

Study on the Problems and Countermeasures of Informatization of Financial Management in Chinese Group Enterprises

Hongai Su

Yunnan Land and Resources Vocational College, 650000, China

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Abstract: With the vigorous development of information technology, the strategy of Internet + has become a symbol of the times. Every leader in every industry tries to activate the industry through the Internet. Our country collective enterprise should manage the finance well, make the enterprise can run forward healthily and efficiently. In the process of managing finance, it is also imperative for enterprise managers to use the information technology advocated by the times, but it should also be noted that if enterprise managers can not take advantage of their strengths and circumvent their weaknesses, it is easy to appear some problems in the process of using information technology to manage finance.

1. Analysis on the Problems of Enterprises Using Informatization Financial Management

The present is an information age, the enterprise managers living in this era should have a very strong information processing ability, so that in the process of completing all kinds of work, can have a better performance, efficient, accurate completion of all kinds of work, so that enterprises can operate efficiently, in the process of operation on a more reasonable track. For enterprise management, one of the most important positions is financial management, if a good management of the financial affairs of an enterprise, it is naturally difficult to make an enterprise have a bright future, in the process of managing finance, we should make good use of information technology.

1.1. The Vulnerability of Important Financial Data to Disclosure

As the saying goes, shopping malls such as battlefield, the competition between enterprises is extremely fierce. In the face of extremely fierce competition, enterprises should do their own internal affairs well, and carry out benign competition within the scope permitted by law, thus showing a more prosperous market environment and benefiting consumers. But there are also many enterprises in the process of competition using improper means to steal confidential documents of other enterprises, which has caused serious damage and impact on the whole environment, so it should be vigilant[1]For an enterprise, financial data within the enterprise occupies an extremely important position, so any enterprise should fully ensure the security of the relevant data. At the same time, because there are more financial data inside the enterprise, most enterprises will use the information management mode, but at the same time, it is easy to use the information management mode, such as hacker intrusion, data leakage and other problems, such as restricting the enterprise time bomb, so any enterprise should maintain a high degree of attention to this, so as to ensure the internal security and reliability of the enterprise. Bustling outside must be first in, if the enterprise internal chaos is unbearable, if can open the market, how can make the enterprise bigger and stronger? This is a problem worthy of deep thinking of business managers.

1.2. Important Financial Data are Easily Lost and Lost

In the process of using the information-based financial management mode, the enterprise should also realize the security of the data. Many managers in the management of financial data, the lack of correct management model, resulting in a lot of important data are lost, because the loss of financial data, so that enterprises in the designation of major development plans, annual strategies, market models, the main brand promotion model and other work become overstretched, no dependence,

this is a problem that must be paid attention to. In short, the loss and loss of financial data within the enterprise will certainly cause extremely serious consequences, and the losses brought to the enterprise are unimaginable and irreparable, so the relevant responsible persons within the enterprise must be highly valued.

1.3. Excessive Reliance of Financial Managers on Information Technology

As the saying goes: good memory is better than bad writing. The external tool is to help the principal to better use the ability of self, but it should be noted that many corporate financial managers in the process of financial management, there is a serious problem is too dependent on information technology, self-memory and data analysis ability is constantly weak and decline, resulting in the individual's ability to reach. A high-level enterprise full of vitality, its internal workers are extremely outstanding, have the ability to be alone, the enterprise only contains such outstanding staff, can make a business prosperous, like the sun. Information technology does not exist for self, but for the prosperity of the enterprise, workers should be clear cause and effect and fundamental. As shown in table 1, most employees have a degree of dependence on IT:

Table 1 Relevant questionnaires

Whether there is excessive reliance on information technology in the management of financial affairs by employees within the enterprise	
Yes	89.15%
No	10.85%

