

The Problems and Solutions of Enterprise Financial Management in the Perspective of Digital Economy

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Abstract: From the perspective of the digital economy, enterprise financial management is facing unprecedented challenges and opportunities. Traditional financial management models are no longer suited to current development needs. Fine-tuning financial management is essential to support the modernization of enterprises, guard against operational risks, and promote coordination across the entire value chain for greater economic efficiency. With the help of digital technology, data-driven, highly interconnected, and intelligent decision-making processes are becoming more prominent, profoundly transforming the operational and financial management models of enterprises. This enables financial management to keep pace with modern developments. In light of this, the paper explores the connotations and mechanisms of the digital economy and enterprise financial management, clarifies relevant conceptual characteristics, and identifies problems in financial management under the digital economy. It also offers strategies for optimization and problem-solving, with the aim of providing valuable insights for educators and practitioners.

Keywords: Digital economy; Enterprise; Financial management; Existence problems; Solution strategy

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1. Introduction

Since the reform and opening up, China's socialist market economy has developed vigorously, with the extent of marketization and economic openness continuously expanding. As enterprises grow in scale, financial management has gradually become a key component of corporate management, especially in areas such as accounting and financial supervision, which are central to internal enterprise management. In the current digital economy era, the digitization and informatization of enterprise financial management are also of great importance. Whether these developments can meet the demands for efficient, accurate, and intelligent management requires deeper study and improvement. Therefore, comprehensively examining the digital economy, identifying enterprise financial management issues, and proposing effective strategies for resolution can positively impact the improvement of enterprise competitiveness and promote quality economic development.

2. The connotation and mechanism of the digital economy and enterprise financial management

In the 21st century, the Internet, digital technology, and artificial intelligence have ushered in a new era, where the effective management and utilization of data assets present both unprecedented challenges and opportunities ^[1]. Compared to the agricultural and industrial economies of the past, data and digital technologies are to a certain extent “invisible and intangible,” which introduces both significant risks and benefits ^[2]. This requires us to properly address data collection, validation, processing, analysis, pricing, and utilization, thereby improving operational processes and laying a solid foundation for the development of the digital economy. Data, as a new generation of production factors, together with communication networks, cloud computing, and data center infrastructure, form the basic framework of economic development. This also signifies the transition and upgrading from the third industrial revolution to the fourth ^[3]. The digital economy encompasses the transformation and development across various sectors, and has a profound impact on daily life, enterprise production services, and employment, making it a subject worthy of in-depth study and exploration.

Enterprise financial management is a key component of corporate management, with a focus on maximizing economic benefits through systematic planning, organization, coordination, and control of the entire cash flow cycle of an enterprise’s production and operations ^[4]. It is evident that financial management, along with capital investment, financing strategies, and daily operations, constitutes a complex and precise framework within the enterprise management structure. Research indicates that the core of enterprise financial management lies in efficient decision-making, strict planning, and capital movement control, which support the efficient circulation of cash flow and align with the strategic vision of the enterprise. This framework encompasses various dimensions, including budget management, supervision and decision-making, and risk management ^[5]. Budget management involves forward-looking predictions and the accurate creation of financial blueprints, while supervision and decision-making rely on enterprise indicators and decision-making systems to drive financial strategy optimization. Risk management focuses on early warning, identification, and mitigation of risks to ensure steady development in complex scenarios. These elements are closely interlinked, forming the financial management model that supports the sustainable development of enterprises and enables them to keep pace with the times.

3. The problems existing in the financial management of enterprises from the perspective of the digital economy

3.1. Backward concepts in financial management

Since China’s reform and opening up, over 30 years of high-growth development have provided a stable foundation for the market economic system and a favorable external environment for enterprises ^[6]. From the perspective of the digital economy, new business models and management concepts have emerged, continually reshaping the business landscape. However, many enterprises in China are facing difficulties in transforming their financial management systems. Some continue to adhere to outdated financial management models, some fail to ensure the overall quality of their accounting professionals, and others lack awareness of efficient resource allocation and fine cost management—all of which limit their development and progress. This lag is also reflected in the insufficient use of modern financial management tools. Despite the development of new technologies and platforms, their practical application often falls short of achieving the desired results. Errors in investment decision-making and inadequate cost control quietly increase financial burdens on enterprises,

seriously affecting their operational efficiency and sustainable development ^[7]. This situation requires financial management personnel to carefully analyze these issues and apply innovative ideas to reform their financial management models accordingly.

