

Discussion on Financial Management Path in the Context of Internet +

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Keywords: Internet + Background, Financial Management, Innovation Strategy Analysis.

Abstract: Financial management has an important influence on the business planning of enterprises. By innovating the financial management of enterprises, perfecting the system of financial management of enterprises can not only promote the steady development of enterprise operation, but also help enterprises to improve their own economic competitiveness and influence. Based on the background of Internet office, enterprises should conform to the trend of the times in the path of financial management, actively use the Internet + to improve and innovate financial management, improve the internal management of enterprises, give play to the role of Internet +, and realize the intelligence, science and optimization of enterprise financial management in an all-round way. Here, only from the point of view of the Internet + and everyone under the current enterprise should conform to the trend of the times, using the Internet + for enterprise financial management related innovation and improvement.

1. The Importance of Internet + to Enterprise Financial Management

Financial management is one of the important contents of enterprise development and operation, which plays an important guiding role in the long-term planning and market investment of enterprises. With the continuous improvement and rapid development of market economy, financial management has become the key research direction of enterprises. How to increase the overall supervision and management of enterprises by constantly innovating financial management and taking the convenient car of Internet + is the key problem of enterprise management reform.

1.1. Optimizing the Financial Management of Enterprises

As the era of science and technology information comes, cloud service and intelligent office have become the mainstream trend of people's life at present, mainly refers to people's use of the convenience of Internet + to improve the quality of life and office efficiency and so on. Financial management is one of the essential and important work contents in the development of enterprises, which has certain standard requirements for personnel's accomplishment and skills, but combined with the traditional mode of enterprise financial management, there are some phenomena such as high cost, low efficiency and large error rate in artificial financial management, while using Internet + to carry out enterprise financial management can effectively solve the above artificial management problems. First of all, the financial management under the Internet + belongs to the cloud technology service office, for the financial management related information, process, authority, responsibility and so on can accurately carry on the terminal design upload, does not need the manual repeated operation, this greatly reduces the labor cost and the labor error rate. Secondly, the financial management under the Internet + can realize the efficient statistics and sharing of financial information, can greatly meet the needs of big data when the offline business is carried out, and improve the efficiency of business transaction and expansion of enterprises, summarized as follows:

Table 1 Enterprise financial management

Traditional financial management	High labor cost, low work efficiency, some probability of human error
Internet + financial management	Saving labor costs, improving financial efficiency and reducing unnecessary human error

1.2. Efficient and Collaborative Management Between Corporate Finance and Other Sectors

In the traditional enterprise financial management, it is difficult to achieve efficient cooperative management with other departments, because financial management is often carried out from the starting point and foothold of enterprise management, but other business departments need financial management to be unified and standardized with their management, which is also the difficulty of enterprise financial management. Along with the intervention of Internet +, financial management is expected to realize the coordinated development with other department management, because it not only has certain information resource sharing, but also simplifies the necessary communication and connection between various business departments, and can realize the unified communication and management in different places through cloud technology. For example, if a multinational company makes an investment decision without realizing the financial management of the Internet +, it needs a unified meeting and qualification examination of the relevant responsible persons of the parent and subsidiary companies. After unified negotiation, the funds are planned and distributed according to the financial management policies and systems of each parent and subsidiary company. After realizing the financial management of the Internet +, the decision can be made through the responsible person of the designated authority, and then submitted to the cloud for approval according to the process of the use of funds.

Table 2 Financial management model

Traditional financial management	It is difficult to achieve coordinated and unified management with various departments of the enterprise, which requires certain communication and communication
Internet + financial management	It is possible to achieve coordinated and unified management with various departments of the enterprise and reduce unnecessary repeated communication

1.3. To Facilitate the Unification of Enterprise Financial Management

Financial management module content is relatively many and miscellaneous, showing a certain diversity, in the past enterprise financial management often because of the financial management is not unified and often lead to inefficient financial work, inter-departmental posts do not coordinate, and the financial management under the Internet + can achieve the unity of enterprise financial management. First of all, on the basis of Internet + financial management system, the organizational structure of finance should be clear according to the system of financial management, realize the organization structure of special post personnel and clear authority, and fully reflect the fairness and fairness of enterprise financial management. Secondly, the relevant financial information published in the financial management under the Internet + can truly reflect the financial situation and operation of the enterprise, which helps the financial personnel of the enterprise to supervise, realize the legalization and scientization of the operation of the enterprise, and reduce the financial publicity errors caused by the inaccurate financial information of the enterprise financial personnel, etc., summarized as follows:

