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Innovation Path of Financial Management Mode in the Digital Finance Era

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ABSTRACT
With the development of the digital finance era, enterprise financial management models have achieved comprehensive innovation and upgrading. Therefore, based on the main content, specific characteristics, and innovation path of financial management models in the digital finance era, this article comprehensively sorts out the implementation steps of digital technology to accelerate the process optimization of financial management models, promote the deep innovation, reform, and optimization of financial management models, and promote the intelligent transformation of financial management. Through the analysis of relevant management models, we aim to accelerate the innovation and upgrading of financial management models for enterprises in the digital finance era.

KEYWORDS
Digital finance; Financial management model; Financial shared services

1 Introduction

Under the development trend of digital finance, enterprise financial management is also facing huge market challenges. The rapid development of cloud computing, big data, and artificial intelligence technologies in the existing environment has accelerated the optimization of enterprise financial management technology and promoted the innovation, reform, and upgrading of management models. At the same time, the rapid changes in the current market, the diversification of customer demand types, and the adjustment of market supervision mechanisms and policies require enterprises to adapt to the pace of market development, strengthen financial management efficiency, and provide new measures for risk control management. The innovative construction of financial management models requires in the era of digital finance, it is necessary to strengthen the penetration of digital financial development models and promote the reform of financial management methods.

2 The main content of financial management mode in the era of digital finance

2.1 Financial shared services

The financial sharing model, as a new financial management mechanism, is mainly based on centralized processing measures, integrating and optimizing the repetitive financial management content of business units, reducing costs and increasing efficiency, optimizing service model structure, and strengthening risk control effectiveness. As the core of enterprise transaction processing, the Financial Shared Service Center has accelerated the refinement and decomposition of financial management intelligence by combining implementation paths such as concept optimization, process adjustment, organizational reform, and system innovation. The Financial Shared Service Center has achieved strategic innovation and reform in financial functions, constructing three main parts: strategy, business, and sharing, and refining the specialized content of financial functions. Strategic finance mainly achieves clear planning and policy construction for enterprises, providing decision-making basis for business management. Business finance mainly delves into the main body of the value chain structure to ensure effective implementation of enterprise business management. The shared service center mainly handles standardized and repetitive financial business content, providing basic support for strategic finance and business finance. The optimization and adjustment of all business content in the Financial Shared Service Center has formed a standardized business execution model, based on strict standardized authentication business operations, which enhances the effectiveness and efficient adaptability of financial business processing. Financial shared services have established clear and standardized institutional standards and operational models for each business execution, ensuring that different financial processing personnel are not limited by subjective factors and conditions when completing the same business operation. Instead, based on a unified information platform, system, accounting subjects, and financial processes, standardized execution of business operations is achieved, ensuring the extraction, summary, consolidation, processing, and analysis of various data. The information processing platform of the Financial

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Shared Service Center consolidates financial policies, systems, standards, etc. into system modules, achieving comprehensive data interpretation for business collection, processing, management control, and decision analysis. The integration of comprehensive business, accounting, management, and decision-making promotes the comprehensive implementation and efficient execution of financial management informatization.

Table 1 The Impact of Digital Finance on Financial Management Models

Project	Before digitalization	After digitization	Growth/ Change rate
Financial management Efficiency	60%	90%	+50%
Cost control capability	75%	85%	+13.33%
Data analysis capability	40%	70%	+75%
Risk management capability	55%	80%	+45.45%

2.2 Construction of financial center

The Financial Mid-platform is a data information processing and integration system structure based on market demand response and meeting comprehensive environmental needs. The core of the middle platform system lies in "sharing" and "reuse", mainly based on the integration analysis of front-end and back-end, to construct the operational structure of enterprise financial service management. The financial center is mainly based on the integration and analysis of the front-end and back-end, which comprehensively operates the business structure entities and data information. By establishing an enterprise level financial service model, it achieves comprehensive coordination of business and financial data, data asset evaluation and analysis, and business empowerment application of financial services. The construction of a financial center requires efficient support from information systems. Only by establishing an enterprise information system can a financial business center be set up to achieve deep mining and exploration of large amounts of data. The financial center serves as the "connection" between financial informatization and financial digitization, providing support for the digital transformation of finance. The financial center is built based on the Data Center, achieving multi-dimensional integration and analysis of internal and external data. By collecting result data, process data, behavior data, underlying logic, and other data integration, the original data is transformed into data assets, providing data processing solutions for different business scenarios.

