

Research on the Problems and Countermeasures of Financial Management in Small and Medium-sized Financial Enterprises

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Abstract: with the integration of global economy, the operating environment of small and medium-sized financial enterprises has changed greatly, and the main body of market competition is becoming more and more diversified. Small and medium-sized financial enterprises have entered a state of white-hot competition. In order to enhance the competitive strength of small and medium-sized financial enterprises and realize the healthy and sustainable development of small and medium-sized financial enterprises, small and medium-sized financial enterprises need to strengthen financial management, the leadership and management should form financial management awareness, improve the financial management system to reduce the risk of financial management, improve the professional quality of financial accounting personnel, strengthen internal control and supervision, and pay attention to the construction of financial management information and so on. This paper first expounds the strategic value and significance of the financial management of small and medium-sized financial enterprises, then analyzes the present situation and existing problems of the financial management of small and medium-sized financial enterprises, analyzes again the causes of the problems existing in the financial management of small and medium-sized financial enterprises, and finally tries to explore the countermeasures for solving the problems existing in the financial management of small and medium-sized financial enterprises.

1. Introduction

Small and medium-sized finance enterprises has made great contributions to the economic reform and development of our country, it effectively serves the small and medium-sized enterprises, serves and solves the problems of agriculture, countryside and farmers. Small and medium-sized financial enterprises should strengthen financial management, give full play to the value creation role of financial management, enhance the ability of financial risk prevention and control, and improve economic benefits in order to achieve their sustainable development.

2. Strategic value and significance of financial management in small and medium-sized Financial Enterprises

In the economic development of our country, small and medium-sized financial enterprises have made important contributions to social and economic development. With the rapid development of our national economy, small and medium-sized financial enterprises no longer play a supporting role on the stage of our economy, but an indispensable part of social and economic life. They play an important role in promoting market competition, increasing employment opportunities, developing the national economy and maintaining the harmonious development of society. The financial management of small and medium-sized financial enterprises has played an important strategic value and significance.

With the gradual departure of Chinese enterprises, facing foreign enterprises and large domestic enterprises, the development scale of enterprises belonging to small and medium-sized financial enterprises will face fierce market competition. Therefore, it is necessary to standardize the accounting system of small and medium-sized financial enterprises, so that small and medium-sized financial enterprises can survive and develop in such a competitive environment. The financial

management of small and medium-sized financial enterprises is an objective financial activity and financial relationship in the reproduction process of small and medium-sized financial enterprises. It is an economic management work for small and medium-sized financial enterprises to organize financial activities and deal with the financial relations with all aspects. The financial management of small and medium-sized financial enterprises focuses on how to create and maintain value. Standardized financial management is conducive to mobilizing the enthusiasm of small and medium-sized financial operators and managers, strengthening the internal management of small and medium-sized financial enterprises, improving the economic benefits of small and medium-sized financial enterprises, and realizing the long-term and healthy development of small and medium-sized financial enterprises.

3. The current situation and existing problems of financial management in small and medium-sized Financial Enterprises

3.1 The traditional financial management model is rigid and the concept of financial management is old-fashioned.

The typical management model of small and medium-sized financial enterprises is the high unity of ownership and management right, and the investors of small and medium-sized financial enterprises are also the operators. Small and medium-sized financial enterprises belong to the individual, private nature, the leaders of these enterprises have serious power collection and family-based management phenomenon, and lack due knowledge and research on the theoretical methods of financial management, which leads to their responsibilities, over-authority, resulting in financial management confusion, accounting information distortion, etc.

3.2 The content of financial management of small and medium-sized financial enterprises is not standardized

3.2.1 Irregular fund raising

From the point of view of fund raising, because of the weak ability of small and medium-sized financial enterprises to make use of social idle funds at the beginning of their establishment, banks have more restrictions and less support after the establishment of small and medium-sized financial enterprises, so some owners of small and medium-sized financial enterprises will try to connect to the collective and then use collective property as a guarantee to lend to banks and credit cooperatives. In the process of connecting and lending, it often depends on money to pave the way, exploit the gaps in policies and regulations, in order to open the door to borrowing, with a lot of corrosion.

3.2.2 The use of funds is not standardized

From the point of view of the use of funds, because the small and medium-sized financial enterprises are directly market-oriented and aim at the pursuit of profits, the production investment is blind and unreasonable, and some investments are not even in line with the national industrial policy and are not in harmony with the interests of the society as a whole. In order to get rid of many restrictions of the country and solve the problems in the process of production and operation, the transaction of power and money will increase the operating expenses year by year. Because small business owners still have the psychology of offending nobody, which makes all kinds of assessments more and more numerous, which also makes their operating expenses high, and cannot make enterprise funds be used in operation and development more effectively.

3.3 The financial control of small and medium-sized financial enterprises is relatively weak.

3.3.1 Lax cash management, resulting in idle or insufficient funds

Some small and medium-sized financial enterprises think that the more cash, the better, resulting in idle cash and not participating in production turnover; some small and medium-sized financial enterprises lack of planning arrangements for the use of funds, excessive purchase of real estate,

unable to cope with the urgent need of funds, and fall into financial difficulties.

3.3.2 The slow turnover of accounts receivable makes it difficult to recover funds

There is no strict credit policy, lack of strong collection measures, accounts receivable cannot be cashed or formed bad debts. Weak inventory control, resulting in stagnant funds. Many small and medium-sized financial enterprises often occupy more than twice as much money as their turnover at the end of the month, resulting in stagnant funds and turnover failure.

4. The cause of financial management problems in small and medium-sized financial enterprises.

The financial management ability and quality of small and medium-sized financial enterprises are low, and the internal coupling control and supervision mechanism is not perfect, which leads to the problems of financial management of small and medium-sized financial enterprises.

