

Research on Innovation of Information Application in Financial and Economic Management

Ye Lvyuan

The College of Arts and Sciences Yunnan University, Kunming, Yunnan Province, China

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Abstract: In the current stage of development, all walks of life have certain characteristics of informatization, which can be said that the development of informatization is an important manifestation of social progress. In the aspect of enterprise development, informatization also occupies a very important position, not only for business enterprises, but also for financial and economic management in financial enterprises. By building a modern information-based financial and economic management framework, the pertinence, scientificity and effectiveness of financial and economic management can be enhanced, and the needs of modern financial and economic management can be met. Therefore, strengthening the construction of information technology has become a problem that financial enterprises generally attach importance to. This paper analyzes the important role of informatization in financial economic management and the problems in application, and discusses its future development and innovation, fully tapping various information resources through modern information means and network technology to provide an effective reference for the development of financial enterprises, thereby enhancing the market competitiveness of financial enterprises and obtaining higher economic benefits.

1. Introduction

Informatization of financial management refers to the use of network and communication technology by managers to explore various resources in financial management. With the advent of the information age, financial enterprises have taken it as an indispensable tool in the daily operation and management process [1]. Utilizing modern network and communication technology, by exploring various information and resources, the paper explores specific ways to enhance the production and operation ability and management ability of financial enterprises, so as to enhance the competitiveness of financial enterprises [2]. With the rapid development of modern science and technology, how to use modern equipment for standardized and precise management is a problem faced by financial and economic information management, and also an important direction of modern work development. [3]. Informatization can effectively reduce the emergence of risks in financial economic management, but the development of informatization in most of China's current financial enterprises is still not perfect. There is still room for improvement in the application of informatization in China's financial enterprises. In the current stage of development, there are still relatively traditional management concepts and relatively backward information management platforms [4]. In this context, once an emergency occurs in the business process, managers can use the information tool to track and analyze the entire event, and timely respond to the data in response to relevant measures to effectively control the development of the situation and reduce the severity. Impact and corporate losses [5].

In the process of financial investment and financing activities, there will inevitably be a variety of decision-making risk problems. Enterprises must explore scientific ways to avoid various risk problems [6]. Through the implementation of information management, the decision-makers of financial enterprises can apply advanced information and management technology, accurately grasp the production and operation of the whole enterprise, and clearly understand the various conditions in the operation process [7]. In addition, when some unexpected incidents occur, financial enterprise managers can also observe and analyze the whole incident through information tools, and take effective measures to curb them in time. Financial institutions are classified as insurance, banking

and securities. Generally, banks include complex business with traditional and high-tech content, the latter includes financing, merger and listing, and introducing investors, etc. [8]. At present, the degree of informatization of banks has been significantly improved, and there is a certain gap compared with foreign counterparts. The integration of financial management into information technology can effectively enhance the business capability and operational efficiency of enterprises, and greatly enhance the core competitiveness of enterprises. At the same time, the development of information technology can guarantee the position of financial economic management in the context of global economic development [9]. Helping managers to develop a more scientific and rational corporate development plan can also help business managers to grasp the development trend of the company from a broader perspective. At present, China's market economy is booming and developing, market activity is high, and some emergencies are gradually showing a high incidence. To adhere to the principle of science, the current financial and economic information management work is not scientific enough. There are still many gaps in the specific operation design, which needs further optimization. Financial economic management is of vital importance to the advancement of overall social development [10].

2. Materials and Methods

The implementation of information management can enable decision-makers of financial enterprises to use advanced information management technology to accurately grasp the production and operation of the whole enterprise, clearly understand the various conditions in the operation process, and find out the problems in details. Cross-regional operation and management is a difficult management behavior, and information technology can effectively solve this problem, becoming the best choice for financial enterprises in the process of cross-regional management. As a financial and economic worker, we should pay full attention to the importance of modern multimedia technology, combine advanced work methods and ideas with traditional culture essence, and enhance the comprehensive work effect. Through information technology, the subsidiaries and the head office will be co-ordinated under one system. The operation of the subsidiaries can be timely fed back to the head office through information technology. The head office will then rely on the development status of each subsidiary. Make reasonable allocation arrangements. Reasonable allocation of resources, let each department within the enterprise work and take responsibility. It is necessary to pay attention to the finance and accounting departments so that business managers can timely understand and analyze investment and operations.

