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Development of an Intelligent Platform for Enterprise Financial Management Based on Value Chain and Data Chain

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Abstract:This article attempts to combine value chain and data chain ideas with corporate financial management. By analyzing the limitations of traditional financial management models in value chain management, this paper puts forward the basic ideas for the construction of corporate financial management models based on the value chain, starting from the establishment of corporate internal Start with the value chain management system and tap the potential of the open value chain of enterprises to build a financial management framework based on value chain thinking suitable for Chinese enterprises. Analyzed the integrated financial accounting model from the perspective of the value chain, established a financial management framework based on the value chain; analyzed the construction methods of the financial management subject, financial management scope, and financial management content in the corporate value chain financial management model.

Keywords: Enterprise Financial, Value Chain, Data Chain, Intelligent Platform

1. INTRODUCTION

General Secretary Xi Jinping pointed out that the world is currently at the intersection of the new technological revolution and the industrial revolution. Science and technology show a wide range of integration and innovation. Big data, cloud computing, financial robots, etc. have all put forward new propositions for corporate financial management. If the era of manual bookkeeping is the 1.0 era of financial management, and ERP marks the entry of financial management into the 2.0 era, then the emergence of technologies such as smart finance and cloud finance has enabled financial management to enter the financial 3.0 era with unprecedented strides. The financial robot alone can liberate financial managers from traditional bookkeeping (recording) and settlement (measurement). Simple and repeatable tasks can be automatically realized by computers according to the set logic, enabling financial management the energy of personnel has shifted from simple repetitive work in the past to considering how financial management serves corporate strategy. Each enterprise is a collection of various activities that perform design, production, marketing, delivery, and assist products. All these activities can be expressed in the value chain [1-6].

The value chain of an enterprise and the way in which it is engaged in individual activities reflect its history, strategy, methods of implementing strategies, and the fundamental benefits of these activities. The final performance of corporate management will be implemented and reflected in specific financial indicators. As the information system of enterprise management, management accounting is inextricably linked with financial management. It is clear to everyone that the object of financial management research is the movement of funds in the process of enterprise reproduction, which specifically manifests itself in investment, fundraising, daily operation of funds, and dividend distribution. According to monetary theory, capital is the representative of value, and capital movement has become the manifestation of value movement. Therefore, the research object of financial management is also the value movement; the research object of management accounting is also the value movement. The difference is that financial management is the entity management of the value movement, while management accounting does not directly touch the entity of the value movement. It is the analysis, management and reflection of the value movement, and the ultimate goal is to realize the value-added of the value entity. It is clear to everyone that the object of financial management research is the movement of funds in the process of enterprise reproduction, which specifically manifests itself in investment, fundraising, daily operation of funds, and dividend distribution [7-14].

According to monetary theory, capital is the representative of value, and capital movement has become the manifestation of value movement. Therefore, the research object of financial management is also the value movement; the research object of management accounting is also the value movement. The difference is that financial management is the entity management of the value movement, while management accounting does not directly touch the entity of the value movement. It is the analysis, management and reflection of the value movement, and the ultimate goal is to realize the value-added of the value entity. The direct purpose of corporate financial management activities is, of course, to maximize corporate value, and then to maximize customer value, so that the company can gain an advantage in market competition. In 2013, "China's Internal Audit-Type Audit Development." In order to ensure the theoretical support of value-added auditing, and because it is convenient for the smooth implementation of the current standards (hereinafter referred to as the new standards) in China, the function of internal auditing is combined with the internal auditing work and has a strong internal auditing ability. In the development process, there is no doubt that the original monitoring and evaluation have been extended to the practical basis of confirmation and consultation. [15-21].

The cost control and reduction of each link of the value chain is an important part of corporate financial management. The analysis of the causes of the cost of each link, that is, the analysis of cost drivers, must be considered from the perspective of the management of the entire value chain. The traditional cost management of enterprises often only pays attention to the causes of tangible costs, but lacks due attention to the causes of intangible costs that are closely related to corporate strategy. Generally speaking, before actual production, companies already have a number of intangible factors that affect the cost of products or services that are difficult to quantify [22-24].

2. THE PROPOSED METHODOLOGY

2.1 The Discussion of A.Value Chain

Professor Michael Porter, a well-known management scholar, believes that the value chain is a collection of enterprise product realization processes and various supporting activities including product design, processing, assembly and sales, and advocates the use of the value chain for corporate strategic planning and management to help companies gain and maintain a competitive advantage. The value chain theory tells us that not all production activities produce value. The production and operation activities of enterprises include two major categories: basic activities and auxiliary activities.

