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Analysis on the Information Management of Enterprise Assets Evaluation Business

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Abstract

In recent years, with the rapid development of Internet information technology, informatization has become the main channel for various industries to improve management level, and explore the informatization construction path suitable for the industry itself. After years of development, the asset appraisal industry has made some progress in industry management and formed a relatively perfect self-discipline management system. As an intermediary service industry, asset appraisal plays a more and more important role in social economy. However, at present, there are still a series of deficiencies in the asset appraisal industry, such as the lack of perfect management system, sound management standards and so on. These problems have become the tools of some companies or groups, disrupting the operation of the market economy. From the practice of asset appraisal, there are many types of assets involved in asset appraisal, with great differences, and the fair judgment standards made by appraisers when collecting data are different. Therefore, it is necessary to establish a perfect information database, improve the standardization level and promote the development of asset appraisal in China.

Keywords

Asset Evaluation; Informatization; Management.

1. Concept of Asset Appraisal Informatization Construction

Information construction of asset appraisal refers to the establishment of efficient information system through information means to improve the efficiency and effect of asset appraisal; Improve the information management mode of industries and institutions. Asset evaluation informatization is a relatively broad concept, which refers to the combination of various information management technologies. The construction of asset evaluation informatization is a step-by-step process. The corresponding asset evaluation informatization system should be improved according to different asset categories and actual characteristics.

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2. Current Situation of Information Construction of Asset Appraisal in China

2.1. Current Situation of Management Informatization Construction of Evaluation Institutions

At present, the information on the website of China's Asset Appraisal Association has covered three aspects: career management, business data and news information, and combined with local association organizations to form a network information system, which meets the needs of employees to a certain extent, but the business data and corresponding supporting information need to be further expanded. According to the statistics of the questionnaire survey results of the Assets Appraisal Association, the employees hope that the association will establish a professional business exchange platform and provide typical case analysis, so as to promote personnel learning and improve the overall quality of professionals; It is hoped that the website will improve the information data center, make use of the advantages of the association to collect all kinds of data resources, and design a new system conducive to data transmission and data search to facilitate members to find corresponding data. Therefore, it is necessary to further improve the database construction.

The application level of office automation in the evaluation Institute reflects its own technical level and the scale of the evaluation Institute. Due to the impact of the scale of the evaluation Institute, the information demand of the evaluation Institute is not as good as that of traditional enterprises. However, to strengthen the efficiency and effect of asset evaluation, it is necessary to improve the information application level of the asset evaluation system. At present, most evaluation institutes have improved the office efficiency through software, but the level of using database needs to be further strengthened, and the technical level of using big data, cloud computing, intelligent office and so on also needs to be improved, To realize the automatic processing of asset evaluation.

2.2. Current Situation of Practice Informatization Construction of Evaluation Institutions

There are many disciplines involved in asset appraisal, and the knowledge of employees is relatively intensive. The appraisal involves different forms of products and assets in various industries. Therefore, relevant personnel are required to understand laws, regulations, policies and industry standards. The collection of information has become an important part of the asset appraisal industry. At present, the data collection of the asset appraisal industry has gradually changed to information collection and realized semi-automatic office. However, at present, most of the appraisers' time is wasted on the input of original data. If the appraisers' data input is wrong, the accuracy of the appraisal will be reduced. At the same time, the current evaluation software is not practical. Most software systems only meet the simple operation, and there is no powerful database, so it is difficult to realize intelligent evaluation. Most software require setting data in the early stage, which is cumbersome and reduces the work efficiency.

3. Constructing the Information Construction Framework of Evaluation Institutions

3.1. Connotation of Informatization Construction of Asset Appraisal Institutions

If the process of asset appraisal should be scientific and standardized, it needs the support of advanced information technology. There are some differences between the asset appraisal process and the enterprise management process. The information construction of asset appraisal institutions should meet the relevance and timeliness. Relevance requires that the

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information provided should be related to the needs of the evaluation subject and meet the requirements of decision-making. Timeliness means that the value of assets in different periods is also different. Asset evaluation is to select a reasonable evaluation benchmark. Therefore, information should also be timely.

