

Research on Financial and Economic Informatization Management Strategies

Dongqi Liu*

Qinhuangdao Tobacco Machinery Co., Ltd., Qinhuangdao 066318, China

**Corresponding author*, Dongqi Liu, liudongqi@qhdyj.com

Copyright: © 2024 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

Abstract: With the advent of the new era, financial and economic management has brought new challenges and opportunities. The reasonable application of financial and economic information management strategy can achieve the whole process of financial and economic supervision and management, integrate and analyze the massive information in financial and economic activities, help enterprises to improve the implementation of economic resources allocation, reduce the probability of economic risks, and improve the quality and efficiency of financial and economic management work. This paper discusses and analyzes the information management strategy of the financial economy.

Keywords: Financial economy; Information management; Strategy

Online publication: June 20, 2024

1. Introduction

The application of information technology to financial and economic management activities can optimize the workflow of information mining, statistics, and analysis, help enterprises obtain the required data in financial and economic management work, and promote the smooth development of financial management activities. With the acceleration of the development of economic globalization, the financial situation faced by Chinese enterprises has become more and more complex, financial and economic management has shown the characteristics of complexity and diversification, and the traditional management mode has been unable to meet the management needs of financial and economic activities. Only by constructing the financial and economic information management system can enterprises cope with the challenges brought by the complex financial environment to the development of enterprises, improve the overall management level of financial and economic, and have positive significance for the healthy long-term development of enterprises.

2. Application advantages of financial and economic information management

2.1. Help to optimize the allocation of enterprise resources

Since the reform and opening up, the reform process of the market economy system in China has been

accelerating continuously, and the market competition facing the development of enterprises has become more and more fierce. To improve the core competitiveness of their market, some enterprises will also set up branch companies and other ways to realize the allocation of their resources and carry out decentralized management and operation work to help enterprises maximize their economic benefits ^[1]. However, with the increasing number of branch companies, financial management activities will become more complicated, and it is easy to induce various financial risks ^[2]. Through the application of financial and economic information management modes, enterprises can choose information technology means to implement various financial and economic management activities, help enterprises optimize the allocation of their resources, and give full play to the role of economic efficiency improvement of decentralized management. Through big data technology and modern electronic technology, the enterprise can collect and integrate the data in the operation of each branch enterprise, help the head office to fully grasp the financial situation and capital flow of the branch enterprise, and optimize the resource allocation state based on the analysis results ^[3-4]. In this way, it helps the enterprise to be in a good state of development and avoid situations such as inadequate utilization of resources or waste of resources. In addition, under the background of financial and economic information management, it can also provide a good information communication platform for branches and the head office, so that the corporate headquarters can systematically grasp the defects and shortcomings of each branch in the development of the company, adjust the development strategy planning of the headquarters and each branch enterprise, give full play to the advantages of the application of resources held by the enterprise, thus improving the overall risk resistance ability of the enterprise and achieve the purpose of optimizing the allocation of resources.

2.2. Create a healthy development space for enterprises

In the development of modern enterprises, the financial and economic information management strategy can also help improve the overall management efficiency of enterprises and create a good development space for enterprises from the internal and external environment ^[5]. The application of financial and economic information management mode on the internal level analysis also helps to improve the internal operating environment of enterprises. Through advanced electronic equipment and intelligent technical means, it can help enterprises timely understand and master the changes in the financial market and can monitor the overall operation process of enterprises. Through the collection and analysis of massive financial and economic-related data, it can help enterprises clarify their own development and financial and economic-related factors. By carrying out the forecasting management in the early stage, enterprises can prevent the occurrence of various financial risks and provide a good internal environment for the healthy development of enterprises. From the external level of analysis, the financial economy information management mode can strengthen the overall financial management level of enterprises and help enterprises enhance their core competitiveness in the market and international status. Under the background of economic globalization, the Western economic management control structure has gradually poured into China's economic market and put forward higher requirements for the financial and economic management of domestic enterprises. Through advanced and new technologies, dynamic and real-time financial data collation, collection, analysis, and investigation can be carried out, and scientific and effective financial management control plans can be formulated under the control of market development opportunities and trends ^[6].

3. Application strategy of financial and economic information management

3.1. Change the traditional management concept

Enterprises should combine the development of their financial business activities, reasonable application of

financial information management systems, and change the traditional concept of enterprise management. It is necessary to do a good job in the sharing of financial and economic information among various departments of the enterprise in the actual management so that relevant departments can rely on their own needs to obtain the required information, and provide information support for the development of the financial work of the enterprise. To achieve this management goal, all departments of the enterprise also need to strengthen their communication and cooperation, give play to the advantages of different departments, and improve the core competitiveness of the enterprise market ^[7]. In the financial and economic information management mode, the work content of various departments of the enterprise has brought great changes. Management personnel and all employees of various departments of the enterprise should actively change their management concepts and deepen the application level of information management technology in financial and economic management to give full play to the application advantages of information management technology. Enterprise management also needs to change their management concepts, have a deep understanding of the importance of financial and economic information management, strengthen the financial and economic information management system of financial support and human support, and ensure that the information construction in the material and human needs to be fully met to improve the level of financial and economic information management ^[8].