2. How Group Enterprises Use Information Technology to Manage Data

2.1. Ensuring the Security and Privacy of Financial Data

Financial managers should ensure two basic principles, one is the absolute accuracy of financial data, the other is the high security of financial data. Only when financial managers meet these two criteria can they be called a qualified manager. At present, the safety consciousness of the financial managers of enterprises is still insufficient, and there is a large space for promotion and progress, which is worthy of attention[2]A great enterprise must ensure its own privacy, especially for information such as financial data, but also ensure a high degree of security. Enterprises that take improper means often have hackers to invade their computers, obtain their financial data, and paralyze their financial data. Therefore, any large enterprise should understand the principle of preparedness and safety, will continue to improve the safety factor. In order to ensure the internal security of the enterprise, the responsible person of the enterprise can also hire a very professional legal adviser, so that the legal adviser can answer questions and questions in a timely manner, and defend the legitimate rights and interests of an enterprise and core secrets. Enterprises need to understand the principle of "everything is set in advance, not in advance is abandoned ", if not prepared in time, must be in the cruel competition between enterprises in a disadvantageous position, this is very regrettable thing.

2.2. Preservation of Financial Data in Various Forms

There is a saying in the world of investment and finance: don't put all the eggs in the same basket. In fact, corporate responsibility in the management of financial, should also pay attention to this sentence. For important data and important information within the enterprise, remember to put it in backup, archived, can not allow the core data to be stored in one location, so that the lost core data brings more possibilities. In carrying out the work of information data protection, we must really work hard, careful and patient. For a paper file in an enterprise, it should be kept by a special person, must ensure the safety and reliability of the data, firmly can not make anyone steal the confidential information of the enterprise, otherwise it is easy to make the enterprise go into the abyss of irrevocable. The best way is to put the core information inside the enterprise in the safe with high safety factor, and set up the password lock by the special person. It is well known to all that all the dangers are opening the gap from the inside, but for an enterprise, whether it can find a specific

solution to the problem while knowing the problem shows the inherent ability and corresponding courage of an enterprise, so it must not be taken lightly. Fortunately, most enterprises have strict management and collation of internal financial core data, especially for the core data, there are multiple backups, as analyzed in Table 2:

Table 2 Relevant questionnaires

Are there multiple backups of core data within the enterprise	
Yes	97.81%
No	2.19%

2.3. Strict Employment Standards and Implementation of the Responsibility System

For a far-sighted enterprise, the word "talent selection" is particularly important. If an enterprise can not do meritocracy, it will cause the competitiveness of the enterprise to decline, and at the same time lead to the enterprise's overpopulation, lax spirit, inefficiency, can not enable the enterprise to face the front with a positive state, facing the future, in fact, this is extremely regrettable, so the relevant business leaders should know how to strictly use people, put the most responsible people to the most important positions, so that the best stage for the competent people to find their own talent. At the same time, for enterprises, the responsibility system should be extended, in the process of employing people, for those irresponsible workers, to resolutely eliminate, so as to keep the enterprise team fresh. In fact, the majority of people within the enterprise have a positive attitude towards accountability, as shown in table 3:

Table 3 Relevant questionnaires

Support for internal corporate accountability	
Support	89.24%
No support	10.76%

2.4. To Implement Higher Standards for Financial Managers Within Enterprises

For an enterprise, the consciousness of self-encouragement should become a popular culture within the enterprise. In other words, the top and bottom employees in the enterprise should put forward higher demands on themselves, only in this way, the enterprise will have a better tomorrow[3]. Managers and workers in enterprises should not rely on information technology in the process of managing data. They should learn to use information technology alive. More importantly, they should strengthen their memory and data analysis ability while using information technology, so that their brains can become a living dictionary.

3. Conclusion

The managers in the enterprise should pay attention to the management of financial data and ensure the privacy and core interests in the enterprise, which is of great significance to the enterprise. At present, the financial personnel of enterprises rely heavily on information technology, which makes the financial managers of enterprises keep a situation of being timid and muddle by, which is not conducive to the development and growth of enterprises. Enterprises should promote accountability in the future development, put a large number of professional financial management personnel in the most suitable position, while allowing talents to use information technology flexibly, thus making enterprises more efficient. These are worthy of enterprise managers to ponder.

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