3.2. Information Construction Framework of Evaluation Institutions

The asset appraisal industry has developed rapidly in recent years. It has experienced a series of stages from pure manual operation to semi manual operation and then to intelligent development. Improving the informatization construction level of asset appraisal institutions can improve the efficiency of asset appraisal and the accuracy of asset appraisal. However, there are still some problems in the informatization construction of asset appraisal at present. For example, asset appraisal institutions do not recognize the informatization construction, think it is dispensable, and do not improve the informatization of asset appraisal to the strategic height of the development of asset appraisal.

Professional system is an information system that provides a data platform for the evaluation office and appraisers. By improving the evaluation efficiency and quality of appraisers and the evaluation efficiency of various assets, it can improve the effect of asset evaluation, including various evaluation systems, auxiliary information systems and technology libraries.

3.3. Construction of Evaluation Association Management System

The asset appraisal industry is sensitive to changes in information and needs to establish an authoritative data platform to standardize various data sources of appraisal institutions, ensure mutual communication and learning between appraisal companies, integrate various resources, provide reasonable data for appraisers, and strengthen the social recognition of asset appraisal. Judging from the actual situation in China, the Evaluation Association has the conditions to establish an evaluation information management platform. The China Evaluation Association guides the local associations to improve the information system and network system, encourages the websites established by the evaluation association with a good foundation, and transmits information to the Evaluation Association. According to the characteristics and informatization objectives of the evaluation industry, the information management is divided into reasonable modules to improve the quality of appraisers, and build a platform for mutual communication and exchange for appraisers, Improve the level of evaluation institutions from all angles.

3.4. Construction of Management System of Assessment Office

The business development of the appraisal institution needs a lot of data information. The asset appraisal management system realizes the management of funds and personnel according to various information. With the rapid development of information technology, the information of asset appraisal institute should also be applied to the process of business development. The functional objective of the evaluation Institute is first to dynamically manage the evaluation project, understand the basic situation and progress of the project through the information system software, track the risk of project implementation, and optimize the project management level. At the same time, the evaluation organization realizes the efficient management of personnel and finance through the information system, and improves the work efficiency of decision-making level and executive level through modular information management; Reduce the management level and use the parallel and flat management structure to improve the management efficiency; On the basis of establishing information system, Develop a management module in line with the actual situation of the evaluation organization.

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4. Design of Asset Appraisal Information System

4.1. Suggestions on the Construction of Electromechanical Product Evaluation System

Electromechanical equipment is one of the main objects of asset appraisal business, and electromechanical equipment in different industries are also different. The total amount of mechanical and electrical equipment is various, and the performance and quality are also very different. Therefore, it is difficult to search the data and there are great differences in the evaluation price. We should integrate the data and calculation models of various mechanical and electrical products, improve the efficiency of evaluating mechanical and electrical equipment, collect the information of mechanical and electrical equipment in various industries, and improve the comprehensiveness of information collection.

Each corresponding detailed search function of electromechanical equipment. For example, the price query module should refine the data into second-hand equipment, electromechanical products, electronic equipment, etc. the module should include the main information such as equipment model and manufacturer. The appraisers can query the price through the database search keyword. At present, the main methods of evaluating electromechanical equipment are the cost method. After searching the price, the appraisers conduct in-depth analysis on the existing industry methods to reasonably evaluate the corresponding expenses such as mechanical equipment installation fee, transportation and miscellaneous fee, foundation fee and so on.

The difficulty in equipment evaluation lies in the evaluation of the price of unpopular models or electromechanical equipment stopped production. For this, special personnel should be organized to classify the equipment or divide the output and quality, so as to calculate the economies of scale index of the equipment, make up for the defect of missing price, evaluate the price on the premise of ensuring the rationality of economies of scale index, and improve the accuracy of equipment price evaluation.

4.2. Suggestions on the Construction of Intangible Assets Appraisal System

With the rapid development of society and technology, intangible assets have become the main driving force of economic growth in various countries. It is difficult to predict the profitability of intangible assets during asset evaluation. It should be analyzed in combination with the macro environment and judged in combination with the actual situation of the industry and the future development prospect. Therefore, the evaluation of intangible assets is also the difficulty of asset evaluation.

