

## Analysis of Enterprise Financial Management Innovation Under the Background of “Internet +” Industry Convergence

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**Abstract:** The application of the concept of “Internet +” in traditional enterprises is the combination of traditional industries and the Internet industry, which will inevitably change the production form, business mode and business form of traditional enterprises. In addition, it also meets the requirements of various functional departments. The financial sector is one of the core departments of the organization, and it bears the passivation of “Internet +” industry integration. This paper analyses the current situation of financial management of traditional enterprises in China, expounds the innovative needs of financial management under the background of industrial agglomeration, and puts forward the specific direction of transformation of financial management of enterprises. Finally, the relevant improvement plan to guide the background of “Internet +” industry integration is put forward. To guide the financial management of enterprises to the road of rationalization.

### 1. Introduction

“Internet +” is an important tool for achieving, and it is also a social, economic quality improvement, efficiency improvement and upgrading strategy, “new engine” role, 2014 “world network conference”. The importance of the Internet has been affirmed in the strategic outlook. With more and more enterprise functions based on Internet applications, the Internet has evolved from a “tool” to an industry factor [1].

The concept of “Internet +” is proposed in this context, with obvious evolutionary characteristics from “quantitative change” to “quality change”. “Internet +” is understood as “Internet + transportation industry” and “Internet + traditional industries”. It is said that the “Internet +”, the network industry and the specific traditional industries will simply mean “together”. In addition, it is based on traditional industries to implement network technology. However, after the profound changes of the Internet, there is a “chemical reaction”. Industry, traditional industry and new forms. As for the definition, “Internet +” is a new form of Internet concept in the form of innovation. It is required to give full play to the innovative function of the Internet in the allocation of social resources, to integrate with traditional industries in depth, and to realize the rational allocation of social resources.

At the same time, the integration of industry through “Internet +” is a fundamental innovation. The new industrial economic format has not changed in the sense of service, but it should be innovative. Innovation is the criterion to measure whether ‘+’ is meaningful. In particular, it has a great impact on most small and medium-sized enterprises. Under the market economic system, competition is becoming more and more fierce, the structure of industrial chain is becoming more and more complex, and the impact of macroeconomic regulation and regulation is constantly improving. Only by adapting to the development trend of the times can we develop vigorously and vigorously, and actively engage in industrial integration, change and upgrading. From the perspective of enterprises, financial management is an important factor in enterprise reform. Under the background of “Internet +” industry gathering, it is essential for enterprises to do well in financial management.

According to the above explanation, the network economy is an indispensable part of the national economy, and its development speed and scale will continue to grow. Industrial convergence under the concept of “Internet +” will become a norm. As the main representative of

micro-economy, enterprises must reform their internal organizational structure and improve the relevant functions of departments in order to adapt to the Internet economic system [2].

## **2. The Current Situation of Enterprise Financial Management and Innovation Needs Under the Background of Enterprise Integration**

### **2.1. Analysis of management status**

In the past, the production, application and development of enterprises mainly depended on the trend of the market. The correlation between market economic entities is small, the amount of information and demand is small, and the transmission speed is also limited by technology. In this case, the financial management of enterprises mainly provides internal compensation and external marketing. In the process of staffing, only a few financial personnel are sufficient. However, with the continuous improvement of the market economic system and fierce market competition, the survival of enterprises increasingly depends on the market itself.

Since the 1990s, the Internet has gradually become an important way for enterprises to open their markets and attract customers. At the same time, under the opportunity of enterprise information construction, enterprise financial management has also realized the change of computerization, and began to use computer technology to deal with financial technology. Therefore, the enterprise finance department not only requests to increase financial manpower, but also requests to increase hardware resources, software resources and information resources. In the process of financial management business centered on accounting software, financial management department has become an inevitable condition. At the same time, China has established a modern accounting information mechanism at the level of enterprise management. It needs to be changed under the dual influence of internal and external factors of enterprise financial management. Combining with the actual work in recent years, business innovation of enterprises has played a positive role in business activities, but there are also some problems. Combining the current situation and the following analysis.

