

Innovation and Research on Financial Management under the Situation of Enterprise Economic Development

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Abstract: The history of modern economic growth shows that structural adjustment has a great impact on the quality of economic growth. Investment is an important factor in promoting economic development. The adjustment of investment structure and the economic structure of enterprises restrict and influence each other. At present, the market competition is fierce. In order to optimize the industrial structure, expand the profit space and enhance the competitiveness of enterprises, enterprises have to adjust and optimize the investment structure. Corporate culture plays a huge role in the enterprise, which can determine the rise and fall of the enterprise to a certain extent. Therefore, if an enterprise wants to get a long-term development, it is necessary to constantly study the enterprise culture and create a people-oriented enterprise culture, which is the primary task of the enterprise. To some extent, corporate culture is a part of enterprise management, and the construction of corporate culture also has great challenges for enterprises. From the perspective of enterprises, the emergence of Internet marketing has enriched its business model and increased product sales, publicity and service channels. Internet technology has brought more economic benefits to the development of enterprises. Therefore, it is imperative to analyze the role of Internet marketing and explore its specific use countermeasures in the development of enterprise economy.

Keywords: *Enterprise development, Economic situation, Financial management, Innovation strategy, Enterprise culture*

I. INTRODUCTION

There is a mutual influence and support relationship between economic management thought and enterprise economic development. First of all, through the innovation of economic management ideas and methods, as well as the supervision and standardization of economic activities, enterprises can ensure the long-term goal of enterprise economic development under the normal production and operation conditions. Secondly, when the enterprise economy develops to a certain extent, enterprise managers will introduce information technology and other innovative economic management mode. In the process of production and operation, enterprises need to regulate economic management activities such as planning in advance, coordination and control in the process, so as to ensure that the economic activities of enterprises can advance in accordance with the strategic objectives. Therefore, the thought of enterprise economic management can provide strong ideological guarantee for enterprise management activities and ensure that economic management activities strictly abide by the system formulated by enterprises. First of all, enterprises introduce modern management concepts such as Internet computer application technology and human resource management into enterprise management by innovating economic management ideas. To

form a good corporate culture atmosphere, to ensure that employees establish a strong sense of ownership.

With the gradual advancement of economic globalization, the competition between enterprises has become more and more intense and normalized. As the main means of value-added, financial management plays an increasingly important role in enterprise management. However, the traditional financial management model has been unable to meet the basic needs of the development of modern enterprises, and to a large extent restricts the development of enterprises, which brings adverse effects to the future of enterprises. It is under such a macro background that the research on financial management innovation is more effective and urgent. In the concept of modern enterprise development, only by constantly innovating and changing the management mode and management ideas can we occupy a larger market share.

The innovation of enterprise financial management should be carried out in an all-round way, and the budget management content of enterprise financial management foundation needs to be innovated first, because it has an important impact on the use of enterprise operating funds. But the reality is that there are still many problems in the budget management of enterprises. Enterprise economic development needs to involve procurement, production, sales and investment and financing links. Each link requires enterprises to establish rules and regulations to supervise economic activities by means of examination and approval, review and internal audit. Therefore, by using the information management mode, the enterprise establishes the control system of each production and operation link in the enterprise. At the same time, it can reduce the probability of mistakes in business management. First of all, the idea of economic management urges enterprises to establish internal control system on the basis of investigation of their own production and operation characteristics, so that enterprises can standardize accounting and reduce financial risks. Secondly, the internal control system can improve the efficiency of enterprise management and help to re-establish a good corporate image between the government and customers. Increase the sales revenue of enterprise products to ensure the realization of the ultimate economic development goal.

II. THE PROPOSED METHODOLOGY

A. *The Way of Enterprise Financial Management Innovation under the New Situation*

There are many kinds of financial risks in enterprises under the new situation. With the innovation of financial management system, the risks that enterprises have to face are also increasing. In the actual financial management system of enterprises, we should fully consider the early warning of risks, so as to ensure that the innovative financial management system meets financial risks. Deal with the risk crisis in time and prevent it in the bud. Therefore, the enterprise should employ professional

risk control personnel to join the enterprise to conduct a comprehensive analysis of the risk of the enterprise and help the enterprise to develop a sound early warning mechanism. At the same time, the enterprise should also establish a risk control system, strengthen the internal supervision and improve the internal control system. Standardize the work order of the enterprise, and prevent the risk of the enterprise as a whole. It is necessary to strengthen the risk awareness training of enterprise financial management personnel and establish correct risk concept. Identify and evaluate the forms of risk, and understand the financial status and risk status of the enterprise. Finally, various preventive measures should be taken to minimize the possible risk loss.

