management methods, fully understand the Internet environment, attach importance to the management of financial risks of Internet enterprises, do a good job in risk prediction, assessment and emergency plan, establish and improve the risk management mechanism, reduce the financial risks of Internet finance, and do a comprehensive job in enterprise financial management under the Internet environment.

6. Conclusion

To sum up, the development of Internet finance has become a trend, which makes the financial risk of enterprises more complex, including security risk, credit risk, technology risk, legal risk, etc. In the concrete practice, the enterprise financial risk management should improve the internal control mechanism, strengthen supervision and self-discipline, constantly strengthen investment support in technology and human resources, improve relevant laws and regulations, improve the financial risk management system, better avoid the occurrence of Internet financial risks, make enterprises better access to Internet financial services, so that the enterprise finance can keep healthy and stable sustainable development under the Internet environment.

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