The basic activities are manufacturing products in physical form, selling and sending to customers, and various activities included in after-sales service including: raw material procurement, processing and assembly operations, product sales, after-sales service, etc. The auxiliary value-added activities of the enterprise include organization construction, personnel management, technology development and procurement management. The technology and procurement here are broad, which can include both productive technology and non-productive development management. The application of value chain analysis in corporate financial management can be carried out around four basic steps, including: identification and decomposition, establishment of value standards, evaluation and classification, and reengineering processes. Identification and decomposition belong to the primary link in the application of value chain analysis in corporate financial management. This link needs to summarize and decompose all processes of the enterprise. The flow chart method or the text description method can be used to summarize the process, but the application of the two methods must describe the output process as a whole, and the risk factors, control methods, and impact on value of each link also need to be clarified.

Identification and decomposition are not evaluative, but descriptive. Subsequent business evaluation is directly affected by the neutrality of the result expression. Therefore, the value chain decomposition must strictly follow the principle of "complete exhaustion and mutual independence", so as to maximize the decomposition. The last link. Establishing value standards needs to combine the overall strategy of the enterprise and take it as the ultimate goal. Because of the high ambiguity in the strategy of the enterprise in many cases, the medium and long-term goals of the enterprise can be used as its strategy at this time to clarify the key to the enterprise strategy. The enterprise value chain and the supplier value chain and the customer value chain are realized through purchase and sale activities.

2.2 The Data Link Model

However, from the significance of adding value to the organization. The business process of an enterprise is also the process of creating value. After decomposing the process of enterprise value creation, the whole process will be transformed into a series of interrelated business activities, which are also activities for enterprises to realize value-added. The earliest proposed value chain theory is the analysis of the enterprise's own value activities, mainly to study the competitive advantage of a single enterprise. The business process of an enterprise is also the process of creating value. After decomposing the process of enterprise value creation, the whole process will be transformed into a series of interrelated business activities, which are also activities for enterprises to realize value-added.

However, due to the constraints of previous management ideas, most technology companies lack a comprehensive understanding of accounting. In their daily business activities, companies will be represented and presented in financial information. These financial information and non-financial information are the value of the enterprise.

2.3 The Intelligent Enterprise Financial Management Platform Based on Value Chain

It can be considered from both the external macro-environment and the changes in internal resource capabilities. The innovation motivation of enterprise managers is an important motivation for the transformation of financial management. The in-depth understanding of the importance of financial management in the process of corporate strategy by corporate managers, especially financial leaders, is the most direct and most driving motivation for the transformation of corporate financial management. Problems in current financial management practices such as pure profit first, short-term goals, and unreasonable performance appraisal indicators are also one of the important driving factors for financial management transformation. Financial management transformation should be carried out from two levels of concept and technology.

The basis of chain management. It is necessary to conduct audits of related parties to adjust the changes in demand status. Appropriateness and effectiveness of process management, by reference. Manufacturing enterprise supply chain audit evaluation and 2. Supply chain management performance audit. Supply high supply chain management performance to promote enterprise improvement Other special audits are different, except that the audit involving enterprise chain management performance level is supply chain audit governance, adding value and achieving goals. It plays a dominant, forward-looking and guiding role in the entire transformation process. Michael and Porter once decomposed the production and operation activities of the enterprise into several value activities related to the realization of the strategy of competitive advantage, and decomposed the value creation process into design, production, marketing, delivery, and a series of auxiliary products. Different but interrelated economic activities, or “value-added operations”, define the entire value-creating activity of the enterprise from the input of basic raw materials to the submission of end products as a value chain, thereby defining “value the analysis theory of "chain" is introduced into enterprise management. The relationship between the enterprise value chain and the supplier value chain and the customer value chain is realized through purchase and sales activities. In this way, the enterprise, suppliers and customers form an organic whole that is connected and interacts with each other. This connection can be traced up to the provider of primary materials and extended down to the end users of the enterprise's products, thus forming a vertical chain of value transfer and value-added links during the formation of the final product from the input of raw materials. The purpose of management accounting's analysis of the vertical value chain is to determine what the enterprise should produce.

3. CONCLUSIONS

First of all, on the basis of the traditional balanced scorecard, the sustainable balanced scorecard integrates environmental and social factors closely related to Luqiao's corporate strategy, effectively promoting the understanding, communication and interaction between the company and various stakeholders. It is helpful to realize the coordinated development of economy, environment and society; secondly, the construction of a performance evaluation system based on the sustainable balanced scorecard has enabled corporate performance management to transform from abstract to intuitive, operable, quantifiable, and comparable.

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