

Analysis and Research on Financial Management Innovation in the Era of Big Data

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Abstract. The era of big data Internet technology has arrived, and big data has had an important impact on corporate financial management. Enterprises should seize new opportunities, and enterprises should change their financial management methods and improve their financial management levels. The author of this paper puts forward the significance of the big data era to financial management innovation. The author of this paper analyzes and discusses the challenges faced by financial management innovation in the big data era. The author of this paper combines his own study and work practice. measures.

Keywords: Big Data; Era; Financial Management Innovation; Problem; Analytical Research.

1. The Significance of the Era of Big Data to Financial Management Innovation

The era of big data refers to a huge data information system in which computers collect and summarize massive amounts of big data information in various ways and through various sources of data and information channels. Big data technology has strong practical characteristics. Internet cloud computing big data technology is the result of technological innovation. People apply this technology to all walks of life, so this era is called the era of big data. Enterprises should make full use of big data Internet cloud computing technology and let cloud computing technology serve financial management. The rich content of big data involved in enterprise financial management mainly includes external related data information websites, market business data information platforms, financial management, accounting and other aspects. data information. The advantages of big data Internet cloud computing are very significant. This advantage is mainly manifested in massive data information, diversified data types, high-level differentiated real information, and the rapidity of data information mining and processing. All departments of the enterprise can obtain the required data information through smart phones, tablet computers and other carriers. Big data information technology can meet people's various needs in life and work. It is the core value of big data technology to organize, mine, analyze and store massive data information by computer. The value of applying big data to enterprise financial management is huge. People use big data technology to carry out financial management content. Innovation, people can analyze the main problems and reasons in financial management in a timely manner. These analyses help the financial management department of the enterprise to find ways to improve the efficiency of capital utilization. Carrying out material reserves to reduce the occupation of working capital, big data technology pushes different product preferential information to different customer groups, computer quickly identifies loyal customers, big data technology improves the market share of enterprise products, and big data technology also strengthens sales management and improves Enterprise profitability, big data technology has important practical significance for realizing the financial management goal of maximizing enterprise value.

2. Challenges Facing Financial Management Innovation in the Era of Big Data

2.1 The Concepts and Methods of Corporate Financial Management are Facing Challenges

The concept of enterprise financial management is facing challenges. People are influenced by traditional financial management concepts. At present, people focus on the processing of accounting computerized data and information. The arrival of the times has neglected the innovative

requirements of financial management. Accounting computerization is mainly limited to the calculation of data information, the recording and storage of accounting information, and people's awareness of the application of big data technology is not strong. Many people have relatively little contact and application of big data technology. Relatively low, enterprise financial management only stays on the surface processing and data information analysis, the backwardness of enterprise financial concept directly leads to the lack of real mastery of the core of big data technology, enterprises lack the environment for applying big data technology, and enterprise financial management does not the timely application of big data technology will not be able to adapt to changes in the market environment. The inability of enterprises to adapt to changes will directly affect the company's competitive advantage in the market, and the inability of enterprises to adapt to changes will affect the sustainable development of enterprises. The financial management methods of enterprises are facing challenges. On the premise of complying with national laws and regulations, enterprises adopt diversified management methods. Enterprises adjust financial management methods in a timely manner according to changes in the market environment, and improve the profitability of enterprises is the key purpose of its existence. The financial management methods of some enterprises need to be adjusted. The financial management methods of enterprises are a long-term formation process. Many enterprises have rashly changed their financial management methods in order to adapt to changes in the external market environment. Changes in the external market environment are constantly going on. If enterprises do not transform their financial management methods, they will be abandoned by the times. It is inevitable for enterprises to transform and upgrade their financial management methods. a major challenge.

2.2 Corporate Financial Management Technology and Personnel are Facing Challenges

Modern enterprise financial management needs the support of big data Internet technology. The computer collects data information from all walks of life through various channels. These data information constitute big data. Big data cloud computing has the characteristics of massive and complex data information. Information growth is showing a high-speed trend. Various financial data information of an enterprise comes from various functional departments within the enterprise. Comparing financial data with big data, financial data is characterized by less internal data information and high data accuracy. Big data Internet cloud computing technology puts forward higher technical requirements for enterprise financial management personnel. For most enterprises at present, financial management technology cannot meet the development requirements of the big data Internet era, and financial management technology cannot meet the needs of the big data era. The efficiency of enterprise financial management is not high, and enterprises are facing huge challenges. The era of big data and the Internet has brought new challenges to corporate financial management personnel. Financial personnel need to have professional competencies that are different from the traditional sense. The new technological environment requires corporate financial accounting personnel to master various professional knowledge, and financial personnel must have financial knowledge. Professional knowledge in accounting, financial personnel need to master the professional knowledge of big data Internet cloud computing and big data collation, mining, analysis capabilities, financial personnel also need to conduct external macro policy data information analysis and evaluation capabilities. In some enterprises, the construction of financial management system is not perfect and the financial internal control system is not perfect, the comprehensive quality of financial accounting personnel of the enterprise needs to be improved, the innovation ability of accounting personnel is insufficient, and the financial department lacks the overall concept of the enterprise. The financial department cannot provide scientific and useful information for the strategic decision-making of the enterprise, which may lead to the decision-making mistakes of the decision-making level of the enterprise.

