Research on Enterprise Growth Path and Financial Management Model Based on the Perspective of Informationization

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Keywords: Informatization; Path; Financial Management

Abstract: Financial management plays an extremely important role in the realization of corporate strategic goals. The advent of the Internet era economy has had an impact on many management links in enterprises, especially in accounting and finance, where computer networks have been widely used. Accounting informatization is not simply a computer application in accounting and finance, but the relevant accounting informatization system rules must be experienced, and there must be related personnel training plans and the research and development of new accounting informatization systems. Enterprises must actively change their traditional concepts, use the Internet thinking mode, increase informatization construction, and optimize the business management model of the enterprise. Actively researching the informatization of financial management has positive practical significance whether it is for the financial management of the enterprise or the improvement of the competitiveness of the enterprise. Financial management is the core of the work of an enterprise, which determines the importance of enterprise financial management in the development of the enterprise. This article analyzes and discusses the impact of accounting informatization on corporate financial management and financial management innovation strategies, with the aim of improving the level of corporate financial management.

1. Introduction

The development and popularization of information technology has provided new development opportunities for traditional industries, but at the same time it has also brought unprecedented impact to the survival environment and business management models of enterprises. Due to the low status of the financial department in the enterprise, the progress of financial information construction is slow. It is difficult to provide timely and effective financial management information for corporate decision-makers. It is also unable to truly reflect the financial value. Actively researching the informatization of financial management has positive practical significance whether it is for the financial management of the enterprise or the improvement of the competitiveness of the enterprise. Due to the influence of my country's economic system, various problems have arisen in the internal organization and management of enterprises, such as old and aging corporate management models, lagging management ideas, and inadequacy of modern information management. The emergence of problems has slowed the development of Chinese enterprises and urgently needs new ones. Thought and technology to change this status quo.

With the continuous development of the information age, the application of information technology has become more and more extensive. In the process of business management, the application of information technology and information systems has improved the business management model. Do a good job in the education and training of corporate financial management personnel. Although financial management needs to introduce advanced information technology into the work, information-based financial management is a transformation of the entire enterprise's operating mode. We must combine financial management with other aspects of work to implement unified management. According to the financial management mode of foreign enterprises, the financial management of the enterprise is carried out informatized. With the continuous deepening of informatized management, the core competitiveness of the enterprise has been strengthened, and
2. The influence of accounting informationization on financial management at this stage

2.1. Makes the company's internal audit procedures more optimized

In corporate financial management, internal audit can effectively monitor the normal operation of funds, constrain the achievement of financial management objectives, play a function of supervising corporate financial risks, and can effectively improve the financial stability and market competitiveness of the enterprise. How to effectively analyze and process large-scale data and data changes requires more cloud computing methods and Internet data processing. Financial informatization is based on information technology, developing and using a financial information platform suitable for the business characteristics and management needs of the enterprise to integrate various information about financial activities[1]. Many financial personnel devote more energy to financial management, prompting In terms of management, the entire process and all-round reorganization and organizational structure reform have been carried out to make the financial work more standardized. The audit data of the accounting information system is classified and statistics, combined with the actual situation of the enterprise, the audit indicators are formulated, and the internal audit speed is improved. Accounting information software is used as a carrier to realize a comprehensive review of enterprise financial management data, and at the same time, it can realize safe transmission and sorting storage of financial data. This article involves the financial information management system shown in Figure 1.

![Figure 1 Financial Information Management System](image)

In the work process, financial management should store and input data in a timely manner. Financial management informatization refers to the use of modern information technology by corporate financial personnel to reorganize corporate processes, mobilize the information potential of financial human resources, tap various financial information resources of the enterprise, better organize corporate financial activities, and handle financial relationships, so as to achieve The process of corporate financial goals. The informatization of enterprise financial management is not simply to build a computer network, but to integrate various functions of the computer, and apply the more scientific and advanced methods of the computer itself to financial management. Under the background of enterprise information competition, the financial management of enterprises has fundamentally changed, and the external environment and internal factors have also changed accordingly. The development of financial management informatization needs to be implemented in specific financial management work, and the financial personnel and business staff of the enterprise
need to actively use the information management system and information technology to carry out practical work under the existing conditions of the enterprise. On the basis of accounting informatization, increase the upgrading of the accounting information system, improve the functions of electronic account books, and reduce the pressure on financial management personnel. The software of the financial management information system must conform to the enterprise's management philosophy and reality. Financial information is an important resource for the development of enterprises. With the advent of the information age, enterprises have more and more production and operation activities, and public resources can also be shared in the same industry. All departments are carried out by accounting informatization under the conditions of the Internet. After accounting, the various departments can work systematically, and finally the enterprise can form an online management mode on the Internet.