4.1 The financial management ability and quality of small and medium-sized financial enterprises is low

Small and medium-sized financial enterprises do not have or cannot establish internal audit departments, even if they do, it is difficult to ensure the independence of internal audit. At the same time, the management ability and management quality of managers of small and medium-sized financial enterprises are poor. For their own reasons, some managers of small and medium-sized financial enterprises have not brought financial management into the effective mechanism of enterprise management, and lack of modern financial management concept, so that financial management has lost its due position and role in enterprise management.

4.2 The internal control and supervision mechanism of small and medium-sized financial enterprises is not perfect

Some small and medium-sized financial enterprises misunderstand the internal control, the management concept is not in place, the lack of sense of responsibility, so that the role of the internal accounting control system cannot be effectively brought into play. In the establishment of the internal accounting control system, the supervision power of the small and medium-sized financial enterprises is granted by the enterprise leaders, this authorization mechanism is easy to cause the failure of the internal control system. Although the state has made regulations on the establishment and improvement of the internal control system, the small and medium-sized financial enterprises still lack of specific internal control system with reference operation and lack of operable supervision and restriction measures.

5. Countermeasures for solving the problems existing in financial management of small and medium-sized financial enterprises

In order to better solve the problems existing in the financial management of small and medium-sized financial enterprises, the leadership and management of small and medium-sized financial enterprises should form financial management consciousness, constantly improve the financial management system, improve the professional quality of financial accounting personnel, strengthen internal control and supervision, and pay attention to the information construction of financial management.

5.1 Leadership and management should form a sense of financial management

Thoughts cooperate with action. In order to meet the new development requirements of the new era, the leaders of small and medium-sized finance should attach importance to it ideologically. Therefore, small and medium-sized financial enterprises need to form financial management consciousness, constantly innovate financial management concept, and adhere to people-oriented concept, information value concept, financial risk concept, and environmental value concept and so

on.

5.2 To improve the financial management system

5.2.1 Scientific and modern financial management methods

According to the actual situation and market needs of small and medium-sized financial enterprises, this paper adopts many methods, such as financial management, information management and so on, pays attention to the economic prediction, calculation and balance of small and medium-sized financial enterprises, and obtains the combination of management methods and the needs of small and medium-sized financial enterprises.

5.2.2 To clarify the market development orientation of small and medium-sized financial enterprises

All the goals and methods of small and medium-sized financial enterprises should be achieved through market operation; the market is the place of competition and survival of the fittest. The operation of the financial management system of small and medium-sized financial enterprises should be targeted, adapt to and control the ever-changing market demand, in order to achieve the rapid development of small and medium-sized financial enterprises.

5.2.3 To perfect accounting data

The accounting data and materials of small and medium-sized financial enterprises are the reproduction of enterprise history. These data and materials have considerable reference value after collation, calculation and analysis. Therefore, it is necessary to make sure that the content reflected in accounting materials should be true, complete and accurate. Specific operators and implementers are required to abide by the law in the social and economic operation, strictly abide by the customs and rules, and constantly establish the honest and reliable reputation of the enterprise, and there must not be any ambiguity, because the level of the trust of the enterprise command heralds the development and decline of the enterprise.

5.3 To improve the professional quality of accounting personnel

Small and medium-sized financial enterprises need to improve the professional quality of accounting personnel, enhance the financial risk awareness of accounting personnel, make them have the knowledge structure to adapt to the new environment, have the ability to capture risks in time, measure and prevent risks. In the financial management of small and medium-sized financial enterprises, the relevant accounting personnel need to constantly improve their professional quality be able to carry out scientific methods for tax planning, risk control, and improve the scientific and feasible decision-making. Small and medium-sized financial enterprises need to reform the existing education and training model, implement forced training and lifelong education system, in order to enrich in time and adjust the knowledge structure of financial personnel to adapt to the new environment.

5.4 To strengthen internal control and supervision

Small and medium-sized financial enterprises should set up separate internal audit departments outside the financial departments and other management departments, be equipped with internal audit personnel and ensure their strong independence, earnestly carry out internal audit work, give full play to the role of internal audit, accurately grasp the weak links and key points of internal accounting control, and follow up and supervise them on a targeted, regular and continuous basis. It helps the relevant departments to strengthen and perfect the internal accounting control step by step, make the internal accounting control play its due role, establish the evaluation system of the internal accounting control system, and strengthen the responsibility inquiry system.

5.5 To pay attention to the construction of financial management informatization

Small and medium-sized financial enterprises need to pay attention to the construction of financial management informatization, the implementation of financial management informatization

can greatly reduce the original manual accounting and accounting heavy labor, accountants can timely input financial data into the information system, and can make many changes, and through the financial information system, convenient and fast accounting, make all kinds of accounting statements, the error rate is very small. To enhance the reliability of financial data of small and medium-sized financial enterprises, with the support of financial management information system, the financial departments of small and medium-sized financial enterprises can not only understand the whole process of purchasing, inventory and examination and approval of various large cost expenses, but also greatly improve work efficiency and make more scientific decisions.

6. Conclusion

In a word, small and medium-sized financial enterprises in China have made great contributions to social and economic development. The financial management of small and medium-sized financial enterprises has played a strategic value and role. With the continuous integration of the world economy, small and medium-sized financial enterprises need to pay attention to changing the idea of financial management, strengthen the construction of financial management system, improve the business ability and quality of financial managers, and enhance the management efficiency of small and medium-sized financial enterprises, to strengthen the financial leisure prevention and control ability of small and medium-sized financial enterprises, and finally form the development advantage of small and medium-sized financial enterprises, and stand in the forest of competition for a long time.

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