Strengthen communication and coordination with local government functional departments, jointly study and formulate measures to protect financial consumption rights and interests, actively explore the establishment of financial management departments and financial institutions, consumer associations, trade associations, arbitration institutions, judicial departments linked financial consumption dispute settlement mechanism. Through the information platform to achieve the enterprise economic management data and information analysis and collation, standardization, can advance the easy part, such as network and basic software. Some standardization should be implemented according to different periods and stages, such as technology platform. Let enterprise managers have a comprehensive understanding of financial information, and then grasp the future development trend and basic trend of enterprises. In practice, we should combine modern big data and other information technology to realize the integration of resources, insert the wings of science and technology into traditional work, and improve the work effect through the efficient use of information resources. Meet the development needs of modern financial and economic information management, and lead the modern work forward. The information management platform must have a sound system to ensure that when setting up the information management system, it is necessary to consider the scope of the installation, the departments involved in the system and their responsibilities, the specific content of the constraints, the rewards and punishments, the goals, and so on. Transforming the traditional way of development and deepening the reform of corporate financial and economic management will not only be effective for the development of financial and economic management of enterprise informationization, but also greatly help enterprises to enhance

their core competitiveness and improve the operational efficiency of enterprises.

In the process of economic globalization and expansion, the relationship between different enterprises has been strengthened day by day, and the competition between enterprises has become more and more fierce. If enterprises want to make great progress, they must explore reasonable and scientific solutions and means. For the managers of enterprises, it is more effective to allocate resources reasonably, and the operation effect of enterprises can be informed to the managers in the shortest time, so that the decision makers can effectively and timely make corresponding countermeasures to the enterprises. It is necessary to strengthen the staff of all departments and strata in the enterprise consciously, and train them vigorously, impart information management knowledge, apply advanced technology, and construct information management system and information platform with the help of information platform. At the same time, regular training of information management personnel, continuously strengthen and improve the professional skills of information management personnel, and timely update the professional knowledge of information management personnel. Organize some professional lectures for internal financial management staff, hire professional lecturers to in-depth guidance on how to use modern management tools for financial management. In the process of using modern information technology to carry out financial and economic management work, it is necessary to avoid the phenomenon of the flow of form, to truly let information technology play a role, and let the financial economic information management innovation be implemented. The strategies for improving the development of financial economic management information are shown in Table 1 and Figure 1.

Table 1 Strategies for Improving the Development of Financial and Economic Management Informatization

	Administration	Efficiency
Optimizing Information System	15.35	5.65
Upgrading Information Level	13.18	6.19

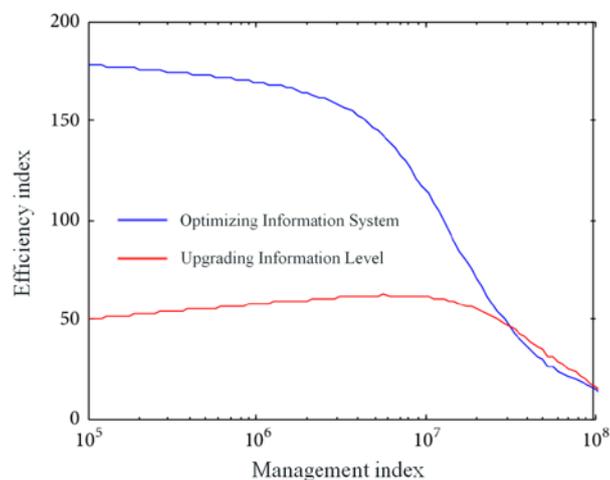


Fig.1. Strategies for Improving the Development of Financial and Economic Management Informatization