3. Measures to solve problems in the implementation of enterprise financial management informatization

3.1. Increase the importance of relevant personnel on the benefit of financial reputation

Relevant companies must also set up special supervision teams to regularly supervise and inspect the financial situation of the company. At the same time, they must conduct in-depth analysis and research on the financial situation in combination with the company's own production and operation conditions, clarify financial issues, and financial management. Report the related problems to the superiors, and formulate reasonable solutions according to the specific situation. In order to improve the work efficiency of relevant departments and personnel, on the premise of improving the awareness of financial management informatization of relevant departments. It needs to further clarify its responsibilities. For accounting and financial work to play an active role in the scope of the enterprise, it must match the concept of enterprise management, which requires the accounting informatization work to match the enterprise's future strategic goals and the overall process of its business[2]. A sound information management system is the foundation for an enterprise to carry out financial management informatization. The enterprise must establish a complete information management system based on its actual situation and combining the needs of business and financial management. With the aid of the accounting information system, it is possible to effectively adjust the structure of the internal control of the enterprise, clarify the key points of internal control, and handle the relationship between the internal financial management system and accounting. The construction of financial informationization of modern enterprises is also put forward in accordance with the requirements of the development of market economy[3]. With the development of development economy, information elements occupy an increasing weight in the field of market economy and play an increasingly critical role in the development of enterprises. The work of informatization financial management involves a wide range of content, and we must steadily build an information system based on the actual needs of the enterprise.

3.2. Strengthen training. Pay attention to the training of professional talents in the information management system

Improve the application level of financial management informatization. The main key to improving accounting informatization is to train a large number of professional financial management personnel who can operate the accounting informatization system proficiently, and gradually improve the level of enterprise financial management talent team construction. At this stage in our country, there are a lot of people engaged in accounting and finance. Enterprises should establish a complete training mechanism and regard information technology training as an important content, especially to increase informatization training for financial management personnel. Financial informatization is based on information technology[4], developing and using a financial information platform suitable for the business characteristics and management needs of the enterprise to integrate various information about financial activities. Many financial personnel devote more energy to financial management, prompting In terms of management, the whole
process and all-round reorganization and organizational structure reform are carried out. Do a good job in the education and training of corporate financial management personnel.

Although financial management needs to introduce advanced information technology into the work, information-based financial management is a transformation of the entire enterprise's operating mode. We must combine financial management with other aspects of work to implement unified management. In the context of informatization, enterprises’ financial work must continue to innovate, and financial personnel must first be trained and educated, so that financial personnel can deepen their attention to corporate financial management innovation, and strengthen the learning and application of various information technology. Information technology, computerized means to complete financial management goals. The implementation of financial management informatization can also reduce the workload of financial personnel, so that the original financial personnel of the enterprise can transform and upgrade through training and learning, and reserve more professional talents for financial management. The scarcity of Internet talents is also a major supply problem in society. The financial staff's grasp of Internet knowledge requires support from specialized schools and specialized training institutions to deepen the penetration of Internet knowledge.

4. Conclusions

With the development of science and technology, it is an inevitable trend that "modern accounting" will gradually replace traditional accounting. However, my country's insufficient attention to accounting file management has led to this inevitable transformation of "dislocation and lag", which has also led to During the development process, many problems appeared and many shortcomings were exposed. Carrying out effective corporate financial risk prevention work is conducive to enhancing the competitiveness of the enterprise itself, enabling the enterprise to gain a place in the fiercely competitive market environment. Therefore, relevant companies should increase their emphasis on internal control and financial risk prevention. The realization of informatization of financial management can extend its basic and expansive functions, and give play to the effect of interconnection between the two. Especially in the details of financial management and the efficiency of task completion, it is more breakthrough and provides long-term business development for the enterprise. Power. Corporate financial management is the core of corporate management, and financial management must meet the needs of modern development. In the information age, the capital structure of enterprises has also undergone corresponding changes, so the financial management content of enterprises should be adjusted accordingly. After the enterprise implements financial management informatization, it not only effectively improves the effectiveness and rationality of enterprise financial management, but also lays a certain foundation for the continuous development of the enterprise. At the same time, financial management informatization can also improve the accuracy of financial settlement, , To make financial management more effective, which is of great significance to the sustainable development of enterprises.

References


