

# Research on the Countermeasures of Enterprise Financial Management Based on Value Drive in E-commerce Environment

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**Abstract:** The universal application of Internet technology has brought opportunities and challenges to the development of enterprises. How to realize the information management of enterprises is the key to enterprises to win in the new round of market competition. E-commerce is a product of the information economy era. It is a brand-new economic form that realizes electronic information exchange and data exchange through information networks, especially the Internet, to complete the entire transaction activity. With the rapid development of computers and the Internet, e-commerce has risen rapidly. Many companies now regard e-commerce as their core competitiveness, and the emergence of e-commerce has brought a certain impact on the financial management of enterprises. Financial management is an important part of corporate management. Realizing the informatization of corporate financial management is the key for companies to conform to the development trend of informatization and enhance their competitiveness in the international market. E-commerce plays a vital role in economic development, and it is also the only way for enterprises to improve their competitiveness and achieve new economic growth in the context of economic globalization.

## 1. Introduction

E-commerce is a comprehensive application of information technology. To improve the efficiency of business operations between trading partners as the goal. The data and information in the whole process of the transaction are realized electronically. A brand-new business operation method that realizes paperless and direct transactions in the entire business operation process [1]. In order to comply with the development of the times, the advancement of science and technology, and the requirements of people's material life, naturally more and more enterprises adopt the e-commerce model to operate. Nowadays, e-commerce has spread rapidly in countries all over the world and has been well developed. As far as China is concerned, from Taobao, JD.com, Vipshop to Alipay, Ant Huabei, WeChat Pay, e-commerce has become a very important part of people's lives. The continuous development of e-commerce has not only provided many conveniences to people's lives, but also brought unprecedented challenges to people. Financial management is the greatest guarantee for the establishment of a modern enterprise system. Modern business management should be based on financial management, actively learn from Western financial management theories, and explore the methods and mechanisms of financial management to adapt to the current underdeveloped market economy. It is of great significance [2]. The value-driven modern corporate financial management model not only has a fundamental change in corporate management models and financial control processes, but will also have a significant impact on the theoretical system and analytical tools of financial management. Corporate financial management is actually facing many problems. In order to enable financial management to keep up with the times and make enterprises operate more efficiently, improvements and changes should be made.

## 2. The influence of e-commerce on enterprise financial management

### 2.1. Changes in the corporate financial management environment

The rapid development of e-commerce has had a great impact and challenge on the environment,

objectives, content and other aspects of corporate financial management. At this stage, it is necessary to strengthen the research on the impact of e-commerce on corporate financial management. In the era of e-commerce, the main website server established within the enterprise analyzes and processes the information passed by the branch, so as to carry out budget and remote audits. In the e-commerce environment, companies can centrally manage their financing activities, investment activities, capital operation activities and capital distribution activities, so that the company's financial resources can be effectively used [3]. In the era of e-commerce. Enterprises sometimes do not appear as concrete physical forms, and do not have strict corporate boundaries. They only exist when market opportunities exist. Therefore, they do not have the characteristics of existing financial management objects. This is because enterprises are affected by the changes in information technology. In terms of industrial structure and production methods. Significant changes have taken place in life styles. The use of e-commerce, the physical form of the enterprise is not so obvious or not so specific, and the boundaries of the enterprise are not suitable for too rigid considerations. The existence of market opportunities is the only basis for its existence. Furthermore, financial The characteristics of management objects have no concrete possibility and necessity in their fields.

## **2.2. Changes in corporate financial management objectives**

The goal of financial management in the e-commerce era is to maximize diversification. While maximizing corporate profits, it must also maximize social value, capital appreciation, and debt solvency [4]. Traditional financial goals have played their due functions and played an important role in safeguarding shareholder rights and promoting the appreciation of the value of physical capital. However, in a modern society where the logic of material capital is facing challenges and business philosophy has undergone drastic changes, the traditional financial goals oriented by shareholders' interests have shown obvious narrowness. In the era of e-commerce. With the increase in the technological content of products, the company's requirements for the quality of employees and managers have also increased, resulting in an increase in the proportion of corporate intellectual capital. Shareholders' power is more than everything. Shareholders firmly control the economic power of the enterprise. Employees have no right to control finances. This greatly damages the enthusiasm of employees. This imbalance will lead to friction and struggle within the enterprise, which will increase the enterprise invisibly. The transaction cost [5]. In the era of e-commerce, staff are not limited to heavy materials and manual information transmission. Mobile office and online office are no longer a daydream, they have become a popular way of working. In the era of information economy, the rapid spread of information and the sharing of resources have made enterprises more and more responsibilities and burdens. Because people attach importance to environmental protection, enterprises must also clarify their mission and responsibilities in environmental protection. The financial objective of an enterprise must not only consider the maximum capital appreciation of the capital owner, the maximum solvency of the debtor, the maximum social and economic contribution of the government, the social and economic responsibilities of the public and the financial requirements of maximum performance, but also the financial requirements of manpower. The financial requirements for capital owners (operators and employees) to maximize salary income and participate in the distribution of after-tax profits.

## **3. Suggestions on Improving Enterprise Financial Management in E-commerce Environment**

### **3.1. Changing the way finance works**

Establish a network financial system. Each enterprise has its own unique operating methods and financial management methods. Therefore, in an e-commerce environment, in order to better adapt to the needs of business development, the enterprise should combine its own special circumstances to establish a network financial system suitable for the enterprise[6] . The 21st century is the era of knowledge economy, and the position of knowledge in social development is becoming more and more important and cannot be ignored. There are many online companies. Small and medium-sized

enterprises can demonstrate their own corporate development potential through product display and technological innovation, and communicate with multiple companies on the Internet to obtain investment funds for corporate development. In the e-commerce environment, financial workers do not need to be restricted by office locations or paper materials. They can use the Internet to query the company's financial status and financial information in real time, anytime and anywhere; they can monitor customers, suppliers or online anytime, anywhere. It is the capital flow within the company, etc., so that problems can be found and solved immediately. In the e-commerce environment, the profitability of an enterprise mainly depends on its intangible assets such as intellectual property rights, technology patents, goodwill, informatization, and talent innovation capabilities [7].

