

# **An Empirical Analysis on the Influence of "Internet +" on the Information Construction of Financial Management in Colleges and Universities**

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**Abstract:** The rapid development of social economy and science and technology in China has promoted the popularization of information digital technology in various industries, and colleges and universities in China have also begun to vigorously promote the construction of information technology. In recent years, the reform and development of colleges and universities in China is rapid, and the information construction of financial management is imminent. With the help of "Internet +" information technology, financial management in colleges and universities can be more efficient and improve the quality of financial management. This paper analyzes and expounds the significance and characteristics of financial management informatization in colleges and universities, combined with the practical experience of information construction.

## **1. Introduction**

In the era of rapid development of Internet technology, the information construction of financial management in colleges and universities is the only way to promote the reform of education in colleges and universities, which is conducive to the improvement of the quality and efficiency of financial management in colleges and universities, and ensures the security and accuracy of financial information. It can effectively help the upgrading of internal reform and management in colleges and universities. Compared with the information management process of enterprises and other institutions, the information construction of financial management in colleges and universities lags behind, and the introduction and adaptation of new technology need to be realized through overall planning and standardized management, so it is urgent to speed up the progress of information reform. The financial management of colleges and universities is an important part of the management of colleges and universities. According to the empirical analysis of the influence of "Internet +" on the information construction of financial management in colleges and universities, this paper promotes the development of information management mode in colleges and universities, and achieves the purpose of improving management efficiency and quality with the help of information technology, which has very positive significance for promoting the steady development of the future construction of colleges and universities.

## **2. The Significance of " Internet +" to the Information Construction of Financial Management in Colleges and Universities**

The information construction of financial management in colleges and universities is to bring the whole process of financial management into the information data management system, to carry out the information management reform of financial decision-making, financial supervision and accounting in colleges and universities, and to realize the sharing of financial data information at the same time, which is beneficial to the standardization and standardization of financial management in colleges and universities. While promoting the informatization of financial management in colleges and universities, financial staff also need to improve their own quality and ability, adapt to the changes of management process and technology, improve the level of financial

management concept, and make financial decisions in colleges and universities more accurate and intelligent. Against the background of "Internet +", the upgrading of big data, cloud computing and other technologies provides more tools and possibilities for financial management in colleges and universities. Financial management work is more intelligent, can realize intelligent analysis and model operation, and hand over a large number of data processing to computer technology. By "Internet +" technology to achieve the breakthrough of time and space limitation of financial management work, from the actual needs of management work, the whole process of financial management is displayed intuitively, which improves the scientific nature of management and the correctness of decision-making, and realizes the intelligent change of management work. The information construction of financial management in colleges and universities can also transform the management supervision work into grid management, realize the integration and sharing of financial information, supervise and control through Internet technology, and make remote cooperative office become a reality. In recent years, the campus layout has changed greatly in the process of expansion and expansion of colleges and universities, so it is necessary to realize the communication and communication between different departments in different campuses, and the collection, sharing and analysis of financial information can be improved efficiently. The information construction of financial management in colleges and universities turns financial management work into automatic and intelligent work, improves the effectiveness and accuracy of data information, relies on the financial management system of the school to carry out paperless office, combs and simplifies the work flow, and lays a good foundation for the future development of colleges and universities in financial management[1].



Figure 1 Traditional financial data processing

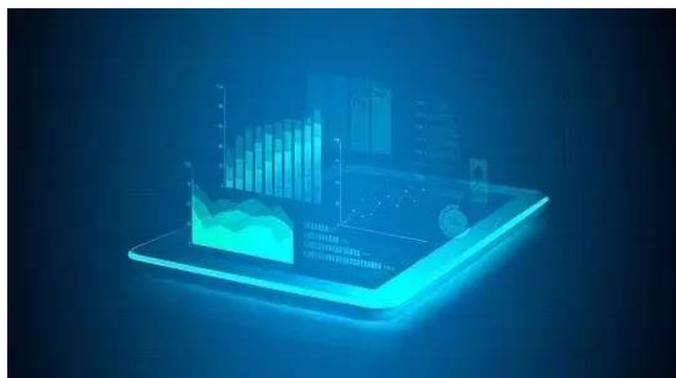


Figure 2 "Internet +" financial information chart

### **3. Characteristics of Financial Management Informatization Construction in Universities Under the Background of "Internet +"**

