

# **Research on Financial Management Innovation of Modern Agricultural Enterprises**

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**Abstract:** The development situation of modern agricultural enterprises is becoming more and more complex with more and more uncertain factors in social and economic development. Modern agricultural enterprises need to deal with environmental changes quickly in a complex and changeable environment. Only by strengthening the innovation of financial management can we reach a new state. Therefore, modern agricultural enterprises paying attention to financial management innovation is very necessary, in order to adapt to the new environment, This paper first describes the main contents of financial management innovation, then analyzes the necessity and importance of financial management innovation in modern agricultural enterprises, and then analyzes the existing problems and causes of financial management in modern agricultural enterprises. Finally, the paper tries to explore the modern agricultural enterprises financial management innovation countermeasures.

## **1. Introduction**

Modern agricultural enterprises are economic organizations that are engaged in planting, breeding, or on the basis of which comprehensive management of agriculture and industry, independent accounting and legal person status is carried out. The product types and production processes of modern agricultural enterprises are different from those of other industries, which makes the financial management of agricultural enterprises have their own characteristics. Modern agriculture has entered the stage of rapid development, and agricultural enterprises are developing rapidly with the continuous development of rural economy. Financial management, as an important part of management, has become increasingly prominent in agricultural enterprises, which seriously hinders the improvement of economic benefits of agricultural enterprises. Modern agricultural enterprises need to strengthen the innovation of financial management.

## **2. The main contents of financial management innovation**

The innovation of financial management is mainly reflected in the innovation of financing management, the optimization of capital structure, the innovation of risk management method, the innovation of financial analysis content, and the innovation of financial achievement distribution. Therefore, the innovation of financial management of modern agricultural enterprises can adapt to the pace of social and economic development. The development of science and technology and the revolution of modern enterprise management need the innovation of financial management of modern agricultural enterprises.

## **3. Necessity and importance of financial management innovation in modern agricultural enterprises**

### **3.1 Particularity of Financial Management in Modern Agricultural Enterprises**

The production of modern agricultural enterprises has obvious seasonal and regional characteristics, the labor time and output time are inconsistent, the production cycle is longer, and it is easy to be affected by the natural environment and market environment, which makes the uncertainty of production cost increase. Therefore, the financial management of agricultural

enterprises should pay attention to environmental factors, including market demand change, national policy adjustment, natural environment change, working capital management and dynamic overall arrangement of investment and financing. At the same time, because of the particularity and diversity of agricultural enterprise products, accounting information serving financial management presents the characteristics of accounting content diversification and accounting method flexibility, which further increases the difficulty of accounting information integration. Improve the difficulty of financial management analysis.

### **3.2 The financial management innovation of modern agricultural enterprises can adapt to the pace of social and economic development**

The social economy development needs the enterprise financial management innovation. With the development of social economy and the improvement of people's material living standard, people's horizons have been greatly broadened, and their spiritual needs have been strengthened. Therefore, enterprise financial management should also keep up with the pace of the times cannot be the same. The financial management of enterprises mainly depended on the calculation and processing of human beings in the past, but now microcomputer can play an important role in the financial management of enterprises. How to apply computer to finance management of enterprises is also an innovative content of financial management of enterprises. Financial management mainly depended on the implementation of the state's financial system in the past, but now it is necessary to creatively formulate a financial management system suitable for enterprises, give play to the enthusiasm of the masses, and truly realize democratic and scientific financial management. This also needs enterprise financial management innovation.

### **3.3 The Development of science and technology and the revolution of modern enterprise management need the innovation of financial management**

The future enterprise competition is not only the competition of science and technology, but also the competition of management. New technology, new products and new technology are constantly developed and utilized by enterprises, and the management is innovating constantly, the old management mode is eliminated, and the new management mode is established. Modern agricultural enterprises need to innovate through financial management, and then cooperate effectively with the revolution of science and technology and management revolution, which will become an obstacle to the development of enterprises. Therefore, the financial management of modern agricultural enterprises should pay attention to the development trend of science and technology, management revolution, adapt to the new trend, and create a new financial management mode of modern agricultural enterprises. Only in this way can modern agricultural enterprises transform and develop smoothly.

## **4. The problems existing in the financial management of modern agricultural enterprises and their causes**

### **4.1 The distortion of accounting statements and the lack of scientific basis for management**

The problem of accounting information distortion in modern agricultural enterprises in our country generally exists, which makes financial management lack of scientific data support. The main reasons for this phenomenon are as follows: first, insufficient accounting supervision. On the one hand, agricultural production activities are greatly affected by natural conditions, and the occurrence of some unfavorable natural events that are difficult to predict makes it more difficult to supervise the whole process of agricultural production. Modern agricultural enterprises cannot guarantee the true accuracy of accounting measurement and records of agricultural production activities; On the other hand, the development of modern agricultural enterprises is late and the internal and external restraint mechanism is not perfect. Many enterprises make financial statements on the advice of their leaders, manipulate accounting information without authorization, and make profit adjustments, and transfer expenses and revenues at will. Actions such as under-counting or

multi-counting of the cost of production, changing the consolidated scope of the enterprise's accounting statements, and providing different accounting information to different users of accounting information seriously violate the principle of authenticity; Second, the lack of scientific accounting methods. The diversity of agricultural enterprises' products increases the difficulty of accounting, while many small and medium-sized agricultural enterprises have difficulty in retaining real professionals because of their geographical location and affinity, and the quality of accounting personnel is on the low side. It is difficult to set up scientific accounting subjects in accordance with the requirements of accounting system, cannot carry out comprehensive accounting on the operating situation, and cannot truly reflect the financial situation of modern agricultural enterprises.

