

An Analysis of Financial Business Integration and Financial Management Function Transition of Enterprises Based on Value Creation

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Abstract: Enterprise financial management combined with enterprise value creation is the value creation that every enterprise is very concerned about. It plays an important role in the mechanism creation of modern enterprises, and it is also an important responsibility of modern financial management. Under the new environment, significant changes have taken place in both the existing organizational model and operational mechanism of financial management. These changes provide evidence for us to observe the transformation of financial functions of enterprises. Incorporating financial business into financial management, it proposes to integrate information technology into enterprise financial management information technology with strong connectivity. It can separate links in financial management into a whole, and form an enterprise financial management integration. To achieve the integration of financial business, it is necessary to change the management functions to make the financial management work more perfect and play an important role in promoting the better and faster development of the enterprise. This paper studies the issues related to the integration of corporate financial business and the transformation of financial management functions.

1. Introduction

Under the deepening reform, China's market development has ushered in a new social outlook. The stronger the competitiveness of enterprises, the faster the market economy develops. Similarly, the more the market economy develops, the stronger the competitiveness of enterprises [1]. Product diversification, organizational flexibility, service concept customization, information system networking and market globalization have made significant changes in modern financial management and control systems. The strategic support role of financial management and decision-making information in organizations has become increasingly prominent [2]. For enterprises, financial strategic management is to better manage the company and gain more profits. In people's existing ideas, the management of enterprises pays more attention to goals and long-term [3]. In particular, the financial and business activities of enterprises should be synchronized as soon as possible, and information technology should be applied to financial management, so as to achieve the common enjoyment of business information between different departments [4]. The application of information technology to achieve financial information sharing has improved the quality of financial work and work efficiency, thus avoiding the subjective factors of financial personnel and adversely affecting the management work, ensuring accurate and complete financial data information, and making financial management work Efficient deployment.

2. Value creation

Value creation refers to the value created when capital investment returns the cost of capital. Capital cost is also the cost of capital investment. When the return value of capital investment is less than the cost of capital, even if the profit calculated is positive, it is still in a loss state. In terms of budget orientation, we should lead the production technology departments to think about how to organize production and optimize process cost through the guidance of budget in value creation. Traditional financial management mainly makes project evaluation and decision from the perspective of internal finance when making investment and financing decisions. Therefore, in the

process of financial management, value creation should be guided by financial management, the idea of value creation should be instilled in enterprise employees, and the financial management method of value creation should be implemented in enterprises, and value creation should be based on various advanced methods. Enterprise financial management strategy [5]. In terms of investment budget, it is necessary to comprehensively examine the impact of return on investment, investment capital share and depreciation on cost. Finally, we must pay attention to the sustainable development of the enterprise. The enterprise value creation closely links the financial management behavior with the sustainable development of the enterprise, and the financial budget and financial control are closely connected [6]. Therefore, in the evaluation of investment decisions, it is necessary to collect internal and external information, financial and non-financial information, evaluate financial performance based on the overall strategic development of the enterprise, and provide financial support for seeking the overall competitive advantage of the enterprise.

3. Problems Existing in Financial Integration and Functional Transformation of Financial Management in Enterprises

3.1 The low degree of financial integration

In the environment of financial business integration, business activities and financial management procedures of enterprises are integrated. After business organizations input relevant business data into the system, the system can automatically transfer these data to financial management institutions. It is necessary for enterprises to set up an integrated information system, incorporate the information of financial business into the integrated information system, and use computer network as the information transmission platform to enable financial management departments to obtain information in real time, and promote the synchronization of financial business and financial management [7]. An intermediate table is established between the business system and the financial system, and the business system periodically updates the business operation data information of the intermediate table, and the inventory accounting system extracts the business data information for review and calculates the result [8]. In reality, it is very difficult to achieve 100% integration between business data and financial management data of many enterprises. It is very difficult to achieve aggregation in a relatively short period of time due to the data of capital and logistics. Therefore, in the context of the new normal economic development, enterprises must strive for survival and development in an increasingly fierce market competition environment, and in an invincible position, enterprises must scientifically and effectively manage their internal departments. Strengthen financial control in the process of strategy implementation and make financial evaluation and financial strategy adjustment for the impact of external changes on strategy implementation.

3.2 Poor sense of innovation in financial management

At present, some enterprises have a poor understanding of financial management innovation, neglecting the promotion of financial management informationization. Many managers think that the innovation of production technology is the focus of enterprises, because the improvement of technology can directly increase the economic profits of enterprises. All links of information are not synchronized, and can not achieve integration. If the information can not be transmitted in time, it will be difficult to realize information sharing, and the available value of the system will be difficult to play out [9]. In traditional enterprise financial management, financial business is divided into two parts, so employees are familiar with work 2 under this mode, but after the integration of enterprise financial business changes the workflow, employees can not respond to it in time, resulting in financial business integration can not achieve the desired results. These backward management concepts have made the transformation of integration and financial management functions not highly valued by the management of the company. The company ignores the hidden benefits brought by the improvement of financial management quality and efficiency [10]. It is impossible to predict and control the progress of the enterprise in advance. Traditional financial management

focuses on the independent analysis of financial information from a financial perspective, focusing only on the processing of internal information while ignoring the collection and processing of external market information and competitor information.

