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A Study of the Impact of Digital Applications on the Financial Management of Modern Enterprises

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ABSTRACT

With the rapid development of science and technology, China has begun to step into the era of digital economy. The arrival of the digital economy for the development of China's enterprises has brought great impact. In enterprise management, financial management is the management of the basis of the guest; more needs to change with the times and changes. However, at present, most of China's enterprise's financial management mode is relatively traditional. Unable to meet the needs of the era of textbook economy. This requires enterprises to address the characteristics of the digital era and accelerate the construction of enterprise financial management innovation. In this paper, This article will use the literature comparison method to analyze in detail the problems and situations currently encountered in financial management under the digital economy, and put forward some reasonable suggestions for the transformation of corporate financial management models under the background of the digital economy.

INTRODUCTION

In the digital era, digital transformation has become an unavoidable trend for enterprises. Financial sharing is an important part of the digital transformation of enterprises, digital transformation can improve the efficiency and accuracy of enterprise financial management, promote the digital transformation of enterprises, and strengthen the internal and external financial information sharing and collaboration. However, digital transformation is also facing many challenges, such as the choice of digital platform, digital cultural transformation and other issues Therefore, how to effectively promote the digital transformation of financial sharing has become a problem that enterprises suck to be solved, according to the reality of China's nearly 10 years of enterprise digital applications in the financial management of the trend of the map, Chinese enterprises in the past ten years into a steady upward trend, especially during the epidemic of 2020-2023 more Enterprises due to the epidemic restrictions most have chosen to digitize a variety of sales means, which further drives the transformation of digital finance(Figure 1).The main research purpose of this article is to explore the digital application methods of modern enterprises and provide new ideas for the digitalization of financial management of modern enterprises.

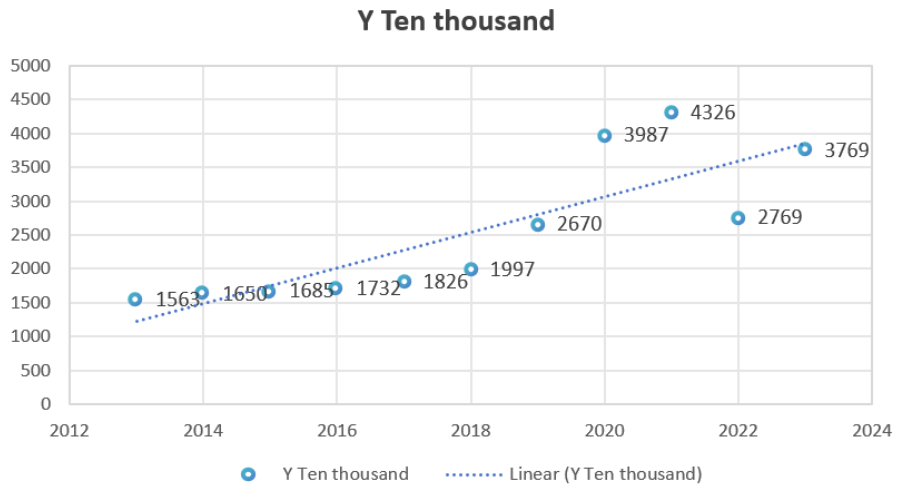

Figure 1: Trend of financial digital transformation in Chinese enterprises in the last decade (https://data.stats.gov.cn/)

LITERATURE REVIEW

The current situation and trend of digital transformation of enterprise financial sharing

With the continuous development and popularization of digital technology, financial sharing digital transformation has become an important direction of enterprise digital transformation. Financial sharing digital transformation refers to the sharing of enterprise financial data and

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financial processes to internal and external stakeholders through digital technology and digital platforms, realizing real-time sharing of financial information, process collaboration and decision-making support, improving the efficiency and accuracy of financial management, and promoting the digital transformation of enterprises.

Current Status of Digital Transformation

At present, financial sharing digital transformation has become a hot spot for enterprise digital transformation. Enterprises in various industries have taken financial sharing digital transformation as an important means to optimize financial management and improve efficiency, especially in the financial industry, banks, insurance and securities and other institutions have begun to actively explore the digital transformation path . (Zhang Ying, 2023). For example, large banks such as the Industrial and Commercial Bank of China, China Construction Bank and other large banks have used digital technology to achieve financial sharing, significantly improving the efficiency of financial processing, Ping An Insurance Company of China has established a globally unified financial sharing platform, realizing real-time sharing of financial data and process synergies, and China Securities Depository and Clearing Company Limited has realized the intelligence of financial management through digital transformation, which has significantly improved the efficiency of financial China Securities Depository & Clearing Corporation has realized intelligent financial management through digital transformation, significantly improving the efficiency of financial data processing.