The speed of informatization is the slow speed of industrial integration. With the development of the concept of "Internet +", the industry gathered by the development oriented industry is constantly increasing, and it is forming the illusion of "information and information market". In theory, the concept of "network +" can be applied to all traditional industries, but the lack of effective policy guidance and market mechanism, in order to better achieve unity, the interests of the market can be obtained by many industries do not exist. For example, Alibaba Group includes e-commerce platform, Internet finance, music industry, tourism industry, booking system and so on. In most small and medium-sized enterprises, the development of enterprise informatization is mainly to achieve cost savings. The advantage is that the trend chart of financial management level is difficult, and the speed of financial management information lags behind that of Dallas. On the basis of "convenience" of enterprise information construction, most of the financial management information of enterprises is realized, and only investment is made in the initial stage. In fact, financial management has changed from manual operation to computer operation. Although it is to save manpower and time costs, it has not changed in essence. The financial management of enterprises is also excluded from the enterprise management decision-making system. The financial data provided, mainly the details of income and expenditure, are insufficient to support the need for industrial integration. For example, several enterprises have "network plus" participation, and production and business practices are always in the Internet industry (e-commerce marketing, etc.) and merged, but financial management is not simply to meet the needs of computer systems. Remove artificial factors [3].

Lack of comprehensive ability. Under the background of "Internet+" industry integration, Internet application is the most basic financial management function. A good financial management system based on information is not only for accounting business, but also for material management, production management, technology management, equipment management, market management and so on. From a technical point of view, it is not difficult to establish such a financial

management system. However, in order to give full play to the functions of the system, financial management talents with multiple abilities are needed. On the other hand, it is necessary to understand the internal situation of enterprises and maximize the data services provided by various departments. On the other hand, it has the ability to fully understand the market, grasp the key points of market economy of industrial agglomeration, find problems, analyze problems and solve problems from a macro perspective. Provide reasonable suggestions for enterprise decision-making in time. But in fact, most enterprises lack the ability of comprehensive ability and quality, which makes up for the communication barriers and the increase of labor costs. If “innovation” ability is included in talent demand factors, the talent gap will become wider and wider.

Enterprise financial information management lacks effectiveness. There are two kinds of information provided by traditional enterprise financial management. One is capital data for production operations, the other is financial data for profit from marketing. There are also market prices and a small amount of human resources. Under the environment of “industrial integration”, the decision-making of enterprises, especially the financial management information, is an important factor including the current business situation and future development of enterprises. The traditional financial management mode lacks the ability to sort, analyze and screen information, and the imperfect financial management mechanism easily leads to the lack of decision-making basis in the process of formulating strategies. Correspondingly, the economic factors of the Internet are changing rapidly, and the ineffective effect of financial information management will inevitably lead to the development of enterprises. As shown in Table 1 [4].

Table.1. Selection of financial indicators for industrial integration theorem

Restriction Conditions of Industrial Integration Theorem	Corresponding selected financial indicators
sales revenue	Main Business Income-Return of Sales-Sales Loan Discount and Discount
Variable cost	Operating Cost+Business Tax and Additional+Sales Cost+Management Cost+Financial Cost

## 2.2. Necessity of enterprise financial management innovation

Based on the demand of network technology. Under the background of “Internet +” industry gathering, the proportion of Internet function has been increasing, and the action of enterprises has gradually shifted to the Internet. For example, in marketing, the network platform can completely replace the traditional market channels. As an important part of the daily business of enterprises, financial management is also based on the connection between Internet technology and other departments. At the same time, the core of financial management informatization process is financial software. Traditional accounting management mode is adapted to the conditions of modern financial management, so it is necessary for enterprises to concentrate on the innovation according to their own needs, realize the financial management of enterprises, and meet the needs of financial management in the network era.

Based on the necessity of undertaking. Enterprises should transform under the concept of “Internet +”, take the integration of industries as the premise, absorb the advantages of the Internet, enhance the market competitiveness of enterprises, and improve the coverage of the market. Obviously, network finance is an advantage. Compared with traditional finance, it has the advantages of low cost, high efficiency and fast. The biggest feature of the concept of “Internet +” is to realize the operation of the network platform. For example, network order, network and so on, the financial management activities of enterprises are the production factors of the factors of enterprise production, which are not only connected directly through the network, so the static data of the dynamic data of financial market information. In order to meet the needs of this business, financial management innovation is indispensable, which directly affects our ability to control complex financial data [5].

