

Challenges and Changes Faced by Enterprise Financial Management in the Background of Big Data

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Abstract: With the progress of society and the development of the times, the level of science and technology has been significantly improved and widely used in various fields. In the context of big data, the application of information technology has provided certain convenience for various industries, which can not only improve work efficiency, but also improve work quality. Therefore, internal managers and financial personnel of enterprises should give full play to the advantages of big data, enhance the awareness of big data while reforming and innovating, and cultivate more professional and versatile talents. Enterprises should actively integrate the big data system, establish a more complete financial management model, and achieve win-win economic benefits and management efficiency. This paper analyzes the challenges faced by enterprise financial management under the background of big data, and discusses the reform strategy of enterprise financial management.

Keywords: Enterprise financial management; big data

1. INTRODUCTION

In short, the massive data information is managed and processed with the help of computer software, which is called big data. It uses new management models and methods to process various information, strengthen the big data process, and achieve the expected goal. In the current social environment, information technology has developed rapidly. Using the Internet to record massive amounts of information and integrate them, financial management has a key role and value for enterprise management.

The level of financial management directly reflects the actual management indicators and management efficiency of the enterprise, and also has an important impact on the enterprise's market competitiveness and long-term investment decisions. However, the enterprise still has the problem of using traditional financial management methods, which makes its corresponding financial management mechanism unable to meet the needs of the market economy, compresses the enterprise's production space, and uses big data technology to collate data information, It is also to further alleviate the problem of slow development of enterprises, help enterprises to explore the objective laws of market development and commodity marketing, predict the future development trend, and help enterprises to seek benefits and avoid disadvantages.

Only in this way can enterprises achieve basic healthy and sustainable development with the support of big data technology. Enterprises need to make certain changes in their own management tools. The era of big data provides us with massive data, which can contribute to the professional financial management of enterprises. Enterprises should make good use of massive financial information data, change the traditional manual management mode, and optimize the management structure of managers. Enterprises can achieve more long-term and stable development, especially in the use of big data technology in today's enterprise financial management work, which can completely subvert the traditional financial management work form, improve the depth and breadth of enterprise financial management work with the help of new management methods and management

skills, and make the internal financial management work of enterprises provide necessary financial reference basis for enterprises, Reduce the financial risks faced by enterprises in the process of operation and development.

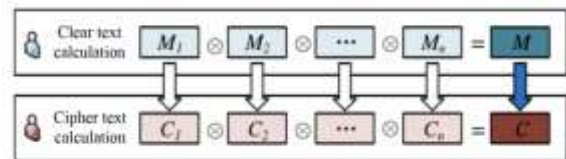


Figure. 1 Operation process of homomorphic encryption algorithm (image from the Internet)

2. THE PROPOSED METHODOLOGY

2.1 Challenges faced by enterprise financial management in the context of big data

Influenced by the era of big data, financial management has undergone great changes, taking records, measurement, determination, etc. as the basic information. However, due to the limitations of financial management technology, financial information has not been highly valued by the internal management personnel of the enterprise. Therefore, it is difficult to do a good job of data collection in a short time, the information has not been accurately classified, and the data sorting and classification are not standard. It is necessary to focus on talent training and recruitment system to provide a better development platform and growth space for corresponding managers.

Actively implement the rationalization of personnel selection and improve the comprehensive quality of management personnel. At the same time, we should hire professional personnel to guide the financial management personnel of the enterprise on data security, create a complete, scientific and reasonable supervision and maintenance system, and provide a platform for the further implementation of the enterprise's financial management work. With the development of the times, the enterprise is not only affected by the adjustment of

internal management strategy in the production and operation process. It is also affected by external factors such as the national macro adjustment and the interest rate adjustment of financial institutions. On the whole, these impacts are relatively positive.

For example, the state strongly supports the development of enterprise financial informatization and digitalization at the macro level, and the adjustment of interest rates of financial institutions also conforms to the development needs of enterprises. The financial management reform under the background of big data will have great changes. We need to understand the significance of the reform of big data for innovative financial management, which is conducive to our deeper understanding of the current financial management of traditional industries.

2.2 Effective measures for enterprise financial management reform under the background of big data

In the current environment, most enterprise leaders are still affected by traditional ideas and habitually focus on production, sales and other links. The management of financial work has not been highly valued, which directly reduces the initiative of financial staff. In the process of applying big data technology, we should actively improve the traditional thinking and financial management mechanism and use the data mining process to promote the transformation of enterprise investment methods, so as to lay a solid foundation for the further implementation and optimization of the risk control process. In the context of global economic integration, due to the need to face market change information and market economic information, enterprises have emerged the trend of analyzing market development from the obtained data information.

The traditional enterprise financial perfusion model involves many procedures, and the timeliness of data processing is low. Various uncontrollable risk factors often occur in the process of operation and management. As enterprises gradually adapt to the increasingly competitive market environment, the financial management system is not perfect, which is also an important problem in the process of enterprise financial management reform under the current big data background. Many enterprises have built their own financial management system in the traditional way. However, with the passage of time and the intensification of market competition, such financial management system has no adaptability and innovation.

3. CONCLUSION

To sum up, in the process of production, operation and development of enterprises, the importance of financial management is self-evident. It can not only ensure the normal operation of enterprises, but also improve their core competitiveness in the fierce market competition. The internal managers and relevant staff of enterprises should keep pace with the development of the times, keep pace with the times,

change the traditional management concepts and methods, and promote the stable development of enterprises. In daily financial work, we will expand the advantages of big data, innovate the enterprise's financial management concept and operation mode, establish a new and efficient financial management mode with big data as the core, promote the development of the enterprise's core competitiveness with the help of scientific data analysis, and ensure the long-term and sustainable development of the enterprise.

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