Trends in Digital Transformation

Digital transformation has become an inevitable trend in the development of enterprises. In the field of financial sharing digital transformation, the continuous innovation and progress of digital technology will also promote the development of digital transformation. In the future, financial sharing digital transformation will show the following trends.

First, the diversification of financial sharing forms. With the development of digital technology, the form of financial sharing will become more and more diversified. Enterprises will realize internal and external financial data sharing and process collaboration through digital technology and digital platforms, including financial sharing between internal departments, between enterprises and customers, and between enterprises and suppliers (Xu Yang, 2023).

Second, financial management intelligence. The application of digital technology such as artificial intelligence, digitalization, cloud computing and other digital technologies will further promote the intelligence of financial management (Li Yingying, Li Ring, 2022). Enterprises can realize the automated collection, processing and analysis of financial data through digital technology, thus improving the accuracy and efficiency of financial data.

Third, financial sharing platform security. As the scope of financial data sharing and the volume of data continue to expand, the security and reliability of financial data are also increasingly emphasized (Yin Chaoyi, 2022).

MATERIALS AND METHODS

Deficiencies in Enterprise Financial Management

The Level of Enterprise Financial Management Personnel is Low, Unable to Meet the Needs of Enterprise Development

The level of professionalism of enterprise financial management personnel will have a great impact on the efficiency of enterprise financial management. In the past, the financial management department, enterprise staff level varies, can not efficiently complete the corresponding tasks of the enterprise. In the enterprise financial management, the work content is relatively difficult, need staff solid theoretical foundation and excellent practical ability. Due to the small number of excellent personnel in the field of financial management, it leads to the lack of talents in the financial management department of each enterprise, which affects the efficiency of T work (Fang Fang, 2022). The low level of staff is mainly caused by two reasons, one is the theoretical knowledge is not solid, which is mainly embodied in the work of experienced employees, such employees due to long hours of work ignored the knowledge of learning, so that the development of their own ability is not balanced: the second is the practice of experience is not rich, which is mainly embodied in the new employees and fresh graduates, such people engaged in financial management for a relatively short period of time, have not accumulated a wealth of experience. Have not accumulated rich experience (Qin, Y., & Li, J. 2023). These problems have led to the low efficiency of the enterprise financial management department, affecting the development of the enterprise.

The Enterprise Financial Management System is Not Perfect, There are Loopholes

The establishment of the management system can create a good working atmosphere for the enterprise, and greatly improve the quality of financial management. Many enterprises ignore the positive impact of the establishment of the management system, resulting in the internal financial management system is not perfect, affecting the efficiency of financial management. Many enterprises have too much leadership, which is typical of the phenomenon of imperfect management system. The management system needs to establish the management level to ensure the smooth distribution of tasks and reduce the management pressure of senior leaders. Too many leadership layers will lead to decentralization of power, which is easy to have problems in management (Xu X ,Zhang H, 2023). The poor working attitude of enterprise employees is also a phenomenon caused by the imperfect system. The establishment of management system can play a role in regulating the behavior of

employees, due to the imperfect management system, the employees will be late, leave early, do not take their work seriously and a series of behaviors affecting the efficiency of the work, which will greatly hinder the development of the enterprise's footsteps.

Ineffective Communication Between the Various Departments of The Enterprise, Affecting the Efficiency of Financial Management

The work of the enterprise can not be separated from the effective communication between the departments, especially the financial management department, need to collect the whole enterprise's financial income and expenditure, and finally summarize. However, many enterprises have neglected the construction of communication between departments, resulting in inefficient communication between departments, greatly affecting the quality of work of the financial management department. Many departments do not pay attention to the docking work with the financial management, can not proactively submit the content of the materials need to be submitted to the financial management personnel to bring a lot of items. Many departments did not arrange a separate person responsible for the docking work with the financial management department, accompanied by low communication efficiency between departments. Low communication efficiency will also lead to errors in the collection of information in the process. And then affect the quality of financial statistics.