Based on the necessity of financial security. The financial security of traditional enterprises mainly refers to the balance between payment and financial funds. In the network economy, the scope of corporate financial security has been extended to all financial-related data. Based on the enterprise financial system, it will innovate the enterprise financial management, including preventing information leakage, management quality, hardware equipment protection and computer virus intrusion.

### **3. Change Direction of Enterprise Financial Management Under the Background of “Internet +” Industry Agglomeration**

#### **3.1. The transition to virtualized financial management is to expand Finance**

In traditional enterprises, the main body of business activities generally has stable form and substantial elements. Even in the form of financial portfolio or financial outsourcing, financial management entities consume materials. In the network economy, information technology, business model, supply and demand dynamics are constantly changing. Unlike traditional enterprises, the E-Commerce-based operation mode only needs a virtual platform. Construct a well-functioning organizational system [6].

On the other hand, under the background of “Internet +” industry gathering, the virtues of enterprises are becoming more and more prominent. The relationship between production, supply and sale of traditional enterprises is greatly simplified and the flexibility is high. Then, use this advantage to develop the market. Competition and avoidance of market risks, such as venture capital of several virtual enterprises, or the creative and marketing model of proposed products that the network began to raise funds, after which the market was transferred through subcontracting production, processing, logistics and warehouse. Once the product project is completed, the company's tasks are completed (collective purchase marketing, etc.), either acquired or published after closure. The market operation mode of this virtual enterprise is impossible to establish a complete industrial chain organization which can meet the temporary demand. Therefore, that financial entity also expresses the virtuality.

On the other hand, financial management objects also express virtualization functions. In the previous article, we introduced the advantages of enterprises in the process of “Internet+” industry integration, and reflected this trend in the convenience and economy of financial management. Taking e-billing as an example, in e-commerce marketing activities, the basic billing management mode is basically replaced, and it is transmitted to consumers through SMS, email and Wechat. In the process of financial management, these contents also show the virtual functions of manufacturing, circulation and statistics in digital form.

#### **3.2. Simplify the diversification of enterprise financial management**

As soon as economic activities are carried out and social and economic forms are changed, financial management of enterprises should follow closely and adapt to new phenomena, forms and problems to meet the business needs of enterprises. In traditional enterprises, the scope of financial management activities mainly includes staff salary management, material cost management, enterprise income and fund management. Especially, the objects of enterprise financial management have greatly increased intellectual property rights, patent technology and talents. Intangible assets such as capital have greater economic value than tangible assets. At the same time, these assets should not be fully owned by enterprises such as human knowledge, technology and innovation capabilities. In the era of knowledge economy, talent is an important factor affecting the market interests of enterprises, but enterprises can not be controlled by financial management. In other words, in the context of the network economy, the interests of enterprises do not originate entirely from the owners of enterprises, and any entity related to the interests of enterprises will also have an impact. Therefore, the financial management of enterprises should focus on tangible assets, its management objectives should be diversified, and financial management methods should be innovative.

### **3.3. The answer conversion of capitalized enterprise assets can be classified as tangible.**

Intangible assets include intellectual property rights, invention patents, knowledge and technology. Traditional enterprises pay more attention to tangible assets, to a certain extent, intangible assets, through the financial management of enterprises to control. However, in the era of network economy, the value of assets has been replaced by tangible and intangible assets, and the advantage of lack of market is weakening. Correspondingly, the conversion of tangible assets and intangible assets into market capital is an important factor to give full play to the advantages of “Internet+”. Capital represents the ability of industrial agglomeration and represents a certain degree of innovation demand. In other words, large enterprises with strong assets and rich assets may not be able to turn these assets into market benefits, while some small innovative companies occupy many markets through effective activities and market finance. Therefore, the enterprise financial management center needs to gradually transfer from assets to capital, and fully play its own advantages [7].

### **3.4. Network leveling**

Financial management activities can be achieved through financial systems and communication software. Jobs, working hours and working mechanisms in the financial sector are no longer necessary, but have become the core of many market-oriented financial management services and financial management. That has not changed, but there has been a great change in the form of formation. On the other hand, financial information collection and organization can be easily carried out through the Internet. On the other hand, the financial management system will complete accounting, statistics, sharing and other services in a short period of time, reducing the direct involvement of financial decision-making at the enterprise decision-making level. In terms of organizational structure, the change of independent financial management mode of financial management department indirectly breaks the hierarchical structure of enterprises, thus making the construction of flat panel system easier. In terms of function, this flat structure improves the efficiency of financial management with other departments of enterprises, provides decision data for better enterprises, and achieves rapid resource integration and market reaction.