3.2. Lack of corresponding accounting standards

Accounting practices are a key component of the financial management and reporting systems of enterprises, and their legitimacy and standardization directly impact economic activities. As the market economy deepens and modern enterprise systems are widely implemented, the need for refined and standardized financial accounting management has become more urgent. Unfortunately, some enterprises excessively pursue short-term gains, manipulating data in financial and accounting reports, exaggerating figures, and violating relevant national laws and regulations. This behavior severely undermines the health [8] of the market economy. The lack of internal supervision mechanisms within enterprises, along with insufficient enforcement of accounting practices, has rendered many state-issued accounting standards and systems ineffective. As a result, the authenticity of accounting information is greatly diminished, leading to misinformation and increased risks for investors, creditors, and the public. Over time, this not only erodes the credibility of enterprises but also hampers the positive functioning of the entire economic system. Therefore, strengthening and regulating accounting practices to ensure that accounting information is true, accurate, and complete is an important issue for corporate governance and market oversight.

3.3. Lack of high-quality financial management personnel

Financial personnel are the cornerstone of an enterprise's financial management system. Only when the overall quality of personnel in accounting-related departments is high can they contribute to the long-term development of business decisions. This paper analyzes the problems related to the overall quality of accounting personnel and proposes corresponding solutions. However, in current enterprise development and practice, resource allocation and personnel training are often insufficient, with excessive emphasis on scientific research and technical personnel, while neglecting the growth and development of financial management personnel. This phenomenon leads to accounting staff working under high intensity and heavy workloads for long periods, struggling to handle the demands of accounting processing and report preparation. As a result, they have little time or energy to improve their skills or explore professional challenges ^[9]. In the long run, this not only hinders the personal development of accounting professionals but also restricts the performance of enterprise financial management, making it difficult for companies to adapt flexibly to a complex and changing market environment, thus missing development opportunities.

3.4. Lack of extensive application of information technology

In the digital economy era, the lack of flexible application of information technology in enterprise financial management is a serious shortcoming that needs to be addressed. On one hand, many enterprise financial management systems fail to integrate cutting-edge technologies such as cloud computing, big data, and artificial intelligence. As a result, data processing is inefficient, and the phenomenon of information silos is prevalent. On the other hand, some enterprises have insufficient investment in information and digital construction, lacking professional teams to drive technological innovation and process optimization. This results in financial management processes that are cumbersome and complex, making it harder for businesses to adapt to rapidly

changing market demands ^[10]. Additionally, the lack of attention to information security leaves the integrity and security of financial data compromised, which significantly restricts the future sustainable development of enterprises.

4. Optimization strategy for enterprise financial management from the perspective of the digital economy

4.1. Innovative financial management concepts

In the digital economy era, enterprise financial management faces complex and unprecedented challenges, making it urgent to innovate comprehensively from concepts to practices. Financial management is the cornerstone of enterprise operations, and optimizing this aspect will undoubtedly enable enterprises to adapt to environmental changes and enhance market competitiveness. Therefore, enterprises should actively embrace open, forward-looking, and efficient management concepts, utilizing advanced financial management technologies to predict market trends and ensure scientific and stable decision-making. This shift implies a transition in enterprise financial management from a traditional focus on tangible assets and daily operations to recognizing the value of intangible assets and the enterprise's future development direction, thereby stimulating internal innovation. In the context of a diversified economic environment, management modes, organizational forms, and economic system reforms, financial management innovation becomes essential for enterprise transformation and upgrading. Enterprises must not only build financial management systems to align with new economic characteristics but also emphasize flexible responses to market changes, continuously optimizing resource allocation and improving operational efficiency ^[11]. By learning and absorbing advanced financial management practices domestically and internationally, enterprises can enhance their competitiveness, effectively mitigate the risks of emerging economic challenges, and ensure stable growth in fierce market competition, thereby achieving sustainable development goals.

