Research on the challenges and countermeasures of financial management in institution of higher learning under the background of the new era

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Keywords: New era; Institution of higher learning; Financial management; countermeasures

Abstract: In the financial management of institution of higher learning, logistics financial management occupies a very important position, logistics financial management is directly related to the operation of the logistics of institution of higher learning, and then plays a very important role in the development of the whole university. With the continuous expansion of university scale and the accelerated reorganization of the internal governance structure of institution of higher learning, China's universities are also facing increasingly severe financial management problems in the process of rapid development, which brings new challenges to the connotative development of institution of higher learning in China in the new period. How to effectively deal with and solve the problems in financial management is one of the important issues affecting the sustainable development of institution of higher learning in our country in the future. This paper first briefly analyzes the problems existing in the process of financial management in institution of higher learning in the new period, and then puts forward a series of effective countermeasures to strengthen the financial management in institution of higher learning, in order to better promote the efficiency and level of financial management in institution of higher learning.

1. Introduction

With the expansion of the scale of running institution of higher learning, the fund structure of institution of higher learning has gradually developed from single financial allocation to financial allocation. To a diversified structure dominated by financial allocation, business charges and bank loans. In this context[1]. Institution of higher learning are faced with huge financial risks. Financial management in institution of higher learning refers to the organization, raising, allocation, utilization, settlement, distribution of funds within the scope of institution of higher learning, as well as the management of the use of funds. It is an important part of the internal management of institution of higher learning. The quality of financial management is directly related to the survival and development of institution of higher learning. Due to the development of college education system reform in recent years. The source of the school's financial expenditure has changed from the financial allocation in the past to the coexistence of financial allocation, business income and operating income[2].

With the deepening of economic system reform, accounting system reform is more and more in line with international standards, but the financial management system of institution of higher learning has not kept pace with The Times, showing obvious inadaptability. How to improve the current financial management of institution of higher learning has become an important subject for financial personnel in institution of higher learning[3]. All these influence the smooth implementation of logistic financial management in institution of higher learning to a great extent. Therefore, we must focus on the development of institution of higher learning, carry out effective analysis of the logistics financial management, take effective strategies to fully improve the logistics financial management, to ensure the smooth operation of the logistics department and even the whole university. It can be said that to solve and deal with the financial problems in the current development of institution of higher learning actively and effectively is one of the urgent practical problems to be solved in the new period[4].

2. The main problems existing in the financial management of institution of higher learning

2.1. Lack of financial awareness and efficiency concept

Waste of money. At present, the shortage of funds has become the bottleneck for institution of higher learning to realize leapfrog development. However, while there is a serious shortage of funds, there is also a waste of funds\[5\]. The income and expenditure of various expenses in institution of higher learning should be carried out according to the budget. But in the real world, some institution of higher learning do not pay enough attention to the budget of educational undertakings. Often because of the budget when asked short or budget process transparency is not enough and other reasons to create a budget is not accurate or coverage is not wide enough, can not objectively and comprehensively reflect the school's financial income and expenditure situation and college work focus and development. In the case of does not involve the use of cost accounting, material waste of inefficient allocation and loss of property has not been attached great importance to, heavy visible light of intangible asset management, heavy purchase of unhealthy phenomenon, such as light using blind construction, the non-operating assets into operational assets, for the purpose of teaching and research to purchase equipment is used for generating revenue, Squeeze the use of teaching, scientific research and other phenomena are common\[6\]. However, in many institutions, the finance department is often subordinate to the logistics department, and the financial management is not independent in fact, which has hidden dangers for the emergence of financial risks in the institution setting, thus causing a lot of inconvenience for the daily financial management of institution of higher learning, resulting in financial management problems\[7\].

2.2. The financial management system of institution of higher learning is backward and cannot meet the development needs of modern institution of higher learning

The development of institution of higher learning has ushered in unprecedented great development opportunities, but also faced with certain risks. At present, there are some problems in the financial management of institution of higher learning in Our country, which restrict the further rapid development and expansion of institution of higher learning to a certain extent. At present, the financial management system and system of most institution of higher learning are relatively backward, just follow the traditional financial management mode of the old school, which can not adapt to the realistic needs of the development of institution of higher learning under the condition of modern market economy, and can not effectively promote the effective development and implementation of the innovative mode of financial management in institution of higher learning.