2.3 Data center application

As a core condition for financial digital transformation, the Data Center enables enterprises to fully ensure the smooth collection, processing, analysis, and application of massive amounts of data. The Data Center integrates internal and external data resource themes to form a unified data storage warehouse. Based on data cleaning, conversion, and loading, it achieves standardized data processing operations, providing reliable data foundation conditions for data analysis. Based on the application of big data technology and artificial intelligence technology, the data platform has achieved deep exploration of data. Based on the data analysis model structure, it can clearly observe the inherent connections and specific rules between data, ensuring the effectiveness of decision-making. The Data Center is mainly based on data visualization analysis technology, which presents the results in the form of charts, reports, etc. In the presentation of data visualization, managers can clearly observe the financial characteristics of the current enterprise and propose targeted strategic planning and layout. The data platform is mainly based on data-driven decision results, achieving intelligent analysis of decisions. By constructing predictive analysis models and optimizing algorithms, it can strengthen targeted analysis, interpretation, and predictive research of data, providing decision-makers with clear, comprehensive, and scientific data basis.

2.4 Financial digital transformation

Financial digital transformation is the main content of enterprise digital transformation. Based on financial digital transformation, enterprises can ensure the smooth progress of deep expansion, innovation and reform of financial management models. The digital transformation of finance should mainly combine advanced technological means and hardware facilities, based on cloud computing, big data, artificial intelligence and other technological means, to form a digital financial management platform, ensuring the automated collection, integration, processing and analysis of financial data. The digital transformation of finance mainly requires a detailed analysis of the financial management process, based on the optimization of business processes, simplification of approval processes, and improvement of approval efficiency, to reduce financial management costs and enhance management execution efficiency. The digital transformation of finance requires innovative financial management models, the formation of data-driven financial management methods, the strengthening of data mining models, and the promotion of intelligent transformation of

financial management. The digital transformation of finance requires the cultivation of a professional talent team. By strengthening the training of digital professional skills, enhancing the digital literacy and innovation ability of financial management personnel, a solid talent guarantee is provided for digital transformation.

Table 2 Relevant data on the innovation path of financial management mode

Innovation path	Investment amount (10000 yuan)	Expected ROI	Implementation cycle (months)	Number of Successful cases
Intelligent Financial Analysis System	200	200%	12	15
The Application of Blockchain Technology In Financial Management	300	150%	18	10
Artificial intelligence assisted decision-making system	500	300%	24	8
Big data-driven budget management	400	250%	16	12
The Application of Cloud Computing in Financial Data Processing	150	180%	8	20

3 Specific characteristics of financial management models in the era of digital finance

3.1 Automation and intelligence

In the era of digital finance, the most typical characteristics of financial management models are automation and intelligence. Based on the deep development and system construction of financial management software, enterprises can further achieve automatic collection, analysis, and processing of financial data. For example, the promotion of automated invoice operations, automatic updating of financial reports, and the construction of intelligent predictive analysis functions have all improved the execution rate and accuracy of financial work. This automated data generation method and intelligent predictive analysis greatly enhance the precision of financial work, while also effectively reducing errors caused by human factors, ensuring the precision and effectiveness of financial decision-making. In addition, the emergence of artificial intelligence technology has improved the intelligent analysis and data processing capabilities of financial management systems, comprehensively enhancing the effectiveness of financial management.

3.2 Real time and transparency

The financial management model in the era of digital finance also has a certain degree of real-time and transparency. The emergence of digital financial management systems can ensure the timeliness of financial data, and financial managers can obtain the latest financial data information at any time. This real-time data collection method provides decision-makers with data support while also promoting collaborative communication among departments. In addition, financial digitization also promotes the disclosure of data, allowing managers to have a clear and comprehensive understanding of the actual financial characteristics of the company, which helps to formulate a good strategic planning layout.

3.3 Data security and risk management

Based on the digital transformation of financial data, the requirements for data security risk management are gradually increasing. In the era of digital finance, the financial management model requires strengthening the security and confidentiality of data. Enterprises need to invest more resources in building a secure financial management system to reduce data leakage and information security risks. In addition, digitization has accelerated the efficient execution of risk management, enabling precise identification and judgment of potential financial risks and hidden dangers.

