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Path and strategy of enterprise financial management informatization construction under the background of new quality productivity

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ABSTRACT
Under the background of new quality productivity, enterprises are faced with new development opportunities and challenges. As the key link of enterprises to enhance their competitiveness and management efficiency, financial management information construction has attracted wide attention. This paper analyzes the connotation of new quality productivity and its innovation significance of enterprise financial management information construction, a comprehensive discussion of the problems existing in the current enterprise financial management information construction, and put forward a series of feasible construction measures, aims to help enterprises in the new quality productivity, by strengthening the financial management information construction, realize the sustainable development.

KEYWORDS
New quality productivity; Enterprise financial management; Information construction

1 The innovative significance of enterprise financial management information construction under the new quality productive forces

The new quality productive forces are a profound change of the global economic model, the inheritance and development of the traditional productivity theory, and also a comprehensive embodiment of the technological breakthrough, the new allocation of production factors and the deep transformation and upgrading of the industry. Driven by the new quality productivity, the social production mode, management mode and market structure are all undergoing transformation, thus injecting new impetus into the development of enterprises and providing a solid foundation for the financial management and the digital transformation of the entire economic system. Through the integrated application of big data, artificial intelligence, cloud computing and other technologies, the production technology and production efficiency have been greatly improved. On the basis of changing the production mode, the new quality productivity also promotes the change of the production organization mode, so that the enterprises can respond to the market changes more flexibly and efficiently. New quality productive forces also emphasize the innovative resource allocation of factors of production, and improve the efficiency of resource utilization to maximize economic and social benefits. New quality productive forces have also promoted the deep transformation and upgrading of the industrial structure, promoted the development of traditional industries to be high-end, intelligent and green, and at the same time spawned a number of emerging industries and future industries, injecting new impetus into economic growth. With the wide application of information technology and the massive growth of financial data, the traditional financial management mode has been unable to meet the needs of enterprise development. Driven by the new quality productivity, the enterprise financial management is transforming to the direction of digital and intelligent. With the development of new quality productivity, the business model and asset form of the enterprise have changed, and the content of financial management has been expanded accordingly. In addition to the traditional financial accounting and fund management, the management of intangible resources such as intellectual property rights and data assets is also added, as well as the cost accounting and benefit evaluation of scientific and technological innovation projects. With the help of advanced information technology, financial management information can realize the automation and intelligence of financial process, reduce manual intervention, and improve the speed and accuracy of financial processing. At the same time, the real-time data sharing and analysis functions enable the management of the enterprise to timely grasp the financial situation and make quick decisions. New quality productivity brings new market opportunities, but also accompanied by more risks. Through the establishment of risk early warning model and real-time monitoring system, financial management information can timely find and evaluate potential financial risks, and provide support for enterprises to develop effective risk response strategies.

2 There are existing obstacles to the construction of enterprise financial management informatization under the new quality productive forces

2.1 Limitations and lag of information construction concept

At present, many enterprises lack a correct understanding of the construction of enterprise financial information, believing that manual operation has been replaced by computer technology, and the use of computer to calculate the information data has been completed. This concept ignores the comprehensiveness and systematization of information construction, which leads to the lack of sufficient motivation and determination for enterprises to promote the construction of financial management information. At the same time, some managers do not have enough recognition of information, and fail to fully realize the importance of information construction for the long-term development of enterprises, thus affecting the promotion of information construction.

2.2 Imperfect system and lagging management

Enterprise financial management information construction is a systematic project, its successful implementation not only depends on advanced technical means, but also needs a set of perfect management system as a support. However, in the current practice, many enterprises have obvious deficiencies in the construction of financial management information system, no matter it is work process, organizational structure, division of responsibilities, technical norms, are lack of clear provisions and requirements. This makes the financial management information construction lack of clear guidance and basis, it is difficult to effectively promote. At the same time, some enterprises do not have scientific management decisions in the internal control, unable to implement the responsibility management, the formulated management standards are relatively vague, can not fully play the role of information management.