It is an inevitable requirement for the development of modern enterprise market economy to establish a perfect enterprise internal control system. Therefore, enterprises should comply with the relevant national laws and regulations. To investigate and analyze the actual situation of the enterprise, strengthen the improvement of the internal control system and procedures, and at the same time, make provisions for the various contents of financial management. Ensure the basic procedures and systems of financial work, and make provisions for various financial systems. On the basis of reducing the operating and production costs of enterprises, the objectives of enterprise financial management are formulated. To ensure that the determination of enterprise objectives should be in line with the changes of economic forms, the development of enterprises and the progress of society, and mobilize the enthusiasm of employees. The implementation of internal control system should be supervised by supervision department. This is an effective work to restrict power, but also to regulate the work order. Ensure that the role of internal control in the enterprise to give full play to meet the requirements of maximizing economic benefits of enterprises.

The optimization of industrial structure through the adjustment of investment structure refers to the problem of improving the unbalanced development of industrial structure through enterprise investment. The optimization and upgrading of industrial structure is closely related to the sustainable growth of economy. A reasonable industrial structure can generate ripple effects through the diffusion of industrial associations in different sectors and drive the development of enterprise economy. The importance of enterprises adjusting investment structure for industrial structure optimization is mainly reflected in promoting the development of leading and pillar industries of enterprises and accelerating the withdrawal of declining industries. On the one hand, enterprises make use of their financial resources to focus on investment and support key production departments and give play to their comparative advantages. Increase enterprise output, reduce production cost, optimize industrial structure. Enhance the competitiveness of enterprises and promote their economic growth. On the other hand, the staff of the department should be given policy incentives, trained in job rotation and Shared information, etc., so as to improve the employment rate of enterprises and accelerate the pace of industrial structure optimization. In addition, enterprises should adjust the investment structure, increase the support for the transformation of major production scientific and technological achievements, promote the progress of enterprises' production technology, and thus promote the upgrading of industrial structure. The optimization and upgrading of industrial structure can provide favorable conditions for the sustained and stable growth of enterprise economy.

B. The Relationship Between Economic Management Thought and Enterprise Economic Development

The thought of economic management requires enterprises not only to do well in cultural construction, but also to pay attention to attracting excellent talents. Set up the relevant system within the enterprise to ensure that all departments and employees of the enterprise conscientiously perform their duties. Form a good corporate culture and business philosophy, gradually improve the external image of the enterprise. The human resource management department should also improve the management level and innovate the recruitment methods and methods. Take the introduction of talents as the long-term strategic development goal of the enterprise, reserve talents with professional skills and professional ethics for the enterprise's operation and development. In the whole process of human resource management, education and training is the basic and fundamental link. Education and training have laid a solid foundation for the development of enterprises.

The construction of innovative enterprise culture will greatly promote the innovation of production technology, reduce the cost of products, and achieve the production and management objectives. On the contrary, the backward enterprise culture will make the enterprise stagnant and lack of innovation consciousness, which will make the enterprise survive and develop in a dead silence. At the same time, the construction of enterprise culture can help enterprises to achieve strategic goals. By introducing the concept of enterprise culture construction into enterprise operation and management thoughts, it can play a role of supervision, restriction and incentive to the economic development of enterprises. To promote the economic development of enterprises in a long-term virtuous cycle process.

We will improve economic management. The change of economic management ideas will make enterprises continuously improve efficiency in human resources, warehousing, fixed assets and other aspects of management, so that enterprises can take strategic objectives as the direction of economic management thoughts. Promote enterprises to seize the market opportunities, through continuous improvement of product quality and standardization of enterprise management for the long-term economic development of enterprises to lay the foundation.