The intangible assets can be appraised by the intangible assets appraisal institution with uncertain and complex parameters. The difficulties in intangible assets appraisal mainly lie in the difficulties in selecting methods, obtaining parameters and comparing similar prices in the market. Therefore, it is necessary to select appropriate macroeconomic parameter indicators in the intangible assets database, set appropriate parameter system and standardize the way of parameter acquisition through analysis, induction and summary. The factors affecting intangible assets mainly include internal factors and external factors, which affect and promote each other. When evaluating the value of intangible assets, we must consider both factors to correctly evaluate the value of intangible assets. The internal factors are affected by the intangible assets themselves and are less dependent on the external environment. External factors have a great impact on intangible assets. When building the evaluation system, we should consider economic factors, social factors, technical factors and market factors, build a macro database and comprehensively analyze various macro data, such as GDP, Engel coefficient, deposit interest rate, enterprise prosperity index, P / E ratio, industry average salary, etc.

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4.3. Suggestions on the Construction of Enterprise Value Evaluation System

Enterprise value evaluation is an important development direction of asset evaluation industry, which was introduced into China in the 1990s. By analyzing and measuring the fair value of the enterprise, we can improve the decision-making for investors and managers. The object of enterprise value evaluation is all the assets and overall profitability of the enterprise, as well as the relevant influencing factors of profitability. It needs to be analyzed in combination with the industry background and macroeconomic situation of the enterprise. The macro environmental parameters of enterprises are complex, and appraisers can only obtain them through the data released by the state. Therefore, the evaluation organization needs to update the data regularly to establish the enterprise value evaluation information system. It should include financial indicators, such as asset status, debt risk status, etc., as well as industry representative data, such as industry representative output data, which are used to comprehensively evaluate the operation of the enterprise. The profitability indicators of enterprises need to be evaluated by analyzing the rate of return on net assets and the rate of return on total assets. For the input-output ratio and the profitability of the enterprise in the business cycle, it is necessary to analyze the asset quality, the turnover rate of accounts receivable and the proportion of non-performing assets, and evaluate it in combination with indicators such as asset turnover rate, mainly to evaluate the utilization effect of economic resources of the enterprise. The debt risk status is evaluated by asset liability ratio and other indicators to analyze the debt burden and solvency of the enterprise.

At the same time, enterprises should be divided according to different industries, such as industry, construction, transportation, information technology, social services, agriculture, forestry, animal husbandry and fishery, and evaluated according to different industries to build a perfect evaluation system. Different industry types also have different indicators, which can be brought into the analysis, so as to provide reasonable data for asset analysts.

4.4. Construction of Real Estate Appraisal System

The real estate industry has strong policy dependence. The improvement of real estate evaluation efficiency is a necessary condition for the further development of the real estate market. It is necessary to strengthen the evaluation information management and improve the evaluation efficiency.

Most of the real estate is often non-standard projects, and the real estate prices in different regions are quite different from the market economic environment, so the workload of asset appraisal is large. At present, there are many real estate appraisal methods and different data required, which also increases the workload of appraisers. The benchmark price in the real estate appraisal is formulated and released by the land management department. There are great differences between the economic situation and the maturity of the real estate. If it is in the first tier cities, the relevant departments should make a detailed analysis of the benchmark land price, but there are no specific parameters and appraisal methods in some small areas. Therefore, the informatization of real estate evaluation needs to formulate reasonable parameters in combination with the local actual development status and economic level, so as to improve the accuracy and efficiency of real estate evaluation.

For land price evaluation, it is affected by land rights, market supply and demand, government policies and other factors. At present, China has formed a land price system with benchmark land price and calibrated land price as the core, including transfer base price and market transaction price. The asset evaluation system should determine the low price of the evaluation target in combination with the macro land price level, select the correction coefficient according to the correction coefficient table to correct the benchmark land price, and process the relevant data with information, so as to improve the efficiency of asset evaluation and reduce the difficulty of asset evaluation. According to the characteristics of real estate evaluation and the

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methods involved, the evaluation information platform is divided into two modules: real estate evaluation and real estate evaluation. According to the evaluation methods, it is divided into different model bases to calculate the required data according to each model, so as to facilitate the use of appraisers.

4.5. Application of Auxiliary Information and Technology in Evaluation

4.5.1. Legal Information Query Database

Local regulations vary from place to place and the terms often change. Therefore, the asset appraisal work is also inconvenient. The asset appraisal information management needs to improve the collection of laws and regulations and form a legal database, so as to provide reference for asset appraisers. According to the different scope of law, it is divided into two modules: national law and local law, and the legal contents of various sub modules under the two modules are entered into the database to facilitate the asset appraisers to consult in time during the appraisal process.