Inadequate Funding and Outdated Financial Management Equipment

The application of advanced management equipment can greatly improve the efficiency of financial management work. At present, many enterprises, especially small and medium-sized enterprises, due to insufficient funds. No timely introduction of advanced financial management equipment. Greatly impede the work. Computer equipment is indispensable equipment for financial management, many enterprises to buy second-hand computer equipment. These devices, whether smoothness or performance on the current advanced equipment there is a certain gap. Enterprises often use the computer equipment is more lagging. Staff waiting for a long time in the use of the process. And these computers due to the aging of the equipment. Often appear dead, blue screen and other phenomena, to the staff's work has brought great impact. Many enterprise network equipment is not perfect, in the work of network problems often occur. The emergence of these problems have affected the efficiency of enterprise financial management work. And thus hinder the further development of enterprises.

The Financial Management Approach is Unitary and Not Sufficiently Innovative

Most of the enterprises in our country adopt the financial management method is relatively single, the enterprises for the management mode of innovation is insufficient, resulting in poor quality of financial management work, affecting the development of enterprises. For example. In the capital management work, many enterprises still use manual management as the main way to carry out. The limitations of manual management are light, and easily affected by personal subjective factors. In the financial function, most enterprises still stay in the financial accounting and supervision functions. Has been far from being able to meet the needs of the current era(Khawaja, A. H & Sohail, R. 2022). Single management mode will bring greater pressure to the enterprise staff, reduce the quality of management, hindering the further development of enterprises.

RESULTS AND DISCUSSION

Improvement Measures for Enterprise Financial Management in the Era of Digital Economy

Regular Staff Training Activities are Organized to Upgrade Staff.

Upgrading the level of staff is one of the necessary measures to improve the financial management mode of enterprises in the digital economy era. In the era of digital economy, the content of enterprise financial management work has changed greatly, and the previous level of competence can not meet the needs of the work. This requires enterprises to effectively organize training activities to improve the level of employees (Li X, Wang J, 2023). In the past, the staff only need to be responsible for the basic work such as accounting and fund management in the enterprise. In the era of digital economy, staff are required to participate in enterprise decision-making on the basis of their previous work. Enterprises need to train their staff according to the needs of the times. Enterprises can organize regular skills training activities to quickly improve the level of staff. Can also be implemented within the enterprise "one-to-one" counseling system, the new staff and old staff assigned to a group to make up for each other's deficiencies. Realize the level of rapid improvement. Also need to encourage the enterprise staff lifelong learning regular assessment. Urge employees to learn.

Improve the Enterprise Financial Management System, Strengthen the Staff Management

Improving the financial management system is the first condition to improve the efficiency of financial management. Enterprises want to ensure that employees can seriously complete the task must do a good job of staff management. In order to ensure that the task can be completed in high quality(Dabnichi, Y., & Abderrahim, F. 2023). First of all. In the system needs to be clear in the distribution of management tasks, set the leader of the financial management department. Reduce the emergence of unnecessary management to ensure the smooth delivery of the task. Secondly. Need to develop a detailed code of conduct guidelines for employees, clearly define the system that employees need to comply with. Improve the management of employees. For example.

On and off the clock system, colleagues to monitor each other system, etc.. Ensure that employees can take their jobs seriously. The development of good rules and regulations of the Department of the Division also need to be supervised by senior leaders in real time. Ensure that the management system can be implemented in the actual T work management. To create a team of talented workers. Promote the development of enterprises.

Enhancement of Communication between Departments to Improve the Quality of Financial Management

Efficient communication between departments is the basis for the smooth development of financial management. Therefore, enterprises need to pay attention to the construction of communication between departments, in order to improve the communication efficiency. Ensure the smooth progress of financial management. For example, the enterprise can apply for enterprise weibo for employees, for work communication, between departments to send special personnel responsible for the docking activities between departments, to achieve efficient communication between departments. In the past, the enterprise department. Will be equipped with a landline for communication. But many landline due to the lack of timely payment of fees and other reasons leading to the use of the rate is not high, it is necessary to ensure that the enterprise landline smooth, to protect the normal use of staff. Enterprises can also implement the information sharing system between departments, the departments of financial information uploaded in a timely manner to the information sharing system, not only to facilitate communication between departments, but also to facilitate the supervision of the higher leadership.