3.4 Mobility and cloud services

Based on the upgrade of financial management models in the modern digital finance era, the popularity of mobile devices, and the deep expansion and comprehensive innovation of cloud computing technology, the way of financial management is no longer affected by special time and location. Under the existing management mode, managers can

access relevant financial data information anytime and anywhere based on mobile devices. At the same time, the cloud service mode also improves the security optimization of data storage, enhancing the convenience and efficiency of work.

3.5 Data analysis and prediction

In the era of digital finance, under the financial management model, technical personnel need to rely on the use of big data analysis and artificial intelligence technology to accelerate the in-depth analysis, prediction, and evaluation of enterprise financial data, in order to explore potential business opportunities and multiple risk hazards. This data-driven decision analysis model allows enterprises to efficiently plan their strategic layout and seize potential market opportunities in a timely manner. In addition, based on historical research and big data analysis, enterprises can also observe the objective laws and typical development trends of financial management, providing scientific support for later financial management.

4 Innovative paths for financial management models in the era of digital finance

4.1 Promote the upgrade of financial shared services

As one of the main contents of modern digital financial management, financial shared services can optimize the efficiency of financial management execution through specific upgrade operation methods. Based on this, enterprises should refine the operation mode and organizational structure of financial shared service centers to improve service quality and work efficiency. In addition, provide detailed facilities and tools, such as automated processing systems, intelligent analysis software, etc., to comprehensively enhance the intelligence level of financial shared services. In addition, it is necessary to enhance the internal connection between the financial shared service center and other business departments, ensure the implementation of business finance integration, and improve the efficiency of enterprise development.

4.2 Strengthen the construction of financial and data platforms

The financial center and Data Center are key conditions for achieving financial management in the context of digital finance. Their construction can improve the quality of financial management. Therefore, enterprises need to increase their investment in the two centers, form a collaborative data warehouse and platform structure, and accelerate the standardized processing and comprehensive application analysis of data through the integration and analysis of data resources in internal and external environments. In addition, the use of scientific big data analysis technology and artificial intelligence technology can enhance the efficiency of data analysis and provide clear, efficient, and accurate scientific basis for later decision-making. In addition, it is necessary to implement a collaborative work model between the two central offices and other departments to accelerate information sharing and ensure collaborative communication.

4.3 Deepening the digital transformation of finance

The idea of financial digital transformation requires enterprises to further establish the basic requirements for financial digital transformation, accelerate the innovation, upgrading, and reform optimization of financial management models. In general, enterprises should strengthen the use and operation of digital technology and tools, and build a digital financial management work platform. Adjust business execution measures at various stages such as optimizing business processes and simplifying approvals to reduce financial management costs and improve management execution efficiency. In addition, it is necessary to establish a financial management model with data centers as the core, in order to achieve deep exploration and comprehensive application of data, accelerate the intelligent and efficient development, innovation and transformation of financial management. In addition, it is necessary to strengthen the management mode of digital talent cultivation and talent introduction mechanism, and enhance the work execution and innovation ability of business personnel.

4.4 Building an intelligent financial management system

Based on the development of the digital finance era, establishing a comprehensive intelligent financial management system has become the foundation for the integration of business and finance. Enterprises should also actively comply with the requirements of reform and build an efficient and comprehensive financial management platform through the collaborative configuration of information technology and artificial intelligence technology. This system can accelerate the automation of financial data processing and comprehensive analysis research, improve execution effectiveness, and

clarify business execution decision data conditions on the basis of intelligent development, helping enterprises better analyze market characteristics and financial risk issues. In addition, enterprises should increase capital investment, optimize innovative management execution methods and operational processes, in order to ensure the comprehensive construction of financial management systems and ensure the comprehensive development of enterprises in complex market environments.

5 Conclusion

Based on the characteristics of digital finance development, innovative upgrading of financial management has become the core of enterprise development. Therefore, based on the actual characteristics and specific content of current enterprise financial management, we deeply analyze the actual development needs of modern enterprises. Based on technologies such as big data, cloud computing, and artificial intelligence, enterprise financial management has achieved a transformation towards intelligence and automation. The construction of innovative financial management paths has accelerated various aspects such as financial sharing analysis, financial decision-making management, and financial data security risk control. These innovative paths can not only promote the improvement of financial management efficiency of enterprises, but also effectively reduce costs, enhance market core competitiveness, and provide new ideas for the deep innovation of financial management models in the digital finance era.

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