4.5.2. Application of GPS Technology

With the development of GPS technology, the positioning of GPS technology is becoming more and more accurate. Through GPS technology, the area, location, altitude and other contents of the evaluated assets can be clarified, and the evaluation object can be objectively analyzed through GPS, so as to provide scientific decision-making basis and improve the reliability of the evaluation effect. GPS technology is used in forest resource assessment, area measurement and so on

5. Suggestions on Information Construction of Asset Appraisal Business

5.1. Strengthen the Guiding Role of Industry Organizations

The informatization level of the asset appraisal industry is related to whether the asset appraisal business can realize efficient and standardized management and whether the industry can realize standardized management. Therefore, industry organizations should combine their own capabilities and use reasonable means to guide the asset appraisal institute to carry out information construction in a planned way, such as strengthening infrastructure construction, popularizing information, formulating information standards, creating an information development environment, etc. At present, the informatization construction of the asset appraisal industry is still seriously insufficient. The early investment in the informatization construction of asset appraisal is very large, which is difficult to rely on the strength of the industry itself, and requires the joint participation of other competent departments and social forces.

5.2. Give Full Play to the Strength of Evaluation Institutions and Encourage Innovation of Evaluation Institutions

Carrying out asset appraisal informatization construction is a comprehensive and systematic project, which requires a lot of financial, material and human resources. In addition to the guiding role of industry organizations and government social forces, large-scale and high-level asset appraisal institutions should strengthen information construction, and the asset appraisal industry should also rely on large-scale appraisal institutions as pilot projects to explore a reasonable way of asset appraisal informatization construction. Information construction needs to invest in hardware and software, as well as a lot of manpower. Therefore, strong financial support is needed. Large asset appraisal institutions should raise funds from R & D expenses in carrying out information construction. At the same time, industry associations should also provide certain financial support for information construction and encourage relevant institutions to innovate in information construction.

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5.3. Improve Data Standards and Basic Database

There are many objects in the asset appraisal industry, and there are many sources of information and data in the industry. There is no unified standard. In order to carry out information construction in the asset appraisal industry, it is necessary to formulate a unified information standard system. When carrying out asset appraisal, take the data of the database as the evaluation standard to make the appraisal report more credible and authoritative. To carry out database construction, we need to have enough basic data accumulation. The accumulation of basic data and database construction is a work with scale effect. When the database construction is successful, it will benefit the industry as a whole. China's Asset Appraisal Association has launched the database of laws and regulations and the price information database of mechanical and electrical products. It has some experience in database construction. It should further strengthen the construction of basic database platform, provide a more comprehensive and operable database platform, and facilitate the development of asset appraisal business.

5.4. Promote the Development of Information Technology and Strengthen the Application of Artificial Intelligence

In recent years, cloud computing, big data, artificial intelligence and other concepts have been paid more and more attention by more and more industries. The information construction of asset evaluation should also be combined with the current popular information technology, use artificial intelligence to carry out asset evaluation, combine artificial intelligence with asset evaluation, and promote the efficient and standardized development of asset evaluation. Through automatic analysis of artificial intelligence, we can test the accuracy of asset appraisal and reduce the workload of asset appraisal.

The important goal of promoting the development of asset appraisal informatization is to make full use of the progressiveness of information technology and learn from the advanced technologies and ideas of other industries. For example, we can learn from the concepts of artificial intelligence and financial robot in the financial management industry, and combine the asset evaluation with artificial intelligence and robot to realize the development goal of automatic and intelligent asset evaluation.

6. Epilogue

In recent years, the business volume of asset appraisal is also increasing rapidly. In the face of these changing needs of the asset appraisal industry, we should strengthen information management, so as to improve operation efficiency and form a standardized management system, so as to improve the overall value of asset appraisal enterprises. Firstly, this paper analyzes the concept of asset evaluation information construction, expounds the current situation of asset evaluation information construction in China, and expounds the framework and system design mode of asset evaluation information construction. This paper mainly discusses the design suggestions of the asset evaluation information system, discusses the construction suggestions of the evaluation system in the aspects of mechanical and electrical products, intangible assets, enterprise value and real estate, and analyzes the suggestions on strengthening the information construction of asset evaluation business, in order to provide reference for the development of China's asset evaluation industry.

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