

## Research on Financial Management Mode of E-commerce Enterprises from the Perspective of Big Data

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**Abstract:** The era of big data has gradually penetrated into all aspects of social economy, which has a profound impact on the development of enterprises. As a new economic form, big data is still in the initial stage, and is constantly being integrated into major economic fields. In the era of big data, the traditional enterprise financial management model has not adapted to the economic development, so it is necessary to constantly promote the transformation of enterprise financial management. In the management of enterprises, analysis and interpretation of data are indispensable, so the most scientific and comprehensive data in enterprise information comes from the data analyzed by the financial department. In order to adapt to the economic development mode with the background of e-commerce, the financial management of e-commerce enterprises is facing great pressure of reform. Starting from the characteristics of e-commerce enterprises in the era of big data, this paper analyzes the problems existing in financial management of e-commerce enterprises, and puts forward relevant measures to improve the financial management level of e-commerce enterprises.

### 1. Introduction

With the advent of the computer network era, online market transactions such as e-commerce are developing rapidly. There are many differences from traditional market transactions. The virtual network transactions of e-commerce sales models have significant characteristics. Financial work is an independent system in corporate management. It refers to the organization of corporate financial activities and management activities to deal with financial relationships under the overall goals of the enterprise. It is an important part of modern corporate management [1]. The development of e-commerce promotes the integration of e-commerce theory and financial management theory. In the process of integration, these two intersecting fields are more integrated, and they can learn from each other's advantages and develop together [2]. With the rapid development of Internet technology and the increasing degree of Internetization of enterprises, traditional manual accounting systems are facing huge challenges in terms of space, time and efficiency. For long-term development, it is necessary to have an efficient financial model, which is also a comprehensive manifestation of the development potential of an enterprise. The competition of modern enterprises is not only concerned with investment income, control of the target market and stable customer relationships [3]. If an enterprise does not want to lose in the new wave of technological innovation, it must adjust its financial management model, and introduce more new technologies to apply it to the financial management system of the new era [4].

With the advent of the era of big data, whether financial management is electronic and informatized will inevitably have an important impact on the management level of enterprises, so the traditional corporate financial accounting mode must be modernized and automated [5]. Only by doing a good job in this aspect can the financial department play a better role in the enterprise. At

present, the Internet and e-commerce in my country are developing rapidly, with a high penetration rate. Affected by this economic background, the financial management models and methods of Chinese enterprises have also received a certain degree of influence [6]. In the management of an enterprise, it is inseparable from the analysis and interpretation of data. Therefore, the most scientific and comprehensive data in enterprise information comes from the data analyzed by the financial department. Big data has an important impact on business management. If companies want to win market competition, they must follow the trend of the times and make good use of the role of big data for companies [7]. The choice or formulation of the financial operation model not only determines the direction of the enterprise's financial resource allocation, but also affects the efficiency and effect of its investment activities [8]. The impact of e-commerce on corporate financial management is mainly manifested in the impact on corporate financial processing procedures, models, and personnel quality changes. Based on this article, it analyzes the innovation of e-commerce enterprise financial management mode in the era of big data.

## 2. Opportunities and Challenges of Financial Management of E-Commerce Enterprises in the Era of Big Data

### 2.1. The Opportunity of Enterprise Financial Management

With the continuous development of information technology, economic globalization has become a reality. Under this background, the financial management of Chinese enterprises needs to follow the changes of the market and broaden their horizons constantly. With the gradual improvement of China's financial market, the financing channels and methods of enterprises tend to be flexible, and accordingly, the financial management of enterprises is undergoing tremendous changes. The influence of e-commerce is not only reflected in the fund-raising activities of enterprises, but also in the rational management and effective use of the funds raised by enterprises, which increases the efficiency of the use of funds. The new data processing technology provided in the era of big data can bring technical changes to the financial management of enterprises. In the era of big data, people need to abandon old ideas, innovate working methods, keep pace with the development of information society, and cultivate financial managers' ability to analyze and solve problems by using big data.

With the development of market economy, the basic knowledge and practical theory necessary for financial management are indispensable. Figure 1 shows the architecture of talent informatization construction.

