

Strategy Transition Measures of Financial Management in the Era of Digital Economy

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Abstract: With the continuous promotion of a new round of technological and industrial reform process, the gradually emerging management mode characterized by big data and networking has gradually become an important guarantee to promote the high-quality development of China's social economy. Under this background, the internal management of enterprises must meet the development trend of the new era, and make up for the shortcomings of the traditional management mode in time, especially for financial management. In view of this, this paper, mainly based on the development background of digital economy, summarizes and analyzes the Strategy Transition and development measures of enterprise financial management in the new era and proposes relevant suggestions for reference.

Keywords: Era of Digital Economy; Financial Management; Strategy Transition

Introduction

In recent years, facing complicated internal and external economy situation, the disturbing factors faced by the financial management environment of Chinese enterprises are gradually increasing. To further promote the accelerated development of enterprise financial management towards intelligence and digitalization, Chinese enterprises should take the initiative to have a foothold on the background of digital economy environment and clarify the key and difficult issues of current enterprise financial management strategy transition. The efficiency and development level of financial management can be improved by means of technological empowerment and innovative management.

1. Eliminate the Malpractice Problems of Traditional Financial Management Concepts and Scientifically Position the Role of Financial Management

With insufficient creativity and weak core competitiveness, it is difficult for traditional extensive financial management mode to improve the enterprise high quality improvement. Therefore, it can hardly be adopted to apply to the current digital economy development background. At the same time, the efficiency of information co-construction and sharing shown by the traditional financial management mode is relatively low, and it is unable to cooperate with various departments, resulting in the lagging state of enterprise financial management efficiency. In order to eliminate the malpractice problems of traditional financial management concepts in time, enterprises must reposition the role of financial management scientifically, and use new technologies and new development concepts to scientifically deploy the strategy transition and development of financial management in the new era.

During the process of specific implementation, enterprise leaders must accurately play their macro guidance functions, actively to have a foothold on the development background of the digital economy, and timely complement and optimize the current business management trends and make up the existing shortcomings. What's more, it also requires financial managers to standardize the use of new technology such as big data and the Internet to realize the co-construction and sharing and safe application of financial data. In addition, financial managers must be deeply aware of the importance of their role, and take the initiative to upgrade and transform the traditional financial management mode in combination with

advanced technology such as big data. For example, the enterprise financial management process and details can be properly handled with the application of relevant information management platforms.

2. Scientifically Construct Financial Shared Center, Promotion Transition and Upgrade of Financial Management

As the mainstream trend of enterprise financial management strategy transition in the digital economy era, the financial shared center mainly realizes the co-construction and sharing and integrated application of enterprise financial management resources and related information by using big data, artificial intelligence and other technical methods. Combined with the application feedback, the financial management based on the financial shared center can not only coordinate the financial management activities of various departments smoothly, but also make use of the data co-construction and sharing function of the platform to improve the data transparency. Above all this, in the financial shared center, the actual situation of the operation and development of each business department and the expenditure situation, including the financial information and expenditure information involved in the internal production and operation activities of the enterprise at the current stage can be obtained, integrated and analyzed by the financial department of the enterprise, by doing this, issues such as operating losses or inefficient resource allocation can be perfectly avoided.

In addition, relying on the financial management work of the financial shared center system, the big data mining function and analysis function can be applied to complete the in-depth mining and integration analysis of enterprise financial information and economic information. According to the data analysis results, the current stage of enterprise financial management decisions and related content can be accurately sorted out, optimized and adjusted. On this basis, combined with co-construction and sharing data, judgement and discriminant analysis of business risks can be carried out by financial personnel in advance so as to further strengthen the integrated control of financial risks. It should be noted that all business departments should actively participate in the construction of the financial shared center system, break the situation of information island and enhance the efficiency of enterprise financial management.

3. Perfect the Enterprise Financial Risk Pre-Warning Mechanism, Promote the Smooth Implementation of All Links

Some investment activities of enterprises are often affected by the efficiency of financial management, resulting in hidden risks. If the financial personnel fail to identify and manage the potential risks, it is easy to induce the loss of enterprise management. To eliminate the adverse effects of business risks, enterprises should strengthen the pre-warning analysis of financial management risks based on the development characteristics of the digital economy era. During the process of specific implementation, the enterprise financial department can complete the supervision and management of the internal fund allocation and use process by improving the financial risk pre-warning mechanism.

During the construction process, relevant responsible personnel should actively integrate advanced technology such as big data and intelligence. Through in-depth mining and analysis of various financial and economic data, the risk problems of enterprise financial management can be identified and dealt with. During the specific work period, the financial department employees should conduct accurate research, judgment and analysis on various financial activities involved in the internal operation of the enterprise in combination with the actual situation of enterprise operation and management and the characteristics of business types. What's more, they should predict and identify risk problems in advance according to the analysis and feedback results, and adopt scientific and reasonable methods to deal with them.

4. Put the Cultivation of Professional and Technical Talents on Priority, Enhance the Efficiency of Enterprise Financial Management

Paying attention to the cultivation of professional and technical talents has always been an important guarantee to enhance the strategy transition level of enterprise financial management. Combined with the current development situation, enterprises have shifted from the initial economic competition to talent competition in the context of the digital economy era. In view of this, it is suggested that enterprises should strengthen the training and optimization of professional and technical

talents. For example, relevant training and education activities can be carried out regularly, so that enterprise financial practitioners can be deeply aware of the necessity of financial management strategy transition and development in the era of digital economy.

Actively learn knowledge theory and practical operation related to digitalization and intellectualization, and further enhance personal financial management ability. It should be noted that in the process of training and education, trainers should take the initiative to formulate targeted training and education plans in combination with the current work status and ability of enterprise financial personnel to stimulate the subjective initiative and learning enthusiasm of enterprise financial personnel. 通过在 By continuously enhancing personal knowledge reserve ability and practical ability in learning, a solid foundation for the strategy transition and development of enterprise financial management can be set up.

Conclusion

To sum up, under the background of digital economy, the strategy transition and development of enterprise financial management has become an inevitable trend. In light of this, in the future development process, enterprise financial management should take actions actively to combine the development characteristics of the digital economy era, and use advanced technology such as big data and the Internet to timely supplement and optimize the shortcomings of the traditional financial management system. During this period, the relevant government departments should play a macro guiding role, through the introduction of a series of laws, regulations and policy means, strengthen the standardized management of enterprise financial management in the new era, and further enhance the efficiency of enterprise financial management. In addition, enterprises should also conduct in-depth research and analysis on the characteristics of corporate financial risks and the performance of major problems under the current digital economy. What's more, scientific and reasonable measures shall be taken to deal with it so as to fundamentally eliminate the adverse effects of financial management risks. It is believed that with the efforts of many parties, the high-quality development goal of China's enterprise financial management will be successfully achieved.

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