

Suggestions on Strengthening Financial Management in E-commerce Environment

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Abstract: The development of information technology has promoted the development of the whole modern society, and e-commerce emerges as the times require. This business model is no longer subject to geographical and time constraints, completely breaking the traditional business model. This kind of advanced and efficient electronic commerce is favored by all kinds of enterprises, and it also brings more opportunities for enterprises. However, in the process of adapting to new things, there are always some challenges. The greater challenge is the financial management of enterprises. The traditional management system has been difficult to meet the development needs in the full-scale application of e-commerce. This paper introduces the advantages of financial management in e-commerce, the current situation of financial management in e-commerce environment, and puts forward some countermeasures to strengthen financial management.

In e-commerce environment, commodity transactions are carried out on the Internet, and the traditional business activities are transferred to the network environment. Therefore, in order to obtain more market resources, enterprises need to establish a modern information system to improve economic efficiency and financial management. In order to occupy the commanding height of the market, the traditional financial management should be gradually evolved into electronic financial management, reporting real-time financial and timely adjusting business strategies.

1. Advantages of financial management in e-commerce environment

The emergence and change of e-commerce is not only the development of domestic enterprises, but also a development opportunity for international enterprises. How to stand out in the fierce domestic and international competition. First of all, to make appropriate solutions to the most prominent international financial management issues. Financial department in enterprise should learn international accounting standards and combine the advantages of both domestic and international accounting standards. And international standards should be used for financial management. In addition, more types of languages and currencies are needed to move towards the international market for financial department in enterprise, so that transactions and settlement can proceed smoothly. Financial management in e-commerce environment gets rid of the restriction of space and time, and the settlement of various transactions can be easily solved on the Internet. The financial management of enterprises has been implemented across regions and countries, and the competitive advantage in the world has been enhanced.

In order to ensure its stable development in operation and production, enterprises need to rationally utilize and distribute the existing manpower, resources and equipment technology, and timely integrate the production suppliers, production distributors and inventory resources. It is important to make the enterprise's market, production, sales and after-sales to form an industrial chain, which must be able to carry out real-time monitoring of all links, to ensure that use funds accurately in place and adjust strategies timely according to market changes. Network financial management can not only monitor and process capital data in real time and remotely, but also maximize the efficiency of the use of funds, and prevent insiders from operating in the dark.

During the operation of enterprise, the network financial managers can obtain financial data in each period of time in the network. According to these data, they can use accounting methods to judge whether the enterprise's business activities are effective in a period of time, and predict the

changes and development trend of the market according to these data. Personnel in financial department can also use the Internet at any time to send data reports to the top of the enterprise and to report on the business of the enterprise. It provides the data base for the high-level decision-making of the enterprise. It also improves the financial management to a great extent, and realizes the dynamic real-time financial management.

2. Current situation of financial management in e-commerce environment

2.1 Issues of financial information security remains to be solved

The way of financial management has changed from paper to magnetic medium with the help of e-commerce, and the processed financial information is transmitted to the management through the network. Due to the open and imperfect of Internet, financial information is vulnerable to network threats. Improper preservation of financial information after processing is easy to be opened and re-tampered by internal personnel, which will result in false information being transmitted. Besides, financial information may be intercepted by hackers in the process of transmission under the network. After interception, the hackers tamper and re-issue the information. In addition, financial information preservation system is destroyed and leaked, and it will cause serious losses after competitors obtain the information. What's more, the network system should be networked from time to time, and it is vulnerable to virus attacks when browsing web pages or other operations. hardware failures and software failures may cause computer paralysis and information losses.

2.2 Current accounting workflow is difficult to meet the demands of e-commerce

As far as the accounting workflow is concerned, the current accounting workflow is complete, but it is still difficult to meet the rapid development of e-commerce trade. In the E-commerce model, investing in a project depends on a large number of highly reliable financial data to judge. The financial information given by the current accounting business is insufficiently diversified and the investment risk is large. Therefore, it is necessary to combine the international accounting standards and construct a new accounting process to meet the needs of electronic trade.