## **4. Enterprise Financial Management Innovation Under the Background of “Internet +” Industrial Agglomeration**

By building a big data platform for financial management based on the “Internet +” industry integrated development law, enterprises can connect to more market players in production activities and business activities. The network can also promote more convenient, more active and more comprehensive promotion of information. The market connection established by enterprises has more functions in the organizational departments and the organizational structure will be more flat.

In traditional enterprises, the hierarchical structure of organizational structure is to establish the core position of the financial sector, promote the management means of linking various departments with financial management, and promote the development and management of finance. However, under the concept of “Internet +”, the organizational structure of all classes has been destroyed. In order to maintain the effective management of enterprise financial management, it is necessary to establish a large data processing platform as a chain effect mechanism of effective solutions. Financial management does not require direct dialogue with people in all sectors. It can not only simplify the processing directly, but also extract the necessary information resources from the large data platform, and save money. For example, production departments share data in the cloud, while financial departments use the form processing function of big data platform to extract cost data directly and analyze future financial situation in a certain period of time.

Accelerating the non-structural transformation of financial management in the field of traditional financial management is an important standard to measure financial business. The work of Accountants is usually carried out in accordance with the unified model of business statistics and accounting lists. The financial data derived from the model often have great limitations, which do

not conform to the changing economic form in the era of Internet economy [8].

As mentioned above, the implementation of “Internet +” is based on data. Network technology has broken the traditional financial model and strict financial management standards, which requires promoting the flexibility of financial management. For example, financial management is to focus on “economic accounting” while “industrial accounts”, pay attention to the level of data collection in the fields related to industrial integration of enterprises, establish “structural” accounting, establish “non-structural” data statistics, and establish evaluation system and financial statements for the data of related industries in the field of enterprise financial management. It reflects it.

To develop a knowledge management system for financial management from the perspective of traditional financial management; the financial budget of Chinese enterprises is mainly based on past experience such as changes in market prices of materials in the past few years. Data on supply and demand in the human resources market over the past few years. These data are static, therefore, the analysis results are scientific and reasonable, but in the current market conditions and external environment disturbances can not be taken into account. In order to meet the needs of the financial sector, according to the corresponding intelligent system, we should establish the viewpoint of diversified demand analysis of the real market. The value of the “forecast” financial management information system is the most. The realization of financial budget, budget execution, budget supervision and other functions [9].

Based on the characteristics of the network economy, the development of financial management intelligent system and the use of data mining are for comparison. The close combination of recent data and historical data suddenly gives full consideration to factors. In the financial management business, only the content of data fraud is collated into financial budget report, the relevant financial management process can be guided out. At the same time, the intelligent system can update the data in real time and improve the rationality of the budget through time comparison and adjustment in the process of implementing budget supervision.

## 5. Conclusion

Financial management improves the data processing process of financial data, which is the basis for enterprises to make market decisions. In traditional enterprises, because accountants can't get market information about enterprises within the prescribed time, they can't timely feedback to the decision-making level, which leads to the decline of the value of financial data. Indeed, this is related to the traditional financial management methods and fixed processes. At present, the biggest impact factor is the bottleneck of data channel and data processing form. Under the background of “Internet +” industry integration, enterprise financial business has realized information operation mode. Accountants handle all kinds of channels through financial software, easily and quickly access information resources, and rapidly improve the real-time performance of financial data. Based on this, financial management business will strengthen the optimization of data flow, and further improve the management mechanism of capital flow, information flow, material flow and personnel flow in order to achieve mutual consistency.

Generally speaking, the concept of “Internet +” has changed the traditional business mode and organizational structure. Industrial integration promotes the transformation of business philosophy and labor law. As an indispensable part of business activities, financial management must abide by the trends and laws of the network economy. From the perspective of big data, diversification and flexibility, we will continue to innovate to provide effective financial data services for enterprise development.

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