Financial management in colleges and universities under the background of "Internet +" presents a series of characteristics. First, the cloud of financial data information. The development of Internet computer technology has expanded the field and scope of its application and brought earth-shaking changes to the financial management work in colleges and universities. According to

different application scenarios and actual business requirements, computer technology has developed convenient and fast management software, so that the financial management platform of colleges and universities becomes intelligent. All information is collected and analyzed through the cloud, the advantages of data processing are particularly obvious, and the cloud-based financial management data information is realized. Second, the management structure is developing flat. In the network thinking mode of "Internet +", the network system is grid-based, and the communication and connection between the finance department and other intelligent departments in the financial management of colleges and universities become more convenient, and the efficiency is obviously improved. Reduce the cost of communication and communication between departments, management structure to flat development. Third, the gridding of management procedures, the construction of financial information management system in colleges and universities, the overall recording of the whole process of financial work, the realization of information technology reform of management procedures, become a high-energy help to carry out management work, effectively improve the quality of financial management work, and promote the achievement of financial management objectives. Fourth, the financial management function is expanded. From the practical experience of financial management in colleges and universities, we find that through the application of "Internet +" technology, the management level of colleges and universities is constantly improving, and the intelligence of financial management departments has been effectively expanded to develop towards a more decentralized direction[2].



Figure 3 Multi-sectoral sharing of financial information on campus network

#### **4. Practice of Financial Management Informatization in Colleges and Universities under the Background of "Internet +"**

##### **4.1. Informatization of Accounting Work**

Combined with the practical work experience of financial management informatization in colleges and universities, the financial management work of colleges and universities, under the combination and promotion of "Internet +" technology, has realized the network financial audit, the network financial reimbursement and so on, and has realized the information management of reporting accounts. On the one hand, it has obviously improved the work efficiency of the financial department and shortened the time of communication and communication between departments. At present, the financial workload of colleges and universities is very heavy and complex, and there are many kinds of documents involved in the daily work that need financial processing. The past manual accounting model has been unable to meet the needs of school development, seriously restricting the quality of financial management work. By the help of "Internet +" technology, financial management information accounting can be realized, which greatly reduces the work intensity of financial staff and improves the work efficiency of schools. On the other hand, the informationization of data effectively reduces the error rate of financial staff. Accounting work in the financial workflow, usually have a certain limit of time, during the reporting period work will be relatively tight, when the manual reporting of the work, human error is inevitable. With the help of information technology, the data can be processed efficiently, and through the accurate analysis in the background, it can automatically detect errors and problems, remind and help to correct them in

time, and the reliability and accuracy of the data are greatly improved. Accounting information will further expand the value and scope of the use of financial data in colleges and universities, using the "Internet +" information mode, financial data can be quickly extracted and processed, automatically generate financial statements, so that the quality of financial statements have been greatly improved[3].

#### **4.2. Formation of "Internet +" Financial Sharing Service Model**

"Internet +" financial sharing service model can effectively solve the problem of financial information exchange between different campuses, reduce the data sharing and communication problems caused by different data formats and financial interface differences. It can also avoid errors and errors caused by the non-standard writing and input of financial information. "Internet +" technology, big data and cloud computing have helped colleges and universities to set up a shared service platform for financial data sharing. Through the same standard data collection, they have formed standardized, accurate and integrated shared data. So that colleges and universities can improve their management level through the change of management mode, thus effectively reducing the occurrence of errors and reducing the operating cost of financial management business[4].

#### **4.3. Personalized and Intelligent Financial Service Model**

During the information construction process such as "Internet +" big data, through the analysis of financial data and business habits of each department, we can understand the actual needs of financial business. Customize individualized financial service content for each department according to need, combine team and individual work habits and processes, carry out financial analysis according to business type, improve the satisfaction of teachers and students and business departments in colleges and universities. From the point of view of service object, make the function and application of individualized financial service, improve the precision of financial management. Teachers and students can upload reimbursement contents and invoices through the financial management system, complete the audit in the system, and through intelligent financial management, they can also reflect the financial usage habits of various departments and personnel. Automatic input and data generation of financial data are realized by intelligent terminal equipment. The combination of "Internet +" and financial management provides convenient and efficient service for teachers and students.

### **5. Concluding Remarks**

To sum up , " Internet +" provides a wider space for the information construction of financial management in colleges and universities, helps colleges and universities to improve the efficiency and quality of financial management, improves the accuracy and reliability of financial management data information, and obtains financial statements and analysis data more quickly through automatic and intelligent data processing. Financial management in colleges and universities needs to actively formulate management objectives and strategies according to their own needs, improve the ability and quality of financial management personnel, constantly improve the information system of financial management, and ensure the standardization and standardization of financial management work. At the same time, we also need to pay attention to the data confidentiality and risk management in the process of financial management informatization, constantly strengthen the level of financial management in colleges and universities, and promote the reform and development of colleges and universities.

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