2.3 Funding and technical limitations

Financial management information construction needs a large amount of financial support, including platform construction, equipment procurement, personnel training and post-maintenance, etc. However, due to cost considerations, some enterprises failed to give enough financial support, resulting in the slow progress of information construction. Especially for small and medium-sized enterprises, due to the small scale and limited financial strength, it is difficult to bear the high cost of information construction. In addition, the domestic information technology still needs to be improved, and the technical restrictions also directly affect the selection and application of the enterprise financial information management system. After completing the stage of the construction of the financial system, some enterprises are unwilling to invest too much money to upgrade and maintain the system due to the capital restrictions, resulting in the lag of the management system and unable to meet the actual needs of management.

2.4 The information literacy of enterprise financial management personnel needs to be improved

In order to realize the development of enterprise financial management information, the enterprise financial management personnel must master the necessary professional skills under the background of new quality productivity. However, many enterprises, in the process of financial management information innovation, often ignore the professional training of enterprise financial management personnel, leading to many enterprise financial management personnel in the professional skills of financial management. Many enterprise financial management personnel have not received systematic information technology training, lack of understanding and application ability of emerging technologies, making enterprises in the face of technological changes, it is difficult to cope with the increasingly complex market environment. In addition, many corporate financial managers do not have a deep grasp of new technologies to effectively use these technologies to improve work efficiency and quality. Due to the lack of systematic training, employees often feel at a loss in the face of new technologies and are unable to quickly adapt to the upgrading of technologies, which not only affects the production efficiency of enterprises, but also leads to the disadvantage in the market competition.

3 The innovation strategy of enterprise financial management information construction under the new quality productive forces

3.1 Build and improve the digital financial management system

Under the background of the new quality productivity, the development of enterprise financial management informatization has become an irreversible trend. In order to adapt to this trend and make full use of the advantages brought by the new quality productivity, enterprises need to actively build a digital financial management system. Build digital financial management system's priority is to integrate enterprise internal financial data resources, enterprises need to be scattered in various departments and business units of financial data for centralized management, and through the unified data standards and format for standardized processing, form a comprehensive, accurate, real-time financial data warehouse, for subsequent financial analysis, decision-making and risk management to provide a solid data base. On the basis of integrating financial data resources, enterprises need to use advanced information technology, such as cloud computing, big data, artificial intelligence, etc., to build a digital financial management platform, and to collect, store, analyze and mine financial data in real time. Another important function of the digital financial management system is to realize the deep integration of finance and business. Through system integration and process optimization, enterprises can embed financial management into the business process, realize the automatic collection and real-time update of financial data, financial managers can timely obtain business data, and transform it into financial information, to provide strong support for business decisions. In order to ensure the effective operation of digital financial management system, enterprises need to establish perfect data management system, develop clear data management system, data quality standards, the implementation of data security protection measures, to ensure the accuracy of financial data, integrity and security, for the stable operation of digital financial management system to provide powerful guarantee.

3.2 Optimize the financial management processes

Under the promotion of new quality productivity, the development of enterprise financial management information not only needs to build a digital financial management system, but also needs to optimize the financial management process on this basis. Optimizing the financial management process can improve the efficiency of financial management, reduce operating costs, and ensure the accuracy and integrity of financial data, to provide more powerful support for enterprise decision-making. Enterprises should formulate a clear financial management information workflow to ensure the accurate transmission and processing of data in each link. At the same time, an effective supervision and feedback mechanism should be established to find and solve problems in time. Enterprises should examine the existing financial management process, identify the bottlenecks and redundant links, reduce the cumbersome manual operation, repeated data entry, inefficient approval process, etc., and improve the automation degree of financial management by introducing automatic and intelligent tools such as robot process automation and artificial intelligence. Under the traditional financial management mode, the data exchange between different departments and systems is often delayed and inconsistent. For this case, enterprises should realize real-time data sharing and collaboration between different systems and departments through technical means such as API (application program interface) and data exchange platform. In this way, financial managers can have timely access to comprehensive financial information and make more accurate decisions. When optimizing the financial management process, enterprises should embed the risk management mechanism, establish a real-time risk monitoring system, and formulate an emergency response plan to ensure the robustness and sustainability of financial management. In order to further optimize the financial management process, enterprises can adopt the lean financial management method to optimize the financial management process through continuous improvement and waste elimination. The optimization of the financial management process requires the full participation and continuous improvement of the enterprise. The enterprise should encourage its employees to put forward suggestions and suggestions for improvement, regularly evaluate and audit the financial management process, and constantly improve the financial management process through continuous improvement to ensure its effectiveness and compliance.

