Research on Financial Information Management under Big Data

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Abstract

With the constant renewal of the knowledge age, economic globalization is intensifying. Big data is the inevitable outcome of the development of information technology to a certain extent, which integrates various Internet technologies and brings many conveniences to people's lives and work. Massive data not only brings difficulties to management and maintenance, but also provides great potential value. As an important development field of social and economic construction, it plays an important role in promoting the progress of Chinese society and the improvement of people's material level. The application of big data technology in financial management is an inevitable trend and need of the development of modern society, which makes new development and breakthrough in the financial field. Based on big data and its characteristics, this paper provides an important way to solve big data in financial industry. With the application of science and technology, financial information management based on big data has been realized, which is helpful to promote the continuous progress of China's financial industry.

Keywords

Big Data; Finance; Informatization; Management.

1. Introduction

With the development of information technology, computers, sensors and mobile devices continue to create a huge amount of information with exponential growth under the leadership of emerging technologies such as the Internet of things, cloud computing and mobile Internet [1]. Big data has an impact on every field. In business, economy and other fields, decision-making behavior will be increasingly based on data analysis [2]. At present, the rapid development of big data in China has impacted the business model and socio-economic development of all walks of life, and also changed people's daily life [3]. With the advent of the era of big data, enterprises need to closely combine big data with their own operation and management, so as to promote the continuous improvement of overall comprehensive strength. At present, China's big data is developing rapidly, impacting the business model and socio-economic development of all walks of life, and changing people's daily life [4]. Under the background of big data, new requirements are also made for the development direction of financial accounting. In the process of developing financial accounting, only by innovating financial accounting management mode can enterprises improve their core competitiveness. In the current informatization construction process of enterprise financial management, there are many problems, which have caused no small obstacles to the smooth construction of informatization. Targeted control measures need to be taken to remove the obstacles in the informatization construction process of financial management and promote the continuous improvement of the informatization management level of enterprise financial management [5].

As an important part of enterprise operation and management, financial management has very important practical significance for the orderly development of various businesses of enterprises, which should be paid full attention in the actual work process [6]. In the context of big data, the use of big data resources can better analyze customer information for enterprises and promote the reform and development of enterprises. In the process of the development of enterprise financial accounting, we should use big data management thinking to innovate management mode, which is also a problem that enterprises generally pay attention to [7]. In the era of big data, the financial industry has a good development momentum. In the process of the rapid development of the financial industry, financial management has attracted more and more attention. The traditional financial work mainly takes accounting as the work core, the work mode is relatively single, the work intensity is high, the innovation is insufficient, and the requirements for the comprehensive quality of financial personnel are not high, so it is difficult to meet the needs of financial development under the background of informatization [8]. Strengthening the information construction of financial management and building a perfect system can promote the more stable and sustainable development of the financial industry. At the same time, it is also an inevitable development trend in the era of big data [9]. Based on big data and its characteristics, this paper provides an important way to solve big data in the financial industry. Under the application of science and technology, it realizes financial information management based on big data, which helps to promote the continuous progress of China's financial industry.

2. Problems faced by financial management informatization construction

2.1. Information construction lacks unified planning in financial management

The development of financial industry has virtually promoted China's economic development. The joining of information construction has played a major role in the development of China's financial industry. At the same time, financial institutions are actively establishing their own financial systems. Many enterprises lack sufficient demonstration in the process of informatization construction, thinking that introducing informatization tools can enhance the competitiveness of enterprises, while ignoring the preliminary research work of informatization system on-line, and ignoring how to effectively convert the characteristics of each link of their own operation and internal control requirements into informatization language. Under the background of big data, in the process of promoting financial accounting management, enterprises can start from the perspective of management mode. Although enterprises are still affected by the macro-control of the country in the process of development, if enterprises want to obtain social and economic benefits, they should formulate corresponding management mechanisms [10]. However, the system is independent, unable to share and exchange information systems, and the state's financial information management system is not perfect, which leads to the uneven degree of China's financial information construction, and there is no unified construction management standard, which has a negative impact on the development of China's financial information construction.

Some enterprises pay too much attention to the whole construction process, while ignoring the later application and maintenance work, which weakens the connectivity between them, resulting in the inability to share and exchange various data and information effectively. Under the background of big data, in the process of financial accounting management, enterprises should make it clear that this is the responsibility of financial management departments. In the construction of enterprise financial management informatization, the relevant departments only carry out informatization processing on financial data according to individual rules and regulations, ignoring the information exchange and communication with the financial

departments, resulting in poor data exchange and transmission among departments and poor data circulation.

2.2. There are certain risks in the financial information system

For most institutions, the financial informationization work under big data is seriously inadequate. It only uses informationization to assist related businesses, and still puts the traditional counter business in the main position. In this case, the innovation of financial products is even more difficult, and the process of information construction directly affects the development of financial institutions. In the actual financial management work, there are very few talents with professional knowledge of financial informationization, which virtually increases the probability of risks. The financial industry concentration leads to the explosion of big data. As the financial industry has been committed to system integration and data concentration, it has gradually completed centralized data management in the process of continuously improving the level of data integration. During the development of financial information system, it has brought many conveniences to financial management, and at the same time, risks have followed. In the financial information system, due to the centralization of business processing, the corresponding problems will be concentrated. At present, the construction of financial management informationization in some enterprises is mainly undertaken by specialized information technology personnel. Although they have rich experience in information technology, they often lack corresponding professional support for the construction involving a large number of financial management issues. With the increasing number of business types and products in the financial industry, the number of stored data types is also increasing. Some data types, such as video and audio, have the characteristics of continuity, which makes the data capacity surge and their own storage requirements are relatively high.