The idea of economic management helps enterprises to form a good working atmosphere. After the change of management ideas, each workshop and staff in order to achieve the production and operation objectives. Through the cooperation and support between various departments to improve the management efficiency, employees in order to obtain performance bonuses and actively provide advice for the enterprise management.

Enterprises need to have advanced corporate culture, because corporate culture is the foundation of enterprise development. If an enterprise wants to form an excellent corporate culture, it needs to have a perfect management system, as well as advanced science and technology and certain innovative talents. Corporate culture is mainly through the enterprise innovation, to enhance the market competitiveness of enterprises. Corporate culture can regulate the behavior of employees through a perfect management mechanism, thus forming a unique binding force for employees. The role of corporate culture will be fully displayed in order to achieve the purpose of promoting the development of enterprises.

In the process of enterprise competition, the enterprise's image and honor have long been a part of it, and has played a huge role in the process of enterprise management. In other words, in the competition of modern enterprises, the market competitiveness of enterprises is the culture of enterprises. Enterprises are not only economic organizations, but also cultural organizations. Therefore, the economic competition of enterprises is the cultural competition of enterprises, and the competition of enterprises is the cultural competition behind the enterprise image. Therefore, in order to improve the market competitiveness of enterprises and make enterprises obtain greater economic benefits, it is necessary to attach importance to corporate culture, so as to increase the core competitiveness of enterprises and further promote the development of enterprises.

C. The Important Role of Internet Marketing

With the rise of the Internet era, more and more consumers are not only satisfied with the acquisition of knowledge, but also hope to participate in the exchange, selection and discussion of information. To a certain extent, this has shortened the psychological distance between enterprises and customers, and this new type of customer network customers also appears. Compared with traditional customers, network customers are more inclined to simultaneous interpreting knowledge and service information. In the context of the rapid development of Internet economy, customers have some resistance to passive acceptance of advertising information, which is a traditional marketing model. They are disgusted with relatively bad information. Instead, they will follow their own personalized needs and look for information resources they need on the Internet. From this we can infer that the customer belongs to the active party in the whole marketing process. The personalized choice of consumers makes customers gradually occupy the active position in the field of marketing. The Internet itself has the characteristics of non intermediation, real-time and interactivity, which provides certain help for the realization of customer initiative status. The existence of the above characteristics of Internet marketing makes most enterprises begin to pay more attention to the establishment of long-term partnership with customers and the long-term value of customers.

Enterprise managers should combine the current development of Internet economy in the society and do a good job in the collection, exchange and management of network information. The Internet provides convenience for enterprises to obtain consumption information of target customers and other related materials, and managers can take advantage of this convenience to establish a database system on the business platform of the enterprise, so as to timely and manage the information and data on the Internet. At the same time, we should also establish a customer material library, regularly inquire about customers, collect customers' opinions and suggestions, and feedback these information to relevant departments and enterprise leaders. With the help of this real-time online communication with customers, enterprises can better grasp the relevant information of customers, especially some empirical purchasing behaviors of customers, and timely solve the problems of customers' inquiries and complaints, so as to improve the service quality and customer satisfaction.

Secondly, strengthen the cooperation with large-scale companies and publicize the new products of enterprises on a large scale; release relevant information on the electronic bulletin board, so that customers can know the specific situation of these products and activities at the first time. Enterprise managers can also publish the enterprise's advertising information to the enterprise's yellow page website, which is convenient for customers to read. Thirdly, enterprise managers need information confidentiality.

CONCLUSION

We should make full use of the relevant information of Internet marketing, and do a good job in scientific protection. Because these information materials contain a large number of privacy information about enterprises and customers, once leaked, it will not only bring great negative impact to enterprises, but also make customers lose their trust in enterprises and bring great losses to enterprises. Finally, in the process of marketing, business operators can try marketing with customers in a deep and multi angle way, so as to master customers' living habits, brand preferences, interests and hobbies in an all-round way. To produce products that can meet the needs of customers and marketing programs that are easy to be accepted by customers, so as to ensure that enterprises can establish long-term and good marketing relations with customers. Therefore, in the development of Internet marketing, enterprises should take the current market development trend as the guide, combined with their own development status and future development goal needs.

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