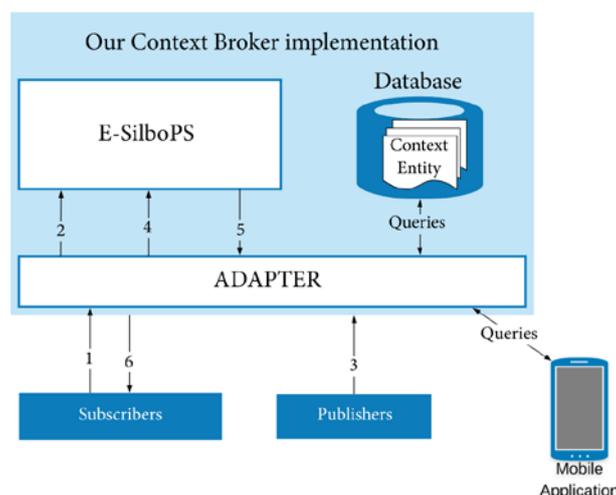


Figure 1 System structure of talent information construction

In the era of big data, companies have more information channels in the past, and companies can obtain effective data information through effective information acquisition and information processing modes, thereby improving the overall competitiveness of the company. The precision

mining technology of big data technology can specialize in the avoidance of business risks, so as to avoid financial risks in a scientific and reasonable way and reduce unnecessary losses. Enterprises in the era of big data have broken through the limitations and constraints of traditional financial statements. Enterprises can process the acquired information based on cloud computing and electronic information technology, so as to provide effective information for corporate decision-making and promote the improvement of corporate financial management [9]. Under the new background, the information resources of enterprises have become the key to enterprises occupying the market and gaining core competitiveness. The Internet has narrowed the distance between companies and other stakeholders, and the competition between companies has turned from scale competition to speed competition. In the ever-changing market competition, timely and fast information, excellent management teams, and advanced science and technology can help companies Obtain good development opportunities.

## **2.2. Challenges Faced by Enterprise Financial Management**

There are many contents in enterprise financial management, and they have certain complexity characteristics. Among them, the amount of data and information involved in financial statement work and the complexity of working process are the most significant. Data information plays an important role in the development of enterprises. If traditional financial management methods continue to be used for management, it will not provide timely and effective data information for the development of enterprises, and financial statements will lose their value. Many financial managers in e-commerce enterprises can't update their software operation ability according to the requirements and speed of software upgrading, and e-commerce enterprises are unwilling to train financial managers according to the situation, which eventually leads to the financial managers unable to adapt to the changes of financial management mode [10]. Under the background of e-commerce, the information feedback speed of enterprises to the market is greatly accelerated, and the demand for enterprise information, especially financial information, of stakeholders is more urgent. According to the obtained information, their investment and business strategies may be changed, which increases the decision-making risk of enterprises. In the era of big data, with the increase of data information and the speed of updating data information, the complexity of enterprise financial management is more obvious and the financial management is more difficult. Under the background of big data, when enterprises carry out financial management, they put forward higher requirements for the quality of staff. In the development of enterprises, financial managers have no rich experience in information processing and other issues, which leads to problems [11].

## **3. Innovation of Financial Management Mode of E-Commerce Enterprises in the Era of Big Data**

### **3.1. Innovate the Financial Management Mode of Enterprises**

In order to ensure better and faster development of enterprises, it is necessary to innovate the traditional financial management mode. In the era of big data, finance is not only doing standard work, but playing an active role is more important. Financial software and computer network bring new changes to the financial management in the new era, which also lays the foundation for enterprises to produce financial management models that are suitable for the big data environment. New software and technology provide great convenience for financial personnel, and at the same time make it possible for managers to grasp the financial information of enterprises in a timely and effective manner. Traditional daily work such as report preparation and analysis can be informationized and electronized, and financial personnel can be turned into senior management personnel to perform management functions. Therefore, big data puts forward new requirements for the comprehensive quality of financial managers. For enterprises, a recognized source of price advantage is enterprise scale. When an industry has significant economies of scale in manufacturing, marketing, distribution and service, large-scale enterprises often have cost advantages over small

enterprises. When there is significant economies of scale, the relationship between enterprise scale and cost is shown in Figure 2.

