

## Analysis on the Value Orientation and Strategy Choice of Enterprise Financial Management

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**Abstract:** With the reform of marketing manager, the survival and development of enterprises is a concern of the society. By strengthening the financial management of enterprises, we can realize the synchronous development of enterprises and the times. Under the market economy environment, financial management occupies a very important position in economic development, which can maintain market stability and promote overall economic growth. To strengthen the level of financial management, it is necessary to improve the internal control system, find a management model that is in line with the development of enterprises themselves, and understand the influence of social environment and external market competition factors on the internal resource allocation of enterprises. If an enterprise wants to give full play to its resource advantages reasonably and extend its financial channels, it needs to correctly orient its development and skillfully select financial management measures, involving both economic and social goals. By clarifying the value orientation of financial management and studying related strategies, this paper provides convenience for enterprises to carry out financial management, and then improves the financial management level of enterprises.

### 1. Introduction

Under the new situation that the modern enterprise system is becoming more and more popular, especially under the background of the continuous reform and innovation of China's enterprise development model, financial management has become an important aspect of enterprise management, penetrated into all aspects of enterprise management, and effectively promoted the scientific and healthy development of enterprises [1]. Financial management plays an important role in the development of enterprises. Ensuring the scientificity of financial management can promote the economic growth of enterprises. Therefore, in the new era, every enterprise should optimize the financial unit and control the risk index as much as possible [2]. From the perspective of financial financing, if enterprises want to develop, they need to use external capital supply to meet the needs of production. The problem of enterprise internal control has been perplexing the work of enterprises in financial management. Therefore, it is necessary to constantly improve the theoretical and empirical strategy construction [3]. At present, some enterprises have not deeply realized the important value of financial management, and lack of accurate positioning of financial management restricts the in-depth development of financial management, which has a negative impact on the production and operation of enterprises, and even many risk factors [4]. Under the current situation that the development of China's real economy is generally facing challenges, how to effectively expand the financing channels and how to reasonably allocate these funds should become a problem that needs to be considered by the theoretical and industrial circles.

Financial management plays an important role in economic development and can effectively promote the overall economic growth. Therefore, enterprises should make full use of financial institutions and reduce their risk index [5]. Due to the differences in the nature, manifestation and value of different financial instruments, their impact and effect on the economic market are also different. At present, China's market is not open enough, the liquidity of some financial instruments is not high, and the financial engineering industry has a varying degree of impact on the economic

development and financial management of enterprises under different circumstances [6]. If enterprises want to effectively expand financial channels and make rational use of enterprise funds, they must have correct value orientation and strategic choice. If enterprises want to expand financial channels, they must make rational use of funds, form accurate value orientation, do a good job in strategy selection and strengthen internal control, so as to achieve their own sustainable development [7]. At present, the competition among enterprises is becoming increasingly fierce. How to strengthen the internal fund allocation and management has become a problem that must be solved in the process of enterprise development. This paper makes an in-depth discussion on the value orientation and relevant strategies of enterprise financial management, in order to provide some suggestions for enterprise financial management.

## **2. Value Orientation of Enterprise Financial Management**

### **2.1 Influencing Factors of Value Orientation of Enterprise Financial Management**

As an important part of enterprise management, financial management can achieve better results only by vigorously strengthening this work. Therefore, strengthening financial management is of great value to further improve and perfect the enterprise management system. Only by strengthening financial management, can the enterprise management system be more systematic and comprehensive, and then create favorable conditions for enterprise production, operation and management. From the current overall development of enterprises, those large and medium-sized enterprises with strong competitiveness generally attach importance to financial management, which also shows the importance of financial management [8]. The value orientation of social goals is mainly composed of the effect of enterprise financial management. It is mainly manifested in the research and development of new materials, rational allocation of exogenous funds, technological innovation, etc. Therefore, enterprises should also follow the policy of low-carbon economic development when positioning their values, instead of blindly developing the economy in order to improve economic efficiency. Low carbon and environmental protection are the last word of development. Traditional financial management pays more attention to fund management, while financial management optimizes and upgrades financial management [9]. Because financial management involves not only financial management, but also investment and financing, enterprises can prevent financial risks more effectively by strengthening financial management, thus enabling enterprises to have sustainable development ability. The influencing factors of enterprise value orientation include value proposition, customer choice and value content, which correspond to customer demand, enterprise business scope and commodity value concept respectively. The satisfaction of consumers and the public to the enterprise can serve as the soft power of the enterprise, enhance the operating image of the enterprise, expand the influence and promote the development and progress of the enterprise.

### **2.2 Value Orientation of Enterprise Financial Management**

The influencing factors of enterprise financial management positioning are complex. First, it is necessary to decide the direction according to the enterprise's own operating and living environment. First, it is necessary to ensure that its positioning conforms to the enterprise's development and can adapt to the enterprise environment, so as to ensure the legitimacy of enterprise financial management. Information mastered by financial engineering needs to be converted into data information for storage, which can ensure the safety of information and the interests of customers. Technology and hardware informatization provide technical support for financial informatization construction, coordinate enterprise economic activities with customer information, rationally allocate resources, save management costs, optimize labor distribution and improve work efficiency. For any enterprise, whether it has the ability of strategic development is an important measure. Especially for large and medium-sized enterprises, because of the increasingly fierce market competition, it is very important to enhance their strategic development capability. Only by doing a good job in financial management can enterprises have lasting development momentum. If the

financial management of enterprises is very weak, it will inevitably have a very negative impact on the development of enterprises. Enterprises should make good preparations and formulate various emergency records to deal with possible situations, which can minimize economic losses. Ensuring the rationality of financial management by determining the maximum risk and the minimum income can effectively guarantee the interests of the company's customers.