Table 3 Harmonization of enterprise financial management

Traditional financial management	The internal financial organization structure is not easy to realize the unification, the financial information has certain circumvention
Internet + financial management	Financial internal organizational structure and responsibilities are clear and fair, financial information data is true and reliable

2. How to Innovate Financial Management Under Internet +

2.1. Improving the Professionalism and Skills of Financial Managers

We want to innovate enterprise financial management through Internet + under the trend of the times, first of all, we should train the skills and accomplishment of financial managers, constantly improve their mastery of the technology and management concept of Internet +, and improve the professionalism and efficiency of enterprise Internet + management. For example, we can carry on the unified Internet information technology master training to the on-the-job financial personnel at this stage, and require the financial personnel to be able to combine the management demand of the enterprise in the basic financial software use master, and optimize and design the financial management system with people-oriented. Secondly, it is necessary to improve the management concept and quality of enterprise financial management personnel, and to continuously optimize and perfect the relevant contents of financial management by improving the quality of personnel, such as actively changing the management concept of financial personnel, improving their understanding of the importance of the application of Internet + to financial management, and guiding financial personnel to actively join in the practice of financial management change[1].

2.2. Active Creation of a Big Data Platform for Financial Management

Financial management data platform is an important management work under the background of Internet +. It refers to the enterprise using cloud technology to share financial information and data according to the business and operation needs of various departments and subsidiaries, and to realize the cooperative management between parent and subsidiary companies and business departments by creating big data platform. First of all, we should comb and investigate the existing financial data, select the data of great significance in the past 3-5 years for cloud input and collation, automatically generate the financial data of enterprise operation in recent years, and pave the way for the data collation at this stage. Secondly, we should combine the investigation intention of innovating the financial management, carry on the data screening and detailed record according to everybody's demand for the financial data and information, form the real financial management data system database, facilitate the parent-subsidiary company, the business department to obtain and use the data, break the original financial management because the financial information exchange is not smooth deadlock. Finally, we actively mobilize the staff of each subsidiary and business department to learn to register and obtain financial data using financial data information base or information platform, so as to increase the participation of internal and external personnel in financial management under the Internet +.[2].

2.3. Efficient and Collaborative Management Between Financial Management Sub-Units

There is a certain internal relationship between the various sub-units of enterprise financial management, which together constitute the financial management system of the enterprise, which has a certain reference and supervision function for the financial and economic activities of the enterprise. For this reason, we must design and optimize the financial management between sub-units based on the present enterprise management and operation with the help of Internet +, so as to make the internal relationship between sub-units clear and flow to the maximum extent, form a unified and coordinated financial management system, and reduce unnecessary "emotional" management[3].

2.4. Improve the Functional System of Settlement and Budget in the Financial Management System

Capital circulation is the foundation of financial management system, how to combine the operation of enterprises to realize the service, facilitation and wisdom of the main functional system in financial management is the focus and key point of Internet + financial management innovation. As the focus of enterprise financial management, settlement and budget involve all departments of the enterprise, not depend on financial decision-making and management. First of all, we should

combine the characteristics of cloud technology and cloud service, make clear and perfect the settlement function of financial management, carry out scientific and reasonable terminal design of necessary settlement process, audit authority, approval authority, payment authority, etc., to ensure the rigorous and correct settlement business. Secondly, the budget function system of financial management is the basic sub-module set up to serve the overall development of enterprises, so we should make full use of the characteristics of efficient data processing information on the Internet, and do a good job in the improvement of the budget function system in financial management.

3. Conclusion

With the help of the Internet + to realize the wisdom of financial management is the development trend of enterprise management, we should fully realize the necessity of Internet + participation in enterprise financial management, from the establishment of financial data information resource platform, improve the quality of financial personnel, financial sub-module coordination management and other financial management innovation and improvement, constantly improve the economic cohesion and competitiveness of enterprises.

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