4.2. Improvement of the financial management system

With the development of China's market economy, higher operational requirements have increased enterprise risks. Thus, innovation in financial management systems is crucial, and the norms and constraints of related behaviors merit thorough exploration. First, enterprises need to carefully investigate the current institutional environment, identify problems and deficiencies, and adopt targeted measures. This will promote improvements in financial management systems, enhance cost control in production and operations, and ensure the maximization of enterprise interests. Second, enterprises must establish a positive social image, prioritizing business reputation and consumer satisfaction. By focusing on quality issues in business activities and strengthening the development planning of financial management systems, a solid foundation can be laid for the enterprise's sustainable development ^[12]. This approach will capture employees' attention and encourage them to view product quality management and financial management as equally critical to the enterprise's future. It also promotes the professional development of accounting personnel, encouraging them to improve their comprehensive skills and abilities. As a result, internal financial behaviors will move toward standardization. Finally, enterprises should establish corresponding reward and punishment mechanisms to address and improve details in financial management, maximizing employee enthusiasm and initiative across all roles, thus elevating financial management to a higher level.

4.3. Enhancement of financial personnel's professional quality

The increasing complexity of enterprise financial management places higher demands on the professional quality of financial personnel. To adapt to changes in the environment and meet internal growth demands, enterprises must establish comprehensive talent development and training systems, encouraging financial personnel to participate in various professional training programs. For instance, understanding the latest accounting standards and tax policies, improving financial management software application skills, and utilizing big data analysis techniques are crucial for continually enhancing core professional competencies ^[13]. Enterprises can also organize internal sharing sessions, invite industry experts to give lectures, and subsidize employees to attend advanced training courses to ensure financial personnel's knowledge keeps pace with modern developments. Furthermore, it is essential to recognize that financial and accounting personnel do not work in isolation but need to collaborate and communicate with other departments within the enterprise. Fostering communication and coordination skills can promote effective cooperation between financial personnel and departments like IT, marketing, and sales, thereby advancing the integration of finance and business operations ^[14]. In the face of the digital economy's challenges, traditional financial management models urgently require adjustment and optimization. Quality training for financial personnel should encompass innovative thinking, technical methods, and information sharing. Most importantly, professional ethics education must be emphasized, ensuring that financial personnel possess strong professional outlooks, moral integrity, and a solid legal foundation. In summary, improving financial personnel's professional quality is essential and involves aspects such as information technology, enterprise practices, and professional ethics, requiring collective efforts.

4.4. Utilization of network financial management technology

Financial management software demonstrates clear advantages in data entry, processing, and analysis. Additionally, collaborative cloud storage technology ensures data security and accessibility, eliminates geographical restrictions, facilitates remote and collaborative work, and enhances financial management efficiency. Such software often includes intelligent analysis tools, helping financial personnel quickly identify risky operations and make accurate decisions. It is also necessary to highlight the importance of constructing security protection systems for financial management. Enterprises should invest in multi-level and multi-dimensional security protection networks, including encryption technologies for data transmission, firewalls to monitor attacks, and regular audits and vulnerability scans, ensuring comprehensive data security and stability. Moreover, enterprises should integrate financial management modules with procurement, sales, and inventory business processes using API interfaces or ERP systems. This would enable automatic data flow and sharing, reduce manual intervention, and improve data accuracy and timeliness ^[15]. This approach not only enhances financial work efficiency but also allows enterprises to better understand their operational status and optimize resource allocation. Overall, enterprises must adopt network financial management technology. They should actively update software infrastructure, strengthen network security, and promote the integration of finance with other business processes to adapt to the digital economy's development needs, ultimately leading to a comprehensive improvement in financial management.

5. Conclusion

In general, the enterprise financial management model from the perspective of the digital economy requires comprehensive reform to address the new and complex challenges of the modern era. Enterprises should

actively embrace change, innovate financial management concepts, improve financial management systems, strengthen the development of financial management personnel, and fully utilize information technology to enhance the overall level of financial management. Based on these efforts, enterprises can adapt to the digital economic environment, stand out in the competitive market, and achieve sustainable development. In the future, with the continued evolution of the digital economy, enterprise financial management will increasingly focus on data-driven processes, intelligent decision-making, and risk control, thereby creating greater value for enterprises.

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