

# Research on the Limitation and Innovation of University Financial Management Model Based on Humanization

Ying Zhou

Fuzhou University, Fujian, Fuzhou, 350108, China

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**Abstract:** With the arrival of the big data era, the opportunities and challenges brought to all walks of life are subversive. Financial management, as the core of enterprise management, plays an important role in improving the economic efficiency and sustainable development of enterprises. The financial management model of colleges and universities plays an important role in the development of colleges and universities. However, the traditional financial management model of colleges and universities has some inherent limitations. This paper first expounds the significance of the construction of information management financial management mode in colleges and universities, and analyzes the limitations of the current financial management informationization mode of colleges and universities, and proposes innovative methods to construct a new path of university informationization financial management mode.

## 1. Introduction

With the trend of economic globalization, informationization and networking, the rapid development of science and technology and the Internet, and the advent of the era of big data, from technological innovation, economic transformation to big data thinking, big data is bringing about earth-shaking changes [1]. As China attaches more importance to education, the scale of colleges and universities is getting larger and larger, and teaching equipment is more and more advanced. The teaching model has the characteristics of diversification. The way to obtain education funds has also evolved from a single recipient of the state to a variety of funds. The complexity of the capital component and the doubling of the amount of funds are the main features of the financial aspects of colleges and universities in recent years [2]. With regard to the mode of financial management system in Institutions of higher learning, Article 5 of the Financial System of Institutions of Higher Learning stipulates that institutions of higher learning should implement the financial management system of "unified leadership and centralized management" [3]. Large-scale schools implement the financial management system of "unified leadership and hierarchical management". This paper intends to discuss the mode of financial management in Colleges and universities from three aspects: the change of the mode of financial management in Colleges and universities, the limitations of the current mode of financial management in Colleges and universities, and the innovative ideas of the mode of financial management in Colleges and universities [4].

## 2. The Change of Financial Management in Colleges and Universities

At the end of the twentieth century, our country implemented the planned economy model, so most colleges and universities implemented the planned economy management model. At that time, the educational funds of colleges and universities came from a single source, only one way of state funding. Not only that, all activities in Colleges and universities should be arranged under the instructions of the state, without autonomous rights, which seriously hampers the school's ability to innovate independently and its enthusiasm for activities [5]. Colleges and universities take colleges as the core of their responsibilities, and appropriate decentralization is conducive to the clarity of their responsibilities This management model is conducive to the optimization of accounting staff and the improvement of accounting work. The internal control system of colleges and universities is to enable the economic business of colleges and universities to strictly follow the expected goals of the plan to

ensure the completion of school planning tasks, thus forming a management system of information resources sharing, economic business alliance, internal and external communication, and real logistics. The high level of capital flow and information flow will promote the improvement of the overall financial management ability of colleges and universities.

The value of financial dynamic management lies in the timely monitoring of the financial status of the university and the development of the project in the project management and daily management of the university. University administrators can adjust management decisions based on changes in dynamic indicators to achieve future goals [6]. In order to see the phenomenon of big data, the reason why the financial management of colleges and universities fell into a vicious circle of "unification and death" and "disposal and chaos" is that the management concept is backward. In fact, "concentration and grading" is a good financial management model for colleges and universities. But why is the deformation out of tune in practice? The reason is the misunderstanding of concentration and grading. The most fundamental reason for the financial management of colleges and universities to fall into the vicious circle of "unification and death" and "disposal and chaos" is that the management concept is backward. In fact, "centralization and grading" is a good financial management mode in Colleges and universities. But why is it out of tune in practice? The reason lies in the misunderstanding of centralization and classification. The large number of accounting personnel in Colleges and universities "spread over secondary units" with small business volume also set up "one accountant and one cashier" which cause the waste of accounting human resources [7]. The construction of financial management system in Colleges and universities can not only deal with daily business, but also expand the existing functions of colleges and universities, so as to effectively improve the functions of financial analysis, prediction, planning, budget preparation and financial risk control. The value of dynamic financial management lies in the timely monitoring of the financial situation and project development in the project management and daily management of colleges and universities. College administrators can adjust their management decisions according to the changes of dynamic indicators to achieve their future goals [8].