2.3 Challenges in the Management and Control of Corporate Financial Management Information

In the era of big data Internet, various management activities within the enterprise and the data information of various functional departments require resource sharing. The development trend of financial management is financial sharing. The data information of various functional departments and links within the enterprise is connected through the big data platform. A data network system for sharing data and information resources is formed. The generation, transmission, mining, analysis and utilization of various data and information within the enterprise are all fast and convenient. The sharing and effective application of data information brings convenient working methods to various management activities of the enterprise, and facilitates the financial management of the enterprise. Effective management of work. However, data information sharing puts forward higher requirements for the management and control of financial management information of enterprises, and faces new challenges in the management and control of financial management data information. Under the background of big data Internet, the internal financial data information of enterprises may be leaked due to unfavorable management and control, the security of corporate financial data and information is threatened by leakage. If the company's financial data information is leaked, it will bring huge losses to the company, and the leakage of financial information will even cause disasters to the company. The corporate financial management department should analyze and study how to innovate the content of corporate financial management and confirm the management time in the era of big data technology, which is a new challenge to the management and control of corporate financial data and information.

3. Innovative Measures for Enterprise Financial Management in the Era of Big Data

3.1 The Concept and Method Innovation of Enterprise Financial Management in the Era of Big Data

The era of big data has brought opportunities for enterprises to adjust the depth and breadth of management data information. Enterprises realize the transaction process through the information network platform. The application of big data Internet technology has become a key factor for enterprises to compete in the market environment. Big data Internet technology the application is an important development direction of the enterprise in the future. The financial department of an enterprise manages and controls the operation of capital turnover. Controlling capital turnover is an important force for maintaining the stable and sustainable development of enterprise operations. The senior managers and financial managers of the enterprise should conform to the requirements of the development of the times. The employees of the enterprise should change the financial management concept in a timely manner and accurately recognize the importance of the big data Internet technology to the development of the enterprise and the advantages of the enterprise competition. The employees of the enterprise should adapt to the requirements of the big data technology. And constantly improve the construction of various management systems within the enterprise, the financial department should conform to the development requirements of the times, the financial department should integrate the big data Internet technology into the daily financial management activities of the enterprise, and the financial personnel should change the financial management method to the management of financial sharing. In this way, financial personnel will continuously push the enterprise's fund management to the mode of refined management, and financial personnel will improve the level of financial management and profitability, so as to achieve high-quality development of enterprise operation.

3.2 Technological Innovation of Enterprise Financial Management in the Era of Big Data

Financial management technology requires professionals with professional competence as technical support. In the era of big data, it is necessary to process data information and professional personnel to follow up and do the corresponding work. Enterprises should attach importance to the training and introduction of financial management talents, establish and improve the rank promotion system, and implement a good salary and welfare treatment mechanism to attract outstanding financial and accounting personnel to join the company's accounting team. The senior management personnel of the enterprise shall clarify the scope and positions of financial management work, and the senior management personnel of the enterprise shall assign talents with professional competence to the corresponding jobs. The financial department conducts big data Internet technology training for the existing accounting personnel, and the financial personnel continuously update their professional knowledge and information technology knowledge. Maintain the continuing education of various management personnel and ensure the needs of reserve talents for enterprise development. Big data Internet technology has a strong impact on the existing management models and methods of enterprises, and this impact has a relatively large impact on financial management. The main points of the main innovation modes and methods of the enterprise are as follows: First, the senior management personnel of the enterprise innovate the financial management mode, and the senior management personnel of the enterprise formulate corresponding data and information analysis methods according to the specific situation of the enterprise to improve the overall financial management quality of the enterprise. Second, the senior management personnel of the enterprise optimize the internal post personnel structure of the enterprise, the senior management personnel of the enterprise clarify the responsibilities and rights, and the enterprise implements the responsibility system of each functional department and each job position, which improves the work efficiency of the overall operation and management of the enterprise. The third is that enterprises should establish and improve the financial early warning mechanism, implement comprehensive budget management, and closely link corporate financial management with big data technology. Management and control ability, corporate financial personnel ensure that various budget indicators are completed on time and achieve the company's business goals.

3.3 Innovation of Enterprise Financial Management Information Management and Control in the Era of Big Data

The era of big data can finely manage and integrate the financial data of enterprises in a relatively short period of time. Big data technology can transform according to the requirements of the operation mode and progress of the enterprise. Information resources are comprehensively updated, which puts forward innovative requirements for the management and control of financial data and information of enterprises. The management and control innovations of the enterprise are as follows: First, we build a comprehensive data and information sharing platform according to the operation and management situation of the enterprise and the needs of information management combined with the technical requirements of big data, which provides the safe and reliable operation of the internal financial data and information of the enterprise. Technical Support. The platform organically integrates enterprise management decisions and various business activities, which will facilitate the development of enterprise financial data and information in the direction of transparency in the future. Second, according to the business needs and management status of the enterprise, we develop and open a financial management software system that is suitable for the operation of the enterprise management. This system ensures the effective operation of the enterprise financial data information management program, and this system can improve the overall quality of the enterprise financial data information. level. Third, in order to strengthen the management of corporate strategic planning, we should establish and improve the financial data information management and control system. This system improves the overall analysis level of corporate financial data information and the ability to effectively utilize data information. Big data technology further reflects the financial data and information. Value. Fourth, we must strengthen the awareness of corporate financial risks, we must

improve the ability of corporate financial risk management and control to ensure the smooth completion of various business tasks of the company, and we will create a good management environment for the stable and sustainable development of the company.

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