3.2. Emphasize planning and construction

In financial and economic information management, management activities are characterized by various types and complex contents, which require all departments of the enterprise to actively participate in them. Therefore, enterprises should do a good job in the overall planning of financial and economic information management, and carefully think and analyze any management link, to give full play to the role of information technology in financial and economic management. When perfecting the existing financial and economic information management plan, enterprises need to integrate and comprehensively analyze their previous operating experience and lessons during the period of financial information management, and then gradually improve and optimize their management philosophy ^[9]. Based on the comprehensive analysis of the development trend of the future financial market, the business activities of the enterprise and the needs of financial and economic management work are integrated to construct the financial and economic information management plan. For example, it can start from the overall development direction of the enterprise, and from the level of information construction standards and application standards, to clarify the standards and specific guidelines for the development of financial and economic information management strategies, provide good program support for the follow-up financial and economic information management activities, and promote the smooth development of various information management work ^[10].

3.3. Clarify the key points of information management

Financial enterprises must analyze and process a large amount of data information through the corresponding information management platform, to provide good data support for the decision-making of financial and economic management and to give full play to the value of financial and economic information management ^[11]. Through the information data analysis software, the market information and market housing development trends and other data information are integrated, to organize the investigation and analysis of various resources, and to clarify the focus of financial and economic information management. After determining the focus of management, the financial management department of the enterprise must clarify its responsibilities and development goals, systematically allocate and manage its financial and economic resources, give full play to the value of various resources, and bring good economic and social benefits for the enterprise ^[12]. Under the background of

financial and economic information management, it can provide convenience for the development of various financial business activities of enterprises, and the cost of financial and economic management will also be reduced, which can provide good support for the expansion of the business scope of enterprises. During the period of financial and economic management, the expansion of business scope can be regarded as a short-term development goal. Based on the development needs of financial business, relevant departments of the enterprise can be organized to do a good job in the adjustment and allocation of resources, ensure that all financial businesses are in a stable state, and help the enterprise to maximize the benefit of resources, which is also of great significance to the realization of the strategic development goals of the enterprise.

3.4. Build a professional information management platform

Under the background of the all-round development of the financial economy, modern enterprises should conform to the development trend of the financial market economy, adjust their development direction and mode according to the needs of their financial business activities, and build a professional information management platform to meet the needs of enterprises to carry out financial and economic management under the background of the modern market economy. Therefore, the leadership of enterprises also strengthens capital investment, builds an advanced financial and economic information management platform, and solves problems such as the inconsistent operation of traditional information management platforms ^[13]. In the construction of a financial and economic information management platform, it is necessary to invest more finance and energy and introduce new hardware and software facilities combined with management business needs. In addition, it is necessary to give full play to the application advantages of information technology, and constantly innovate and improve the existing information management platform based on the needs of financial and economic management. Enterprises should also emphasize the correlation between different management platforms of enterprises, further develop and optimize the platform service system, ensure that the platform can quickly collect and organize all kinds of data, and provide sufficient data support for financial and economic management. In the application of the information management platform, the internal employees of enterprises can also provide customers with more personalized and targeted financial services based on the specific needs of customers and promote the further improvement of the service quality and service level of financial institutions. After the completion of the construction of the information management platform, the enterprise should arrange professional and technical personnel to perform well in the daily operation management and maintenance of the platform, and build a dedicated management and maintenance plan, so that the information management platform can always be in a good running state and provide a good platform guarantee for the development of financial and economic information management ^[14].

3.5. Strengthen network security management work

The application of financial and economic information management technology not only brings great convenience to the financial management of enterprises but also brings certain information security risks. After the occurrence of network information security problems, there will be financial information theft, destruction, and other risk problems, so it is necessary to strengthen the attention to network security management to avoid the occurrence of security risks. In strengthening network security management, it is necessary to combine the needs of financial and economic information management, build unified supervision and management operating standards, require managers to constantly strengthen their awareness of information security, and correctly view the impact of information security on their financial management work. In the application of the financial and economic information platform, the relevant staff should strictly follow the operating standards and safety

operation norms, standardize the behaviors of the operators, and perform well in systematic supervision and inspection ^[15]. In the discovery of illegal operation problems, relevant measures should be taken in time to deal with them to avoid the further expansion of the harm caused by information security problems. In addition, various new information security protection technologies should be reasonably introduced to solve the problem of insufficient security performance in the financial and economic information platform. Modern scientific and technological means such as setting firewalls, reasonable application of virus interception systems, and real-time virus detection systems should be adopted to realize all-round and multi-angle protection of information system security and avoid the impact of external factors on the operation security of the financial information management platform. Only in this way can the financial and economic information management platform be in a good state of operation and provide help for the further development of financial and economic information construction.