Increase Funding for Financial Management Equipment

The application of management equipment can greatly enhance the efficiency of financial management work, and advanced management equipment is one of the significant features of the digital economy era. If enterprises want to adapt to the development of the digital economy era, we must increase the capital investment in the management equipment. But the introduction of advanced equipment, the cost of capital is relatively large, and also need to spend a certain amount of money each year for equipment maintenance. This will bring a certain amount of financial pressure on the enterprise, the need for enterprises to do a good job of capital management, to provide sufficient funds for the renewal of equipment. Advanced management equipment in the cost management work, can be on the financial income and expenditure information for real-time monitoring and analysis, and quickly find out where the use of funds is unreasonable. It can save a lot of disposable funds for the enterprise. Cost management of the funds saved can provide more funds for the enterprise's equipment renewal. Realize the virtuous cycle, thus promoting the rapid development of enterprises.

Innovative Financial Management Methods to Improve the Quality of Financial Management

Innovative financial management is a necessary means for enterprises to improve their financial management mode in the era of digital economy. Traditional financial management has exposed many problems, can not meet the needs of the current era of development, which requires enterprises to carry out timely innovative activities to improve the quality of financial management, in order to adapt to the development of the times. The most significant feature of the digital economy is the wide application of digital technology, so enterprises need to develop financial management in the direction of intelligent management. For example. In the preparation of financial reports, the need to change the traditional regular, stereotyped report mode, into the digital technology using digital real-time analysis of corporate income and expenditure, to achieve diversified financial reports, comprehensive development, for the subsequent development of enterprises to provide a theoretical basis. In the financial risk prediction also need to be innovative, give up the artificial prediction method, the use of digital prediction, in order to improve the quality of risk prediction, and promote the development of enterprises.

Opportunities for Enterprise Financial Management in the Digital Era

Broaden the enterprise financial data source channels in the new era of fierce market competition, clever use of digitalization and other emerging technologies for financial management work empowerment, become the enterprise to enhance the competitiveness of their own building heart of the United States key means. Financial work has the United States enterprise business activities capital turnover flow in charge of the lifeblood of the enterprise, so its innovation and reform for the development of the importance of the enterprise is indisputable. In the era of digitalization, data is the king of financial management work the first innovation is to broaden the financial data source channels, so as to obtain more financial data. Digital integration in financial management, a change in the traditional way of obtaining financial data, no longer only from the financial statements to obtain data, but to help advanced digitalization, cloud computing and other technologies, the use of the cloud on the end of the enterprise customers for scientific and deep technical analysis. Through this way, enterprises can easily understand customer preferences and customer income and expenditure levels. After researching and understanding the needs of customers, enterprises can provide customers with more accurate and comprehensive services. The leadership of the enterprise can also be used as a basis for more targeted strategic planning. In this way, it can effectively improve the economic efficiency of the enterprise.

Improve the Accuracy of Corporate Financial Data

Thanks to the application of digital technology, a large

number of enterprises have relied on technological advantages, the enterprise financial management capabilities in the gradual improvement, such as the early financial data collection is not timely, the late data processing do not want to and other problems have been clearly 5 improved. Digitization for enterprise financial management example new empowerment is an effective leap in the technical level, the application of large number of technology for financial data processing, not only can effectively avoid the traditional manual processing of financial data may exist when the problem of error, but also can make the financial data processing rate has been qualitatively improved.

Improvement of the Effectiveness of the Financial Unit of the Enterprise

Traditional financial data processing often requires a lot of manual intervention time-consuming and resource-consuming and digital technology can realize the automated processing of data, through automated data collection, organization and processing, greatly reducing the time and error rate of manual processing. Enterprises can use digital technology to automate the processing of financial statements, accounting documents and other data to improve data processing efficiency. Through digital technology, you can realize the real-time monitoring team of financial data and early warning of financial risks. Real-time enables business people to make the right decision in a shorter period of time, thus making the processing of information more efficient and accurate. With digitalization and artificial intelligence technology. Enterprises can dig out the hidden rules and trends from digitalization, thus providing more accurate support for future financial risk warning and decision-making.

CONCLUSION

With the advancement of digital transformation, digital transformation based on digitally driven financial sharing has become an important part of enterprise digital transformation. Enterprises should choose the appropriate digital platform and technical means according to their own situation, set clear digital transformation goals and implementation plans, and strengthen internal and external cooperation to promote digital transformation jointly. This can not only improve the efficiency and accuracy of the enterprise's financial management and promote the enterprise's digital transformation but also strengthen internal and external financial information sharing and collaboration, improve the accuracy and speed of decision-making, and promote the enterprise's sustainable development.

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