#### **4.2 The concept of management is backward, and the content of management is single.**

Compared with other manufacturing enterprises, the financial management concept of the managers of modern agricultural enterprises in China is relatively backward. For a long time, even in some large modern agricultural enterprises, the content of financial management is still relatively simple, and its understanding of financial management is still confined to accounting work such as "keeping accounts", "calculating accounts" and "reporting accounts". The focus of financial management is limited to working capital management; less involved in deep-seated issues, and has not formed the financial budget, financial control, financial decision-making, financial investment and financing, financial risk management, enterprise value evaluation and other work concepts. Accordingly, the financial staffing requirements for their capabilities are also limited to the recording of funds and assets. It can be seen that the current financial management of modern agricultural enterprises has realized more accounting functions, but not reflected the central position of financial management in enterprise management.

#### **4.3 Information construction is slow and management ability is limited**

The financial management departments of modern agricultural enterprises are closely linked to other management departments, because the collection of data in the financial management departments needs to be collected from other departments. And some information resources of financial management department also have very big influence to other department. Financial information construction is an important measure for agricultural enterprises to grasp market opportunities and rationally allocate various resources. However, some agricultural enterprises are limited to the primary stage of a single function because of the backward concept, the hindrance of talents and funds and so on, which is still a long way from the application of information technology to the whole process of operation and management. Some modern agricultural enterprises lack systematic demand analysis in the demonstration process of informatization construction plan, and lack of secondary development based on effect adjustment in the process of implementation, which makes the information system constructed lack pertinence and practicability. The effect of implementation is not ideal. In short, the construction of scientific financial management information is slow, which greatly limits the financial management ability of enterprises.

#### **4.4 Desalination of cost consciousness and weakening of cost management**

At present, the phenomenon of low added value and difficult profit of agricultural products is widespread. It is very important for modern agricultural enterprises to correctly reflect the cost of agricultural products, to find measures and to exploit potential to control the cost of agricultural products. But for a long time, the particularity of the product production object of modern agricultural enterprise, the special requirement of natural condition and production cycle has increased the difficulty of cost accounting, prediction and optimization, and cost management has become a weak link in enterprise financial management. Many modern agricultural enterprises neglect the importance of cost management in their financial management activities. The cost consciousness is relatively weak, the cost problem is not taken seriously, the cost accounting is not standardized, and the production process is redundant. The weakening of cost management greatly limits the price advantage of modern agricultural enterprises and hinders the improvement of

market competitiveness of agricultural enterprises.

## **5. Countermeasures of Financial Management Innovation in Modern Agricultural Enterprises**

Under the new financial management environment, the countermeasures for modern agricultural enterprises to realize financial management innovation mainly include: modern agricultural enterprises are to change the concept of financial management, to improve the quality and innovation ability of financial management personnel of modern agricultural enterprises, to promote the construction of financial management information, and to improve the level of flexibility of financial management.

### **5.1 To change the concept of financial management**

Modern agricultural enterprises should not only realize the importance of material capital and financial capital in the era of knowledge economy, but also understand the importance of knowledge capital and make full use of knowledge capital to create more profits for modern agricultural enterprises.

### **5.2 To improve the quality and innovation ability of financial management personnel of modern agricultural enterprises**

The market-oriented operation and management of the total capital of enterprises, including knowledge capital, is highly professional, technical, comprehensive and advanced In the Internet environment and in the era of rapid knowledge updating. It is difficult to adapt to the traditional means of managing tangible assets. It is necessary to improve the adaptability and innovation ability of financial personnel. Modern agricultural enterprises need to strengthen the training of financial management personnel and constantly improve the quality and innovation ability of financial personnel.

### **5.3 To promote the construction of financial management information**

Financial management information refers to the process of making full use of modern information technology and establishing information system in the process of enterprise financial management, so that enterprise financial information can be integrated and synthesized, thereby improving the level of financial management and economic benefits. It is necessary for modern agriculture to vigorously promote the construction of financial management information, to realize centralized and unified management of funds, to strictly control funds and risks, to speed up the establishment of modern enterprise systems in modern agricultural enterprises, and to enhance the core competitive strength of modern agricultural enterprises, in order to meet the challenge of enterprise information management.

### **5.4 To improve the level of flexibility of financial management.**

It is necessary to change the management mode from control to guidance and encouragement, to enhance the communication between departments and departments, to enhance the flexible level of financial management, and to optimize the financial behavior of employees in modern agricultural enterprises in the innovation of modern agricultural financial management, to enhance the value of modern agricultural enterprises, to change the function of financial management, to meet the requirements of the construction of flexible financial management of the company, to change the financial function from the traditional accounting function to the collection, analysis and integration of effective information to support enterprise decision-making. To service-oriented, so that modern agricultural enterprises to achieve the overall value-added.

## **6. Conclusion**

In short, modern agricultural enterprises are the main force of agricultural industrialization. Big

data times to modern agriculture enterprise financial management transformation has proposed the new challenge and the opportunity. Modern agricultural enterprises need to use big data management thought to promote the transformation of financial management of modern agricultural enterprises, and to continuously realize the reform and innovation of financial management of modern agricultural enterprises. The innovation of financial management in agricultural enterprises should start with strengthening the training and education of financial personnel, promote the construction of information, networking and early warning system of financial management, highlight flexible management, and gradually cultivate excellent financial management culture with characteristics. Furthermore, we should create a good financial environment, improve the efficiency and benefit of financial management of modern agricultural enterprises, and realize the sustainable development of modern agriculture.

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