3.6. Build a professional information management team

During the development of financial and economic management platforms, a team of high-quality and high-level talents is also an important prerequisite for the smooth implementation of financial and economic information management. Therefore, in the work of financial and economic information management, enterprises should pay more attention to the information management team, build a high-quality information talent in combination with the specific development needs of the industry, and give play to the application value of information technology in financial and economic management. First of all, it is necessary to perform well in the daily training and education activities for the existing financial and economic management personnel of the enterprise. It is necessary to effectively combine the work situation and actual work content of professionals in targeted education and training so that the skill level of on-the-job personnel can be improved to meet the needs of information management ^[16]. In addition, it is necessary to do a good job in recruitment and introduction management, take the initiative to recruit outstanding talents from colleges and universities and society, and perform well in the assessment of talents before they enter the job. This can inject more fresh force into the information management team, improve the application value of information technology in financial and economic management, and promote further improvement of the financial and economic management level of enterprises ^[17].

4. Conclusion

To sum up, under the new situation of market development, enterprises need to reasonably apply financial and economic information management strategies according to their own financial work needs, and realize the organic integration of information technology and financial management. Therefore, the comprehensive analysis of relevant financial information and the continuous improvement of the management level of financial and economic resources of enterprises are also of vital significance to the healthy and stable development of the financial and economic industry.

Disclosure statement

The author declares no conflict of interest.

References

- [1] Jiang JH, Zhang Q, 2023, Research and Analysis of Financial and Economic Information Management Strategy. *Financial and Economic Circle*, 2023(9): 9–11.
- [2] Ma MC, 2022, Analysis of the Application and Innovation of Informatization in Financial and Economic Management. *Brand Research*, 2022(10): 148–150.
- [3] Liu YA, 2022, Application and Innovation of Informatization in Financial and Economic Management. *Knowledge Economy*, 598(4): 18–19.
- [4] Li SJ, 2021, Research on Existing Problems and Countermeasures of Financial and Economic Informatization Management. *Shopping Mall Modernization*, 2021(13): 155–157.
- [5] Tan PP, 2021, Application and Innovation Analysis of Informatization in Financial and Economic Management. *Modern Business*, 2021(25): 90–92.
- [6] Tang JX, Cao ZC, 2021, Application and Innovation of Informatization in Financial and Economic Management. *Financial News*, 2021(8): 132.
- [7] Qu TT, 2023, Application and Innovative Methods of Informatization in Financial and Economic Management. *Business Observation*, 9(31): 81–84.
- [8] Zhao GL, 2021, A Brief Introduction to the Implementation Path of Financial Economic Management Innovation under the Background of Informatization. *Financial and Economic Circle*, 2021(23): 13–14.
- [9] Li L, 2021, Discussion on Application and Innovation of Informatization in Financial and Economic Management. *Science and Technology Economic Market*, 2021(1): 76–77.
- [10] Bi XW, 2021, Research on Application of Informatization in Enterprise Financial and Economic Management. *Modern Economic Information*, 2021(35): 45–47.
- [11] Tian D, 2022, Discussion on the Application and Innovation of Informatization in Financial Economic Management. *Nanbei Bridge*, 2022(21): 19–21.
- [12] Yang HT, 2020, The Application and Innovation of Informatization in Financial and Economic Management. *China Business Theory*, 2020(21): 33–34.
- [13] Zhang L, 2019, Application and Innovation of Informatization in Financial and Economic Management. *Global Market*, 2019(29): 48–49.
- [14] Chen YR, 2020, On the Application and Innovation of Informatization in Financial and Economic Management. *Hebei Enterprises*, 2020(8): 5–6.
- [15] Zhang W, 2020, Application and Innovation of Informatization in Financial Economic Management. *Enterprise Reform and Management*, 2020(1): 131–132.
- [16] Yi MY, 2020, Research on Application and Realization of Informatization in Financial and Economic Management. *Management and Technology of Small and Medium-sized Enterprises*, 2020(11): 19–20.
- [17] Yang XX, 2019, Application and Innovation of Informatization in Financial and Economic Management. *Industry and Science and Technology Forum*, 18(20): 235–236.

Publisher's note

Bio-Byword Scientific Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.