

## **Innovative Research on Enterprise Financial Management Mode under the Background of Internet +**

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**Abstract:** Under the Internet + environment, the development process of financial management information of enterprises has been accelerating, and the application of functions such as currency electronicization and online payment has become more and more popular. Financial personnel can use Internet technology to realize online and mobile office, and can directly obtain it from the Internet. Financial management related information, using modern financial management software to scientifically and efficiently process the original financial credentials; in addition, the enterprise management in the Internet + environment can dynamically monitor the financial status of the enterprise and obtain more reliable and accurate financial information. However, some enterprises still have some problems in the financial management mode at this stage. We analysis these problems and taking necessary measures to better adapt to the Internet + environment, thereby improving the efficiency and effectiveness of financial management.

### **1. The Basic Concepts and Characteristics of the Internet +**

The Internet + concept refers to the integration of various types of traditional industries and Internet technologies. The traditional industries include finance, transportation, education, media, market trade, etc., but the Internet + is not a simple industry and Internet technology. Convergence is not a technology upgrade in the traditional industry, but a new type of industry after the integration of traditional industry and Internet technology, which will have an important impact on the market economy and business operation management. Specifically, the Internet+ mainly reflects the following characteristics [1]:

The development of Internet technology is changing with each passing day. The application of advanced data management technologies such as big data and cloud computing is becoming more and more extensive. Platform-based data management methods have been applied to all walks of life. The financial management of enterprises should also adapt to the situation, build a sound organizational framework, promote the development of enterprises in a diversified direction, and fully utilize the advantages of Internet technology. The application of financial data management platform is an important embodiment of Internet technology. Enterprise financial management sharing is an important way to promote the development of enterprise management organizations towards a flat structure, and can reduce the labor of financial staff and improve the efficiency of financial management [2]. Although some enterprises believe that it is necessary to introduce advanced information technology in financial management, there are still some misunderstandings in sharing services. They only use advanced technology to serve the original financial management system, and “change the soup without changing the medicine”. The practice does not fundamentally improve the status quo of financial management. The actual financial management involves various aspects such as fixed assets, total financial statements, and payroll accounting. It is necessary to further optimize the financial management model, such as establishing a fund sharing service system. The traditional enterprise financial management work is a typical pyramid structure, that is, the collection and processing of raw data resources are at the bottom of the pyramid, and the top is performance appraisal and financial accounting. In the Internet+ environment, this management model must be optimized and reformed to realize the integration and integration of the financial sharing platform and the enterprise business system, so that the financial documents can be transferred to the shared service center to realize the integration of financial data, and the financial

management of the enterprise is flattened [3].

## **2. The Problems of Enterprise Financial Management**

Despite the continuous innovation and continuous improvement of corporate financial management, there are still some problems in the Internet + environment, as follows:

The development of Internet+ promotes the development of industries with industrial integration as the development direction. Although the Internet+ concept can be applied to all traditional industries in theory, the current market is full of the illusion of “informatization flooding”. Many industries lack effective Policy guidance and market mechanism can not achieve effective industrial integration. It can be said that China's industrial integration is monopolized by some industries with inherent advantages, such as e-commerce platform, Internet finance, tourism industry, ticketing system, music industry and so on. Many other enterprises only use information technology to improve work efficiency and reduce operating costs. It is difficult to transfer the advantages of information technology to the financial management level. The financial management information construction of enterprises only transforms financial management from manual operation to computer operation, even though enterprises The production and management behavior is constantly integrated with the Internet, but in essence it still excludes financial management from the enterprise management decision-making system. The integration of financial management and Internet+ is only a simple computerized system, and the financial data cannot meet the actual situation of industrial integration [4].

A well-functioning information-based financial management system involves all aspects of production and management of materials management, production management, technology management, equipment management, market management, etc., which is not only used to deal with accounting work. Designing a powerful financial management system is relatively simple at the technical level, but the system must be operated by people to fully utilize its functions. Therefore, enterprises in the context of Internet + need financial managers with multiple capabilities, not only must have professional financial management knowledge, but also have a detailed understanding of the internal situation of the enterprise, so as to provide data services for various departments; Also understand the market situation, have the ability to find problems, analyze problems, solve problems, and master certain computer technology. However, in the actual situation, such talents with comprehensive ability are very scarce. The financial management personnel of the enterprise have rich experience in financial management. However, they lack understanding of the macroeconomic development issues and the market economy of industrial integration. Therefore, the lack of talents also affects corporate finance [5].