3.3 The poor adaptability of financial managers

Many financial managers can not adapt to the new working procedures and standards quickly in the process of financial business integration and the transformation of financial management functions. When dealing with financial problems, they still completely decouple financial management from business operations. Financial business integration is based on information system software, which requires employees to be skilled in operating the corresponding software, some old employees can not adapt to the requirements of this work, which reduces the implementation of financial business integration. He is not a qualified person in charge of finance who does not understand big financial management, capital operation and operation. After the integration is realized, the responsibilities and work requirements of some financial management-related jobs have changed. Some staff members cannot adapt to these changes quickly. The professional quality, judgment ability and problem-solving ability of financial management personnel are all posts. There is a clear gap in demand. Therefore, in the process of enterprise development, financial strategy management is the core of value creation. Linking value creation and financial strategy management can bring more value creation and stronger enterprise competitiveness to enterprises. The lack of attention of managers has made it difficult to effectively improve the level of financial management. If the financial information is inaccurate, it will cause serious economic losses to the company.

4. Strategies for Promoting Financial Integration and Functional Transformation of Financial Management in Enterprises

4.1 Strengthen preparations for financial integration and integration

The realization of financial integration requires the cooperation of many different departments, whose essence is the cooperation between employees of different departments. Starting from the development needs of enterprises, according to the problems existing in the current financial management of enterprises, the solutions should be formulated, and the feasibility analysis of the solutions should be carried out to meet the integration needs of financial business. Enterprises need to prepare well and build up confidence. The transformation of financial functions requires higher requirements for financial staff. This is mainly due to the application of information technology in the integration of financial business. The comprehensive complexity of financial and business integration also requires financial staff to have higher professional quality. Therefore, before implementing the financial business integration process, enterprises must fully prepare for the integrated financial business work flow, in order to ensure the smooth implementation of the financial management function transformation within the enterprise. It is also necessary to hire a professional financial and business management person with strong computer operation ability to evaluate the financial business integration promotion plan of the enterprise and further improve the planning.

4.2 Innovate Financial Management Concept

In the financial management of enterprises, to improve the management quality of managers, it is necessary to set up new management concepts to adapt to the modern development environment of enterprises. When choosing financial management means, we should take scientific rationality as the primary standard, and form a comprehensive and in-depth understanding of the integration and the transformation of financial management functions. Value creation management is not only a business slogan, but also a comprehensive management method based on all levels of managers in the organization to operate the company's resources, with the ultimate goal of increasing the company's market value. When an enterprise manages financial activities, it must be based on the

latest accounting legal system. The financial management means should be updated in a timely manner. The printing of the voucher is completed by the computer, and the keywords related to profit can be added to the system. The decentralization of financial business management allows managers to no longer carry heavy burdens, but only needs to deal with the most important tasks, not only improve management efficiency, but also improve the accuracy of processing transactions. In the running state of colleges and universities.

4.3 Enhance the adaptability of financial managers

Enterprise financial business integration operation, and smooth functional transformation, financial managers need to have a strong adaptability. This requires enterprises to strengthen the propaganda of the integrated mode of financial management business, and improve the attention of financial managers. Therefore, enterprises need to strengthen the propaganda of financial business integration first, so that every financial manager can realize the importance of the development of financial business integration, so that management financial managers can actively participate in the work of financial business integration. And actively improve the ability of financial staff to deal with information and decision-making, improve the overall work quality and personal qualities of financial staff, and help employees to familiarize themselves with the financial business integration process of small and micro enterprises in the shortest time. Therefore, enterprises need to develop a sound personnel training mechanism, and regularly organize relevant personnel to participate in training and learning. The content of the training should involve theoretical knowledge related to financial business integration. With the improvement of the ability of financial management personnel to operate information technology, it is possible to implement integrated management of financial operations based on financial information operation software. Financial management personnel can implement financial management by running computer software to ensure management quality and improve management efficiency.

5. Conclusion

In summary, the implementation of integrated management of financial operations by enterprises and the transformation of financial management functions according to needs are important ways to promote enterprise development. However, in order to achieve the transformation of integration and financial management functions, it is necessary to strengthen the preparation for integration, formulate a clear integrated promotion plan, and improve related software and hardware facilities. Only by continuously making value creation the goal of financial strategy management, financial strategy management as an effective tool for value creation can truly create value for the enterprise, bring more profits to the enterprise, and enable the enterprise to compete in the fierce competition. The ability to survive. Generally speaking, to build the integration of financial business and the transformation of financial management function based on value creation is to effectively promote the value-added of production and operation value chain, form a good management culture, and enhance the ability of financial value creation and management level by implementing and Realizing Lean financial management.

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