3. Result Analysis and Discussion

The application of information technology in financial and economic management plays an important role and value. It can effectively promote the development of financial management of enterprises, and also provide effective guidance and decision-making role for relevant decision-makers. To grasp the internal financial information of enterprises, accurately grasp the effect of production and operation of enterprises, and to have a comprehensive control over the problems encountered in the production process of enterprises. For the problems that arise, enterprise decision makers can give the most accurate Countermeasures in the shortest time

combined with the actual situation, through this information-based development mode. It will become the focus of future development to seize the customers, provide them with the required services and make profits by using information. With the great improvement of the domestic network foundation and the recovery of e-commerce, information service will be the focus of the development of financial enterprises. When setting up an enterprise information management platform, we must pay attention to starting from the enterprise itself and not from the actual enterprise. For example, if a company is a diversified group company, it should pay attention to compatibility when building an information management platform and build a platform with strong openness. Adhere to the problem and needs as the center, improve the effect of financial economic information management, continue to innovate on the basis of respecting demand, improve the comprehensive effect of financial economic information management, and then push back the work to help financial economic management continue to upgrade .

Establishing a perfect information platform can help enterprises to better understand the economic management data of enterprises, and help managers to predict the future trend of enterprises by understanding financial information, and help enterprises to better avoid risks. Business diversification, service integration and omnipotence, from separate business to mixed business, the development of financial informationization changes a single business model to achieve comprehensive business. Some requirements for the system should be completed in time. At the same time, after the training, the staff should conduct a questionnaire survey to understand the training effect, find out the training blind spots and obstacles after the analysis of the training results, and then solve them one by one. It is necessary to strengthen the use of big data resources, apply the big data conclusions to follow-up work, and through the analysis results of big data, carry out precision work, improve the scientific and targeted work, and thus improve work efficiency and meet modern financial economic management. Work development needs. Financial enterprises can implement evaluations and estimates for their own operating models, timely discover problems in the development of financial enterprises, guide enterprises to optimize their own structures, and use big data. Financial enterprises can improve their own management models and realize intelligent reform of enterprises. Reduce financial risks.

From the process of financial research, we need to adhere to the principle of mutual benefit and win-win, make use of effective work among enterprises, strengthen information sharing, effectively improve the actual utilization rate of information, and help enterprises develop rapidly and well. In the practice of information system construction, first of all, we should pay attention to the collection and accumulation of data, build a database with a certain scale, and optimize the algorithm to analyze and judge the data, and then summarize the characteristics of the data, so as to be used in the follow-up work. It is conducive to the coordination of various departments within financial enterprises, to the formation of a systematic and integrated form of work, and to the attention paid to the informationization of financial and economic management. It is also conducive to the decision makers and managers to have a systematic and comprehensive grasp of the investment direction and operation of enterprises. The establishment and improvement of the market economic system has prompted financial enterprises to face increasingly fierce market competition in the process of development. If financial enterprises want to gain development and growth, they need to pay sufficient attention to informatization. Construction. Continuously reforming and optimizing the operation and management of corporate finance, which fundamentally highlights the important value and role of enterprise informationized financial economic management, fundamentally enhances the utilization efficiency of various resources of enterprises and enhances their core competitiveness. The foundation for sustained and stable development.

4. Conclusion

This paper studies the application innovation of information technology in financial and economic management. With the emergence of science and technology, financial research needs the support of big data warfare. Financial researchers need to have good big data thinking and apply it to specific matters. To enable economic management to play its role, we must strengthen the

importance of information management, cultivate the information awareness and comprehensive quality of managers, change the old management concepts, establish an advanced information platform, and realize the optimal allocation of resources. When financial enterprises show strong support for resource allocation, informatization has become the guarantee of financial services. As financial and economic managers, we should fully recognize the significance of information system construction for financial and economic management, improve the comprehensive efficiency of management, and meet the development needs of modern financial and economic management. Fully attach importance to and make good use of information management, let information technology serve the development of enterprises, find out the shortcomings and advantages of enterprises through data analysis, continuously improve the market competitiveness of enterprises, and help enterprises create more economic benefits. Enterprises must not only start from the management staff, but also hold regular lectures on information-based financial economic management within the enterprise. It is also necessary to start from the enterprise itself, change the old traditional consciousness, innovate information ideas, build a complete information platform for enterprises, and optimize The allocation of resources fundamentally enhances the comprehensive competitiveness of enterprises.

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