### **3. The Limitations of Financial Management Model in Colleges and Universities at the Present Stage**

In theory, according to the current economic environment, the implementation of centralized and hierarchical financial management model is in line with the requirements of the times. Especially when the school's economic situation is unstable, it always makes the funds circulate between the school and the secondary units, which will affect the development of the school in general direction. Unified leadership is the solution to the problem of centralization, the guarantee of the success of the new financial management model, and the foundation for ensuring the normal development of colleges and universities. The premise of strengthening financial management is to strengthen the self-construction of the financial department [9]. The internal financial control of colleges and universities must establish a sound supervision and evaluation mechanism, and establish an internal financial control system that meets the needs of university management informationization. And establish a scientific and effective project risk management mechanism to improve the success rate of informationization.

Financial management is an important part of the work of colleges and universities. The financial management system of colleges and universities requires professionals to maintain them both in the construction phase and in the operational phase. Provide accurate and timely financial information resources by establishing a modern financial management information system for colleges and universities, and support financial management and decision-making activities in colleges and universities. Being able to monitor the financial status of the university and the development of the project in a timely manner, the university administrator can adjust the management decision according to the changes of the dynamic indicators to achieve the future target. Therefore, the financial management level is effectively improved, which is of great significance to the development of colleges and universities. The impact of big data on the environment and concept of financial management will undoubtedly change the mode of financial management in Colleges and universities.

Financial management should meet the requirements of modern university management mode in terms of management methods. It can use business collaboration, online management and centralized management mode. It makes the processing and analysis of financial data more scientific, accurate and intelligent, excavates valuable information, provides strong support for financial decision-making, and improves the level of financial management [10]. The position of financial department in Colleges and universities has also been greatly improved, and it is in the strategic core position. The new round of technological progress caused by big data has greatly promoted the successful transformation of financial management mode. Financial personnel can make full use of their data advantages and put forward more constructive suggestions, which will bring tremendous value growth for the development of colleges and universities.

With the continuous advancement of information reform, it brings more convenience to the means of financial management in Colleges and universities, at the same time, it also brings certain development space to the mode of financial management in Colleges and universities. To meet the needs of economic globalization, "to achieve integration with international practices". The establishment of the chief accountant system under the leadership of the principal and the formation of the diversified pattern of fund-raising in Colleges and universities make them truly independent legal entity oriented to the market. Adapting to the needs of economic globalization "to achieve the integration with international practices. The establishment of the chief accountant system under the leadership of the principal, the formation of a diversified pattern of college financing, so that colleges and universities truly become independent legal entities facing the market. With the development of economy and science, colleges and universities The financial work focus is gradually shifting, and the financial management environment will become more complicated. This requires the finance department to understand and adapt to international practices and strengthen department building to meet the needs of school development. In addition, for the era of big data, financial management The ability and quality of personnel have put forward higher requirements. Strengthen the training of financial personnel to familiarize with multi-level information technology systems and master the corresponding business knowledge, and focus on building a team of big data finance talents, so that universities can truly realize big data technology. The application of financial management in colleges and universities.

With the help of big data technology, financial managers can effectively improve the level of financial management, reduce the cost of capital, and bring more profits to colleges and universities. Faced with the improvement of the comprehensive ability of university financial personnel, efforts should be made to build a large data financial personnel team, so that universities can truly use big data technology to centralize, analyze, organize and transfer financial resources. Effective management process should be a process of standardized, orderly and benign interaction between the management subject and the management object, so as to optimize the allocation and rational utilization of financial human resources, so as to help university management to make the best financial decision. Colleges and universities themselves should do a good job in data planning, establish a data collection framework system suitable for the actual situation of colleges and universities, and carry out data collection activities on this basis. Thus, we can make a more forward-looking and intelligent prediction for the future development of colleges and universities. The more development of school cause, the more important financial work. Financial management shoulders the important responsibility of University management. Big data makes future financial management based on big data.

#### **4. Conclusion**

Generally speaking, there are some limitations in the current financial management model of colleges and universities, which is not conducive to the further improvement of the management level of colleges and universities. Establishing a scientific and reasonable financial management evaluation system can play a correct policy-oriented role in general. Through the establishment of modern financial management information system in Colleges and universities, accurate and timely financial information resources can be provided to support financial management and

decision-making activities in Colleges and universities. Further realize the synergy between finance and the internal business chain of the university, the coordination between finance and the external supply chain of the university, and the budget control system of the university is more perfect. Let the school's economic work be virtuous, set up the chief accountant to establish a sound financial accountability system for chief accountants, and should become an important part of the current financial management model of colleges and universities. Make financial management constantly improved to better meet the needs of the development of colleges and universities.

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