

## Innovation of enterprise financial management in Internet + Era

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**Abstract:** In the era of Internet, it is very important to promote the innovation and development of the Internet economy. Especially under the influence of the Internet, the financial management of an enterprise as an important part of an enterprise, how to solve the problem of financial management has become the key and key. In the era of + enterprise financial management innovation and other aspects of a brief analysis and research, and then provide more rich experience and lessons for the development of enterprises, at the same time, through innovative development in enterprise financial management can promote the long-term development and progress of enterprises.

### 1. Introduction

With the development of information age and the arrival of 5G era, science and technology and information technology have a significant impact on the impact and development of enterprises. Under such social development trend, strengthening the innovation of financial management of enterprises has become the top priority. However, in the financial management of enterprises, the management mode is backward, the financial management objectives of enterprises are more traditional, and financial management is more traditional. The informatization level is not high, and the financial management technology system is immature, which affects the sustainable development of enterprises. Therefore, in view of this problem, with the help of Internet + age information technology and science and technology, we will strengthen the rational utilization of network resources and improve the financial management and management level of enterprises, so as to ensure the business profits of enterprises.

### 2. The impact of Internet + era on enterprises

In today's society, changes in lifestyle such as online shopping and Alipay have also brought great challenges and opportunities to the development of enterprises. Especially in the era of Internet plus, the high speed of information dissemination and the use of information technology and big data make the development of enterprises in today's society also need to be changed and innovating, and the impact of the Internet plus era on enterprises is mainly reflected in the development of enterprises. The following aspects:

First of all, it can promote the innovation of the development theme of enterprises. In the era of Internet plus, the speed of information dissemination is speeding up. In the development of information technology, the transparency of people's information is increasing, people have their own voice in the commercial environment, and in this situation, enterprises can make technological renovation and content creation within the enterprise by innovating and changing the traditional mode. New, so as to innovate the development theme of enterprises;

Secondly, in the development of enterprises, the Internet + era can improve the safety level of financial management. In the era of Internet plus, the construction of digitalization and intellectualization is more extensive in the society. Information digitization, as an important feature of the Internet + era, can digitally manage data and data in financial management through digitalization of information. Digitalization can improve the level and efficiency of financial

management [1].

Moreover, increasing customer experience is also the most obvious impact and change in the Internet era. In the Internet era, economic platforms enable enterprises to make a scientific positioning for the development of enterprises in the process of management. In positioning, users' experience is the main factor, which can improve the products and quality of enterprises through user experience, and then promote the development of enterprises. Progress [2];

Finally, improving the office efficiency of enterprises is also one of the important impacts. In the development of the Internet, the speed of information dissemination and the acceleration of data update have made the office more modern and intelligent. This way will be more deeply influenced by the Internet + era, and improve the office efficiency by means of big data [3].

### **3. Difficulties in the Financial Management of Enterprises**

#### **3.1 Backward management model**

In the financial management of enterprises, the backward management mode is one of the main difficulties. The financial management of enterprises needs innovative management mode to guide and standardize. In the financial management of enterprises, some enterprises mostly pay attention to the investment activities of enterprises, but pay less attention to the innovation of management mode. The traditional financial management mode adapts to the development of society at noon, thus affecting the progress and development of financial management.

#### **3.2 Poor managerial talent**

The imperfection of financial management personnel is also an important part of it. In the financial management of enterprises, the knowledge and professional level of managers directly affect the efficiency of management. In the financial management of enterprises, managers do not update the management knowledge in place, and their management skills and management level are backward, which hinders the progress of the financial management level of enterprises.

#### **3.3 Informatization construction lags behind**

In the financial management of enterprises, the technology of management system is also an important factor, which has a direct relationship with the enterprise's information construction. Especially in the financial management of some enterprises, the financial management technology system has not been regularly updated and developed, which leads to the backwardness of the financial management system, and then affects the improvement of the financial management level of enterprises.

### **4. The innovation of enterprise financial management under the Internet + era.**

#### **4.1 Innovative management model**

In the financial management of enterprises, we should strengthen the reform of management mode, which should be adjusted according to the trend of social development. In the process of adjustment, we should innovate according to the actual financial management of enterprises, so as to provide the basis for reinvesting activities of enterprises. Therefore, in the financial management of enterprises, with the development of Internet era, especially the development of Internet + economy, The innovation management mode enables it to adapt to the social development as soon as possible. On the one hand, the financial management of enterprises is designed to all aspects, such as settlement and supervision, etc., in the financial management, with the help of Internet +, a platform for financial management is established. Through this way of network, more advanced technology can be provided for financial management, on the other hand, in the enterprise. In financial management, financial data and information can be transmitted remotely by means of internet. Through remote management, flexible supervision of enterprise operation can be strengthened. Through this way,

centralized management of enterprises can be innovated, so as to improve the level of fine management of enterprises. Therefore, enterprise financial management mode can be innovated and new management mode can be used. Models and systems are essential for adapting to social development [4].