3.3 We will increase capital input and technological innovation

Enterprises should reasonably plan their funds to ensure that the capital needs of financial management information construction are met. Priority should be given to key information projects to improve the efficiency and accuracy of financial management. We will explore emerging financing methods such as supply chain finance and digital currency, expand financing channels, and reduce financing costs. Increase the resource investment in the construction of financial management information, including the construction of hardware facilities and financial system. Enterprises should choose a technology platform suitable for their own needs to avoid the system performance problems caused by improper technology selection. At the same time, we should pay attention to the stability and scalability of the system, to ensure the long-term use of a sound information management system and technical support system is the key. Enterprises in the construction of financial management information, a detailed cost-benefit analysis, to ensure the rationality of input and output. Enterprises should formulate detailed information construction plans, clarify the information objectives and steps, and ensure that information security measures are in place, such as data encryption, access control, etc., to prevent data leakage or unauthorized access. The core of financial management informatization lies to break the information barriers between various departments and realize resource exchange and information sharing. Through the establishment of a unified information platform, all departments can obtain financial data in real time, so as to improve the decision-making efficiency and management level. With the support of information technology, enterprises can explore new financial management models, such as intelligent financial management systems based on big data and artificial intelligence. These systems can improve the efficiency of financial data processing, enhance decision support capabilities, and optimize resource allocation.

3.4 Cultivate information-based financial management talents

The development of enterprise financial management information cannot leave the informatization of financial management personnel, with the progress of information technology and big data, cloud computing, the application of emerging technologies such as artificial intelligence, enterprise financial management is facing unprecedented changes, the traditional financial management mode and method has been difficult to adapt to the needs of the new era, so training with information skills of financial management talents become an important strategy of enterprise development. Enterprises need to pay attention to the information skills training of financial managers, do a good job in data analysis, data mining, data visualization and other basic skills, as well as the application ability training of emerging technologies such as big data, cloud computing, artificial intelligence and so on. Enterprises can provide diversified learning channels by organizing internal training, external seminars, online courses and other ways to help financial managers master the latest information technology and management concepts. Information financial management is not only a technical change, but also involves business processes, organizational structure, corporate culture, and other aspects of comprehensive change, so the financial management personnel need and business department, technical department, data department work closely, jointly promote the digital transformation of enterprise financial management, in the process, enterprises should build cross-sectoral communication platform, promote the communication and collaboration between different background and different professional talents, jointly solve the practical problems in financial management. In the information age, the enterprise financial management is facing many uncertainties and challenges, need financial management personnel have keen insight and innovative thinking, constantly explore new management mode and methods, so the enterprise should also focus on financial management of innovative thinking and the cultivation of continuous learning ability, encourage employees to constantly update their knowledge and skills, to meet the needs of the development of the new era.

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Under the background of new quality productivity, the construction of enterprise financial management information is the inevitable choice to enhance the competitiveness of enterprises and realize sustainable development. Although the current enterprise in the process of financial management information construction, but by optimizing the digital financial management system, improve capital and technical support, strengthen personnel training, strengthen information security management and improve the system function and a series of measures, enterprises can effectively promote the financial management information construction, realize the digital transformation of financial management, intelligent, for the enterprise to win the advantage in the fierce market competition. With the continuous development of new quality productivity and the continuous innovation of information technology, the construction of enterprise financial management information also needs to keep pace with The Times, continuously optimize and improve, in order to adapt to the new needs of enterprise development.

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