### 3. Strategic Choice of Enterprise Financial Management

#### 3.1 Economic Target Strategy Selection

Under the background of market economy operation, the objective of enterprise's actual economic development is to improve the comprehensive benefits by means of production management, to ensure that the product quality reaches the standard and stabilize the product sales price. Every enterprise manager needs to introduce advanced science and technology, so as to promote the enterprise's market extension level. In the process of business management, enterprises should attach great importance to financial management, especially to raise the financial management to a strategic level and bring it into the overall development strategy of enterprises, so as to upgrade the financial management level and make the financial management play a more active role. This requires enterprises to deeply realize the important value of financial management and its important position in enterprise management in the process of financial management in the future, and vigorously promote the transformation of enterprise financial management to financial management. The model structure of enterprise financial management informatization construction is shown in Figure 1.

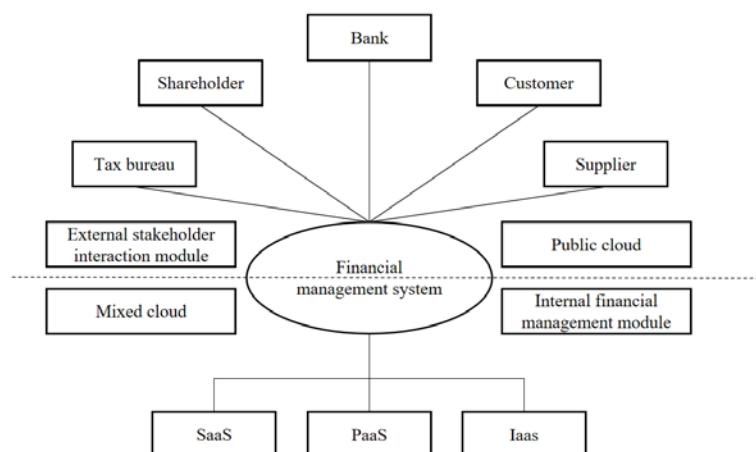


Fig.1 Structure of the Construction Model of Enterprise Financial Management Informatization

When there is foreign aid and capital injection, it should be put into the embryonic stage and growth stage of the enterprise, which can improve the production profit of the enterprise, reduce the cost and expenditure, and push the enterprise into the mature stage quickly, thus promoting the stable development of the enterprise. There are some differences in the strategic choices of financial management under different value orientations. For example, the strategic choices under economic objectives must ensure cost budget, improve profits and reduce financial risks. Stop the project development in case of possible loss and stop the loss in time. If the loss has already occurred, on the basis of confirming the income, judge whether there is another way to expand the consumer groups, use reverse propaganda and implement good crisis public relations, so as to create new projects to recover the losses.

#### 3.2 Social Goal Strategy Selection

In view of the financial management of enterprises, environmental construction has become the main content, forming a high-quality production environment, enhancing the production effectiveness of enterprises, and devoting itself to improving the economic benefits of enterprises. At the same time, the development of enterprises should ensure scientific environmental protection

performance and drive the long-term operation of enterprises. In the actual development process of enterprises, the process of capital investment is integrated, the existing product technology is perfected, the process is constantly innovated, and the work steps of new materials and new processes are accelerated, thereby improving the core competitiveness of enterprises and meeting the needs of the development of the times. Professional auditors and accountants should be hired to coordinate the financial management of enterprises, optimize the benefit evaluation, and establish a perfect market evaluation mechanism, so that enterprises can purposefully and pertinently produce products that meet the needs of customers. In order to further enhance the financial management ability, enterprises must make efforts to build a more systematic financial management model and system, and strive to play an active role in financial management [10]. It is necessary to incorporate financial management into the enterprise management system, further improve and perfect the organizational structure, especially to set up a financial management department on the basis of the existing financial management department, which is specially responsible for the planning, organization, implementation, coordination, supervision and assessment of financial management work, so as to make the financial management work more systematic. Strengthening financing is also one of the strategies to provide more options for value positioning, whether it is market mechanism, internal control system of enterprises, product positioning, policy reasons or other influencing factors. The assets of an enterprise are always the lifeblood of its survival and development, and it is also a necessary condition for business dealings. Reasonable financing can increase the available funds of enterprises, expand the operation process of enterprises, and enhance the comprehensive hard power of enterprises.

#### **4. Conclusions**

Nowadays, with the increasingly fierce market competition, there are many problems in the process of enterprise development, whether it is assets or other problems, which will affect the development of enterprises. Especially, the asset management of enterprises has a very significant impact on the development of enterprises. Financial management plays an important role in the development of enterprises, in which the value orientation and strategy selection of financial management should be carried out according to their own actual situation and the state of market economy. This paper analyzes and discusses the strategies related to the value orientation of enterprise financial management, and puts forward some constructive suggestions, hoping that the value orientation of enterprise financial management will be more accurate and provide guarantee for the subsequent production work. With the continuous reform and innovation of business development mode, especially with the continuous expansion of enterprise scale, it is required that enterprises should attach more importance to financial management than ever before, and should not only deeply realize the important value of financial management in business management and strategic development, but also focus on solving various contradictions and problems existing in financial management. In many enterprises in the new stage, the management level is not perfect and needs to be strengthened. Enterprises should constantly improve their hard power and soft power in the process of development to maximize economic benefits.

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