Under normal circumstances, the information that enterprise financial management needs to provide to enterprise managers includes capital data, market price, labor cost, etc. The capital data includes cost funds and profit funds. In the context of the Internet +, corporate decision-makers are increasingly dependent on financial information. It is not only a direct reflection of the current status of the company's current business, but also a key element in the company's future development forecast. In actual situations, the financial management of many enterprises only performs the functions of traditional financial management, does not have the ability to organize, analyze and screen information; and the financial management mechanism is imperfect, which cannot provide decision-making basis for enterprises to formulate development strategies; and financial management information The lag can not adapt to the ever-changing reality of the Internet economic factors, which directly affects the effectiveness of financial information management [6].

## **3. The Innovation Strategy of Enterprise Financial Management under the Background of Internet +**

In view of the problems existing in enterprise Internet + management, it is recommended to innovate from the following aspects to better adapt to the Internet + environment:

In the process of enterprise financial management, we must form a deep understanding of

Internet thinking. From the characteristics of the Internet, we should re-examine the users, products, value chains and even the entire business ecosystem, and conduct their own production and lifestyle according to the actual situation of the enterprise. Adjustment. Modern enterprise financial management should transform, adjust, upgrade management mode and marketing mode according to the Internet. The traditional enterprise financial management is mainly based on executive supervision and financial accounting, and the functions are constructed in a single way. In the context of the Internet +, companies should focus on the improvement of their brand image and deeply understand the impact of brand value as an important intangible asset on the company. To further expand the scope of financial functions, we can try to integrate the financial accounting and operational decision-making functions into a functional management model to improve the scientific and systematic financial management of enterprises.

The traditional financial management system is based on the traditional market environment. Under the Internet + environment, the old financial management system must be perfected. Enterprises should create a scientific financial management system based on their own actual situation, optimize the business process of financial management personnel, and improve the enthusiasm of financial management personnel. Financial management involves a large number of data reports [7]. Enterprises should use the above financial management intelligent platform to conduct comprehensive analysis of financial data, design and complete financial data reports, and timely discover potential financial risks in the business process, and take preventive measures to reduce risks in a timely manner. In addition, companies must fully leverage the advantages of financial data information, and analyze data in depth to help corporate decision makers make the right decisions.

Information technology in the Internet+ environment is the basic measure to support financial management innovation, so it is necessary to improve the efficiency of information technology in financial management:

Analyze the general law of Internet + industry integration development, the connection between production and operation of enterprises in the Internet + environment and market entities will be more and more, Internet technology will improve the convenience, initiative and extensiveness of information dissemination, enterprises and The closer the market is connected, the more functions the organizational department assumes, and the more flat the organization is. The Internet + concept breaks the hierarchical structure of the enterprise. Enterprises can maintain the efficiency of financial management by establishing a flat big data platform. Through the big data platform, financial managers can directly obtain the information resources they need, the whole process. Not only is it simpler and faster, but it also reduces the cost of financial management. On the other hand, develop an intelligent system for financial management. In the traditional financial management, the budget preparation is based on experience. The financial management personnel analyze the static data for budget preparation. Since the static data cannot reflect the current market environment in real time and accurately, the financial budget preparation results are not scientific and reasonable, and cannot be balanced. The establishment of an intelligent financial management system can comprehensively predict and analyze the market, including financial budget, budget execution and budget supervision, which can not only improve the efficiency of financial management personnel, but also satisfy the market diversified subjects. Analytical requirements reduce financial management costs. Use the big data platform in the intelligent financial management system for data mining, analysis, sorting, analysis of historical data and recent data, and take into account various sudden factors; in addition, intelligent financial management also has real-time data update function. In the process of implementing budget supervision, the analysis results can be adjusted in time to improve the rationality of financial budgeting [8].

Modern financial management requires compound talents. The overall quality of financial management personnel will have a direct impact on the effectiveness and effectiveness of financial management, thus affecting the business development of the enterprise. Under the Internet + environment, enterprises must train a group of specialized financial management teams that can use network technology to process financial information to improve financial management functions.

First of all, it is necessary to upgrade and optimize the knowledge structure of financial management personnel, enrich their Internet knowledge, cultivate their Internet thinking, and provide more management opportunities for financial managers to promote their knowledge systems on a regular basis. Secondly, it is necessary to conduct regular inspections of financial management personnel to ensure the security and stability of financial management. Finally, it is necessary to strengthen the cultivation of legal knowledge of financial management personnel so as to facilitate effective communication with other relevant personnel and timely discover various risks in financial management.

#### **4. Conclusion**

In short, the development of Internet + technology has promoted the economic development of the whole society. Enterprises have also encountered unprecedented opportunities and challenges. Enterprise financial management must constantly update management concepts and innovative management models to better adapt to new forms and new environments. In actual work, corporate financial management should form Internet thinking, improve the overall quality of financial management personnel, establish a scientific financial management system, promote the integration of information technology and financial management, and truly realize the financial management of information.

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