3. Construction strategy of financial management informatization in the era of big data

3.1. Strengthen financial supervision

In the construction of financial management informationization, supervision and management are very important. With the rapid development of financial industry, increasing financial supervision is the basic prerequisite for ensuring the healthy and sustainable development of financial industry. In order to realize the informatization construction of financial management, supervision should be strengthened first. In particular, the global mobile financial industry has achieved rapid development, and it is necessary to strengthen financial supervision. In the era of big data, it is necessary to strengthen financial supervision, so as to keep pace with the development of the times, restrain and supervise internet finance under the macro-economic environment, and constantly optimize the corresponding management work. The model structure of enterprise financial management informatization construction is shown in Figure 1.

In the construction of financial management informationization, the volume of China's financial market is increasing. Although it is more open and convenient with the development of technology, it is precisely because of its openness that it will face great problems in the operation of relevant financial management mechanisms. Because information technology itself is highly interactive, it will also make the traditional supervision methods unable to meet the development needs of contemporary Internet financial services. Therefore, we should do a good job of keeping pace with the times in time, and be able to combine the macro-economic and financial needs in the process of integration, so as to continuously improve the management.
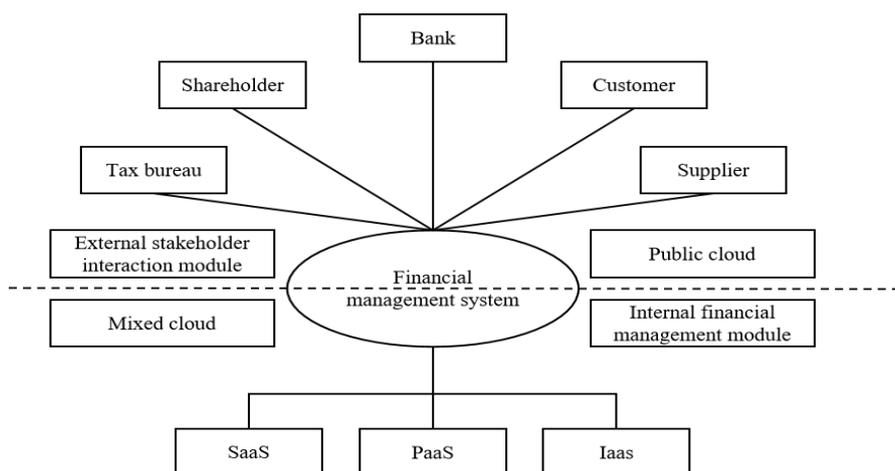
Figure 1. The construction model of enterprise financial management informatization

3.2.   Improve the Internet financial credit system

In the process of financial risk control, enterprises should establish a corresponding risk early warning mechanism, which can also help enterprises find out the problems in the process of financial management in time and take corresponding measures to solve them. At present, there will be a series of problems in the construction of financial informatization, which will bring great influence to the macro economy. The related problems are also closely related to the imperfect credit system. Therefore, it is necessary to improve the credit system and formulate an effective network financial credit system, so as to lay the foundation for its future development. For listed or large-scale enterprises, due to the development needs, many sets of financial management information systems have been built one after another, and the main system is the main system, and many sets of financial management subsystems coexist. At present, the problems encountered in the construction of financial informatization are characterized by diversification, which will hinder the development of macro-economy, among which the imperfection of financial credit information system is one of the important problems. Perfecting the internet financial credit system can not only improve the efficiency of management, but also reduce the probability of some violations, thus effectively reducing risks.

3.3.   Sound economic policies

For the information construction of financial management in the era of big data, it needs to be connected with the current economic policies. Without the support of a stable economic environment, the probability of the risk of financial informatization construction is also very high. The construction of enterprise financial management informationization is a comprehensive systematic work, which not only involves the financial management informationization project, but also includes the corresponding supporting system construction. Through the information-based performance evaluation system, enterprises can effectively investigate the key factors in the process of building financial management information, improve the efficiency of problem solving, and show the work of participating employees more intuitively in the form of performance rating. This will help to find out the problems existing in employees' working process in time, and encourage employees to improve their abilities independently through performance appraisal. Under the background of big data, the construction of financial management informatization has an inevitable connection with economic policies. If the economic policy is imperfect, the risk in the construction of financial informatization will be very high. The financial policy is mainly the guideline that financial supervision authorities regulate and control financial activities, and through formulating specific measures, financial activities can be guaranteed to be in normal operation. Among them,

the central government or financial supervision authorities will adjust the economic policies accordingly, and some risks in economic development can be effectively avoided through effective control or overall policies.

4. Conclusions

With the continuous development of market economy, if enterprises want to occupy a place in the fierce market competition, they must constantly improve their comprehensive economic strength. Under the background of big data, the financial accounting management of enterprises should also change the original development direction, which can not only input new blood for financial management, but also promote the reform of financial accounting. The main purpose of strengthening big data management is to realize the utilization of big data analysis results, continuously tap the potential value of big data, help to use data more effectively, and provide scientific decision-making basis for financial industry management. In the era of big data, financial information security needs our constant integration and improvement. By establishing a careful security mechanism, we can lay a solid foundation for financial institutions to develop big data strategies. Information can be innovated with the continuous development of massive data and Internet technology, and gradually move towards online platform, e-commerce and online payment, so as to promote the development, marketing and service of online financial products. In order to promote the sustainable development of enterprises and prepare for economic strategy, it is necessary to formulate scientific and reasonable management measures for future development, and construct a reasonable construction scheme for financial accounting operation mode, so as to combine enterprise business with financial management.

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