2.3 There are loopholes in relevant laws and regulations

The e-commerce model has only begun to rise in recent years, and it is till new to most small and medium-sized enterprises in China. Therefore, there are some loopholes in the relevant laws and regulations, which lead to some violations of privacy protection, and theft of network intellectual property rights. Some criminals specially use the loopholes of the law to engage in illegal activities for their own benefit, while enterprises can not protect their rights through legal means when they suffer losses. Compared with other crimes, the amount of money obtained by cybercrime is more huge, and the state has not clearly defined such crime, which is conducive to cybercrime. Financial management is the heart of an enterprise, and it is necessary to thoroughly and completely protect the work of financial department.

2.4 Current accounting software is imperfect

In the e-commerce mode, the main functions of accounting have changed. accounting participation in decision-making has gradually replaced the previous function of accounting and reporting. Current accounting software is designed based on the previous accounting, accounting, accounting functions. Its functionality and information storage capacity are limited. In addition, the traditional financial management is mainly accounting, statements, and then understand the recent earnings of enterprises through the data. Financial management efficiency is low in traditional financial management. The new generation of financial software development should support decision-making and management functions, and the latest technology should be introduced into new software products.

3. Suggestions on strengthening financial management in e-commerce environment

3.1 Formulating regulation for comprehensive network security management

Financial management needs to rely on the stable operation of computer financial software to prevent the system from paralysis. In addition, network security management should be strengthened in many ways. CD-ROMs and U-disk which store financial data should be placed safely. When using the computer, some necessary security protection software should be opened to prevent physical damage and information from being stolen or lost. Enterprise system should also be adjusted accordingly. The accounting information system can only use a specific network and be isolated from other departments. Enterprises should also install regular anti-virus software to do regular computer anti-virus, and to provide multi-encryption protection for important information with firewall technology.

3.2 Establishing a network security system and improving laws and regulations

In recent years, the state has promulgated a number of legal policies to strengthen the protection of network security through legal means, including network management and operation, transfer of electronic funds, and network planning and construction. Information system security management institutions should be established in enterprise management. And information security education and training should be organized, especially financial staff, to improve their awareness to information security. A firewall should be set up in the intranet and Internet to prevent hackers from stealing important data. The use of digital signature technology can effectively prevent illegal elements from counterfeiting the identity of internal personnel and protect the security of electronic payment.

3.3 Developing advanced financial software in e-commerce environment

More advanced financial software can effectively improve the efficiency of financial management. And it is one of the indispensable important technologies to achieve higher business objectives. The development of new software should be able to collect all kinds of information such as enterprise logistics, capital allocation, market demand and so on to realize the change from financial management on the desktop to that on the network, from enterprise financial management to international financial management. The software can accurately record the use of funds, and automatically aggregate the economic business of enterprises in a period of time. It should also have the analysis function that analyzing the results of operations and market trends from the flow of funds.

3.4 Cultivating and introducing high-quality network financial talents

Financial management in e-commerce environment mainly relies on advanced network technology, which is operated by people. Therefore, to cultivate high-quality network personnel who are familiar with the financial management and skilled in using financial software is one of the important means to improve the competitiveness of enterprises to. Enterprises can cooperate with colleges and universities to obtain a stable source of talents for a long time, which not only provides jobs for students, but also injects new blood into enterprises, which finally achieves a win-win situation between enterprises and universities.

4. Conclusion

E-commerce trade model is playing an outstanding role in today's domestic and foreign economic markets, and the application of e-commerce is moving towards a good trend of development. It brings opportunities for enterprises to trade with enterprises around the world. But it also complicates the market because of this change in trade. Therefore, it is necessary to strengthen the financial management of enterprises from various aspects, and to constantly adapt to the changes in the market, to protect the funds and information security of enterprises, and to enable

enterprises to develop in an orderly and smooth manner.

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