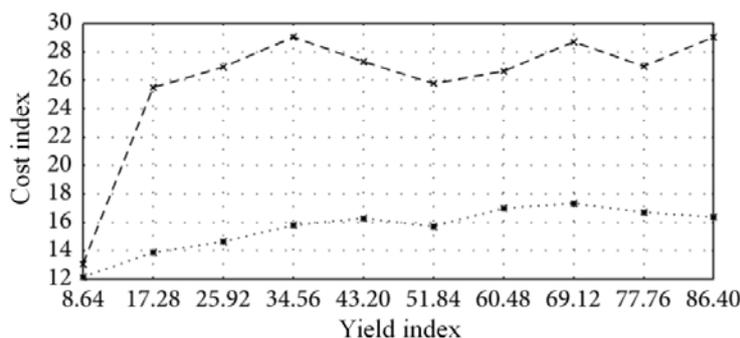


Figure 2 The relationship between enterprise scale and cost

With the development of the Internet, the concept of financial personnel is constantly changing with the popularization of the Internet, the continuous innovation of technology, the rapid development of economy and the ever-changing environment. It can be said that the Internet has spawned a series of brand-new financial management concepts. Big data helps enterprises to further build a comprehensive budget strategy management platform, which enables financial managers to analyze the future development direction and trend of enterprises and make accurate predictions under the existing data information. E-commerce enterprises have lower production costs. Enterprises should strive for the right way of production and marketing, and reduce the opportunity cost of production funds. The online cost control system of e-commerce enterprises can produce products suitable for social needs in the shortest time with the lowest manufacturing cost, so that enterprises can seize business opportunities in time and obtain greater economic and economic profits.

### 3.2. Improve the Construction of Enterprise Basic Data Information

In the enterprise big data management mechanism, the construction of enterprise management informatization and the change of management process should form a mutually promoting relationship, so as to improve the level of information management on the basis of stable organizational structure. In e-commerce enterprises, enterprises can grasp the rapidly changing market supply and demand information at any time through their own platform advantages. In the management information system, in order to improve the management effectiveness, it is necessary to provide more intuitive internal information to different managers and organizations of enterprises, so as to upgrade the effectiveness of information construction in the management system. Enterprises need to analyze the existing financial management mode according to the actual situation of the enterprise and the internal and external environment of the enterprise, so as to improve and innovate the financial management mode. In the era of big data, to improve the financial management ability of enterprises, we should start from the financial management institutions themselves, and relevant enterprises should improve their own financial management institutions. According to the actual situation, we should adjust the organizational structure of the financial management institutions of enterprises in the era of big data. The enterprise management department should pay attention to the flexibility and effectiveness of the organizational structure, establish and improve the management structure more suitable for the operation needs of the market economy, maintain the contingency efficiency of the enterprise organizational structure, and ensure the optimization of the production and operation management efficiency.

## 4. Conclusions

Under the background of the continuous development of global economic integration, if e-commerce enterprises want to take the initiative in the fierce market competition, they should improve their implementation level and comprehensive ability from the perspective of big data, and

improve their production and operation level and management and control efficiency. The development of e-commerce sales model is the general trend of modern enterprises, and financial management is the core content of enterprise development, and its management level directly affects the development of enterprises. The development of e-commerce not only provides new development opportunities for enterprises, but also puts forward higher requirements for enterprise financial management. In the era of big data, the management of e-commerce enterprises not only needs to improve the level of information management, but also needs to use big data to effectively integrate and use internal and external resources of enterprises. The rapid development of science and technology and the uncertainty of economic environment make the future development of e-commerce enterprises full of opportunities and challenges, and also require enterprises in this field to have strong financial models to promote the long-term development of enterprises. Enterprise management departments should pay attention to the flexibility and effectiveness of organizational structure, and establish and improve a management structure that is more suitable for the operation needs of market economy. Big data has given new features to financial management in the new era. In a new environment, e-commerce enterprises must make changes based on the traditional financial management model.

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