At present, the phenomenon of many college students failing to pay tuition fees is increasingly serious, and the financial management departments of institution of higher learning lack effective control measures\[8\]. With the increasing number of poor students, institution of higher learning can not keep up with the corresponding measures to help students in time, some students graduated several years after the tuition is still not paid, resulting in more and more arrears, has become the main obstacle to the realization of budget income of institution of higher learning. In addition to the university financial management consciousness is not strong, quality improvement, and financial management system is not scientific, lack of internal control system, external supervision does not reach the designated position, insufficient recognition of school leaders, the authority of financial institutions is insufficient, can't really implement the financial budget plan and comprehensive strict financial rules and regulations, etc. In addition, actively use modern information technology means, development and use of asset management system for the management of the school's assets, has made great progress. But there are still outstanding problems in the system design. The comparison of college loans between China and the United States is shown in Table 1.
<table>
<thead>
<tr>
<th>Loan loan provider body</th>
<th>The United States</th>
<th>China</th>
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<tbody>
<tr>
<td></td>
<td>Federal, state, local government or financial institution</td>
<td>Financial institution structure</td>
</tr>
<tr>
<td>Loan Term limit of loan</td>
<td>According to the Higher Education Facilities Act and the Higher Education Act: the loan term is not less than 50 years</td>
<td>The term is 1 to 3 years</td>
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<tr>
<td>The loan interest rate</td>
<td>The lower interest rate is the non-market rate</td>
<td>A bank loan</td>
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3. Countermeasures and suggestions for logistic financial management in institution of higher learning in the new era

3.1. Attach great importance to the idea and establish financial management consciousness

Idea is the precursor to action. Institution of higher learning in the process of dealing with financial management problems must first start from the ideological, from the ideological attention to the school's financial management work, the school's financial management work into the long-term development of the school plan for overall consideration. The rapid development and continuous deepening of the socialist market economy, while promoting social development and progress, there are also a series of inevitable problems and drawbacks derived. The evaluation indicators in the development process of institution of higher learning are not sound enough. The low degree of systematization and integration of evaluation system can not reflect the loophole and irrationality of university's own finance in the current situation to a certain extent[9].

We will increase tuition collection. For example, we should formulate timely management measures for the registration of tuition and educational status. In order to improve the enthusiasm and role of the department in charging fees, we should formulate reward and punishment systems for charging fees. For students with real difficulties, we can solve tuition problems through national student loans. "Power is for the use of the people. Profit is for the people. The principle of serving the fundamental interests of teaching staff and workers ", giving full play to the enthusiasm of cadres and workers in increasing income and plugging leakage and reducing expenditure, forming financial management and promoting sustainable, rapid, stable and coordinated development of education industry. Along with the further development of China's accounting system, system of financial management in institution of higher learning in the aspect of theory and the management pattern of construction has made great progress, but objectively internal control system in institution of higher learning compared with the same money management is still a big gap between enterprises, also need to improve the system of financial management in institution of higher learning and the management pattern continuously grope, improvement and improve[10].

3.2. Improve the standardization of financial management

At present, the logistics financial management of institution of higher learning has a strong randomness, which affects the financial management of the whole university. Therefore, we must comprehensively improve the standardization of logistics financial management. It is the responsibility of the education department to strengthen the macro-management of financial management in institution of higher learning. Education departments should take effective measures to further improve the system of university fees management system, effective use of relevant funds for schools in all kinds of fees for neat in the new era, financial management system of institution of higher learning should fully grasp the basic "people-oriented" management philosophy, transformation of the mode of traditional backward financial management and in further to strengthen the sustainable development of institution of higher learning at the same time, The financial management system of institution of higher learning combined with "hierarchical management" and "unified command and leadership" should be used to comprehensively meet the innovative needs of financial management system and school management mechanism.
University budget range in addition to the traditional national income, the higher subsidies income of the fiscal appropriation, the unit of extra-budgetary revenue and other income, should also increase debt budget, will obtain bank loans of institution of higher learning make humanistic budget year use of credit funds income plan, to ensure that the budget range of complete and true. School budget should maintain its authority and seriousness in the implementation process. Higher education is to cultivate innovative talents of high quality and service for the economic development of the dual role of requirements of education resources between reasonable flow and efficient allocation of institution of higher learning, this needs to establish a scientific, reasonable budget management mode in institution of higher learning, and at a reasonable expenditure standards as a basis for the budget allocations, make efficient use of limited funds to play the biggest.

4. Conclusions

In short, in the new situation, institution of higher learning should fully realize the basic role of financial management work, and strive to improve financial management level, to guarantee the quality of constantly improve the teaching actively explore new models under the big goal of financial management is the focus on the important issues in institution of higher learning in the new period, the logistics of institution of higher learning financial management directly influences the whole college financial management work, It has very important influence on the development of institution of higher learning. In the new period, there are still many problems in the financial management of logistics in institution of higher learning, which affect the development of logistics and institution of higher learning.

Financial management in institution of higher learning is not a new problem, so institution of higher learning themselves, higher education authorities and other parties should play an active role, and strive to form a joint force to form a new situation of financial management in institution of higher learning. At the same time, we should learn and master more new financial management modes, more ways to improve our comprehensive quality and professional skills, gradually improve the level and level of financial management in institution of higher learning, and strive to build institution of higher learning into economical and efficient universities with full utilization and rational allocation of resources.

Acknowledgements

Supported by“the Fundamental Research Funds for the Central Universities(2021FZY38)”

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management in institution of higher learning [J]. Economic and Trade Practice, 2018(1X):2.