The modern enterprise financial management model based on value-driven is a management system with the goal of maximizing enterprise value, the basic technical support of discounted cash flow model, and the combination of all levels within the enterprise and the participation of all employees. Stakeholders share power. An enterprise is a collection of resources, and resources are the foundation and guarantee for the survival and development of the enterprise. In addition to shareholders, there are other stakeholders who invest resources in the enterprise. The mutual cooperation between stakeholders forms the value creation system of the enterprise.

### 3.2. Establish a financial information security system

Enterprises should innovate financial management information systems on the basis of financial management process reengineering to ensure that the financial management system can implement network financial management and control internally, and can realize electronic financial services externally [8]. Establish and improve the financial risk early warning mechanism that is compatible with the e-commerce environment, change the monitoring of corporate financial status from static to dynamic, and balance and dispatch funds based on the analysis of risk early warning data, optimize corporate financial status, and avoid risks in real time. This article involves the enterprise financial information management system shown in Figure 1.

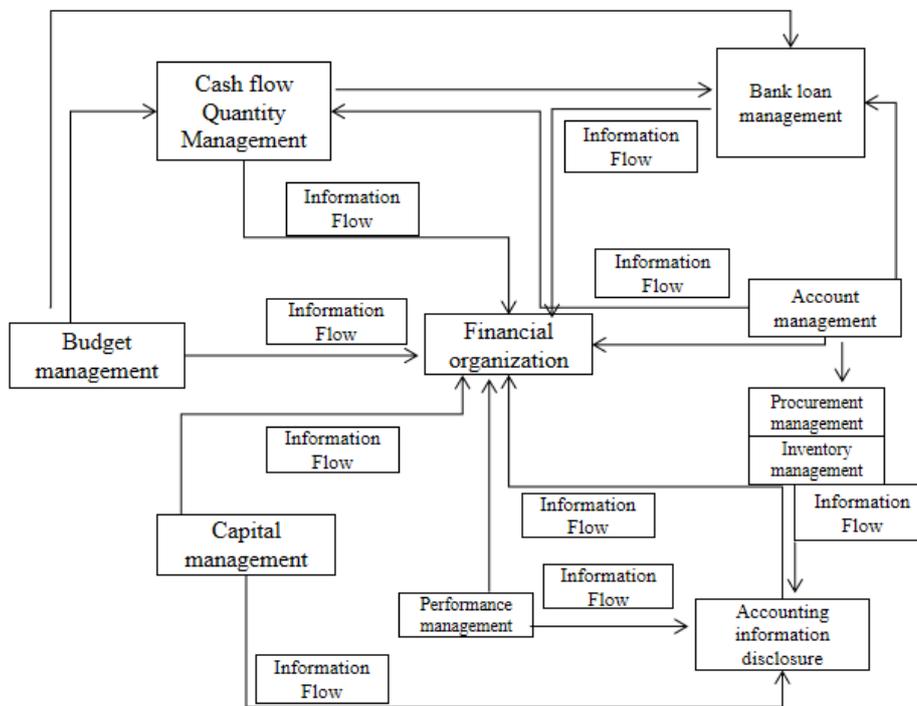


Figure 1 Enterprise financial information management system

The value-driven financial management model takes corporate value as the financial goal, and corporate value is jointly determined by shareholders, employees, and customers. Therefore, the new evaluation system must also consist of these three aspects, rather than a single

shareholder-centric approach as in the past. Evaluation system [9]. Enterprise financial staff need better management software to perform their work more efficiently, and should be developed and carried out in accordance with the specific requirements of the work. E-commerce is not just the establishment of a network transaction platform to complete all the work, but may require a strong logistics distribution system as a guarantee, especially such as B to C type e-commerce, although the transaction cost can be saved through network transactions, but the logistics system Construction undoubtedly increases the operating cost of e-commerce [10]. There are already many cases of transformation and change, and some financial experts are also devoting their energy to analysis to provide different development directions for the financial organization of the enterprise. These changes will make a revolutionary leap in financial management disciplines and financial management practices on the basis of overcoming the lack of current financial management models.

#### **4. Conclusions**

In the context of the rapid development of e-commerce, its impact on corporate financial management should not be underestimated. Enterprises must actively respond to some new changes in financial management in terms of management concepts, management environment, management methods, management content, and management processes. , Actively take effective measures to innovate financial management methods from many aspects to improve the market competitiveness of enterprises. The virtual economy helps train companies to become elites in certain industries, and is more conducive to the formation of socialized mass production and global economicization. Compared with the current financial management model, the new financial management model has great advantages. It has made comprehensive improvements in financial working methods and information security systems, and has constructed a brand-new financial management model. Since the 1990s, the knowledge economy and information economy have developed more and more rapidly. Whoever has knowledge and information, Whoever has more competitive strength. The information age pays attention to efficiency. From the perspective of the speed of information acquisition, corporate financial management is already quite different from the traditional model. Although there are some corresponding shortcomings in the "e-commerce" model, the operation process of e-commerce websites is constantly improving. With the rapid advancement of information technology and e-commerce, people are paying more and more attention to modern enterprises, especially large and medium-sized modern enterprises. Enterprises need a modern corporate financial management model based on value-driven, established rules and regulations, and strict discipline.

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