#### **4.2 Defining Financial Management Objectives**

In the financial management of enterprises, according to the development and needs of the times, through the assessment of the market, it is also an important entry point to redefine the financial management objectives of enterprises. With the development of the times, the influence of science and technology on enterprises is deepening gradually, especially in the innovation of management mode. Innovation of enterprise management through science and technology and information technology has become an important development direction of enterprises nowadays. The integration of science and technology and Internet makes the goal of financial management redefined. Therefore, in financial management, first of all, financial management of enterprises. It is not only the management of a department, but the financial management can not be independent, but should be highly integrated with the "Internet +". Only in this way can enterprises get more opportunities for development and innovation. Secondly, in financial management, we should strengthen the communication between the financial management department and other departments, and once the financial management work has been strengthened, various departments will be strengthened. The communication and coordination ability will be further improved, and the development of various departments of enterprises will be linked together to enhance cohesion and centripetal force. Finally, in the financial management of enterprises, we should make use of the advantages of Internet + to relocate the financial management so as to raise the level of financial management and efficiency [5].

#### **4.3 Improving Informatization Construction**

Improving the information construction of enterprise financial management and promoting the intellectualization of enterprise financial management with the help of science and technology and information technology are also the key points. In the financial management of enterprises, because financial management designs more data and information, it is more complicated and complicated in the process of management. In this process, it is very important to improve its informatization. Therefore, first, in the financial management of enterprises, we must strengthen the sharing of financial information. In the era of information, especially in the era of Internet plus, information sharing is one. It is an important feature that information sharing can also improve the efficiency of financial management. Therefore, in the financial management of enterprises, information technology can be used to share the information of financial management in a timely manner. In the process of sharing, various departments can control the changes of the market comprehensively, so that they can adjust the strategy of financial management at any time. Secondly, in the financial management of enterprises, information technology can be used to share the information of financial management in a timely manner. Because of the large amount of data in financial management, we can use science and technology and information technology to classify and manage financial data, and improve the level and efficiency of data and information management. At the same time, in the financial management of enterprises, we can supervise financial management by establishing a supervisory system of financial management, aiming at the problems in financial management. We should solve and develop problems and improve the efficiency of dealing with them so as to improve the level of financial management.

#### **4.4 Enriching the content of financial management**

The changes of the times and the rapid development of the Internet make the content of financial management need to be adjusted. In the adjustment of the content of financial management, it is an important content to adjust with the help of the advantages of the network. The content of enterprise financial management provides more basis for the reinvestment activities of enterprises in the development of enterprises. Therefore, in the financial management of enterprises, one of them is to

raise funds for them. Capital activities are innovated. In an enterprise, investment activities are very important to promote the re-development of the enterprise. However, the reinvestment activities of the enterprise are based on the financial management of the enterprise. Therefore, in the financial management of the enterprise, it is necessary to change the previous means of financing, try to choose the way that is less risky and more acceptable to investors, and make full use of the advantages of the Internet. In this way, the business cost of enterprises can be reduced. Secondly, in the financial management of enterprises, it is necessary to strengthen the control of costs. In the production activities of enterprises, the cost is very important to the economic benefits of enterprises. In the era of Internet plus, information and technology are used to update and collect information and data in the market, and obtain these data and data. It can provide data support for enterprises' investment activities and increase refinement, so enterprises can realize cost control by means of Internet technology, optimize their property rights structure according to their market information, and, thirdly, in the financial management of enterprises, centralize the supervision and management of various departments of production through network platform and data management. And through information sharing, reduce the blindness of enterprise production, and then carry out financial expenditure and management. Therefore, enriching the content of financial management is also one of the main points [7].

#### **4.5 Improving the Level of Financial Management Technical System**

Improving the level of enterprise financial management technology system and establishing a perfect financial budget management system with the help of science and technology and information technology will provide more high-tech technology for financial management, thereby improving the efficiency of financial management. In the financial management of enterprises, financial management technology system is the key. Therefore, on the one hand, we should strengthen the research and development of financial management system. By introducing advanced technicians, enterprises can promote the speed of research and development of financial management system. At the same time, they can purchase advanced financial management system to replace it, so as to ensure the advanced implementation of financial management system. On the other hand, they can establish a sound financial budget management system. In financial management, budget management system can provide more for the operation and investment of enterprises. Data, therefore, in the financial management of enterprises, with the help of the Internet + era, ensuring the comprehensiveness of the financial budget work is far from enough. The efforts of the financial department are far from enough. It is necessary to unite all the departments of the enterprise and decide who will manage it, who will do it and who will provide information feedback, so as to ensure the orderly conduct of the work and at the same time pass the budget. Management system establishes a scientific assessment platform and provides more scientific planning and planning for financial management. Therefore, in the financial management of enterprises, the level and efficiency of financial management system can be improved by means of science and technology and information technology [8].

#### **5. Summary**

In a word, with the rapid development of the Internet, more requirements have been put forward for the development of enterprises. Especially in the management of enterprises, the advanced management mode of enterprises has become the focus. However, in the financial management of enterprises, the contents of financial management are complex and diverse. If there is no scientific and rigorous plan and plan, it will affect the investment activities of enterprises. Therefore, in the financial management of enterprises, there are many problems. In the financial management of enterprises, the new target orientation of financial management is carried out, the financial management of enterprises is innovated by means of information technology and remote platform, and the communication and communication between enterprises and institutions are strengthened by means of information sharing, so as to improve the efficiency of solving financial management problems and promote the development and progress of financial management of enterprises.

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