

Financial security management and risk control of enterprises in the new economic situation

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Keywords: new economic situation; Financial security management; risk control

Abstract: This paper deeply studies the challenges and strategies of enterprise financial security management and risk control under the new economic situation. With the rapid development of science and technology and the deepening of globalization, corporate finance is facing unprecedented complexity and variability. First of all, the article discusses the impact of digital transformation on enterprises, emphasizes the financial management opportunities provided by scientific and technological innovation for enterprises, but also reveals new challenges in information security, financial innovation and operational risks. Secondly, by analyzing the trend of globalization, the article emphasizes the influence of market fluctuation and uncertainty on enterprise finance, and puts forward the necessity of flexible financial management strategy. Subsequently, this paper expounds in detail the key elements of establishing a comprehensive risk management plan, including internal control, scientific and technological integration and social responsibility. Finally, by emphasizing the importance of talent training and organizational culture, the article points out the key role of building a financial security culture. Generally speaking, this paper provides comprehensive and practical guidance for enterprises to effectively deal with financial security challenges in the new economic era, aiming at providing powerful reference for enterprise managers and decision makers to ensure their sustainable success in the fierce market competition.

1. Introduction

At the beginning of the 21st century, a wave of economic changes emerged around the world, which was generally called the new economy. This change is characterized by digitalization, informationization and innovation, which profoundly changes the traditional industrial pattern and shapes a brand-new business ecology. In this trend of change, enterprises are not only facing unprecedented opportunities, but also facing complex and changeable financial security challenges and risk tests [1].

Under the new economic situation, financial security management and risk control of enterprises have become particularly critical. With the rapid development of science and technology, enterprises need more flexible and agile financial strategies to adapt to the rapidly changing market environment in the process of digital transformation [2-3]. At the same time, the arrival of the information age also makes enterprises face more complex and severe security challenges, including but not limited to information leakage, cyber attacks and financial fraud.

The purpose of this paper is to deeply study the importance of enterprise financial security management and risk control under the new economic situation, and put forward the corresponding theoretical framework and practical methods. This study will discuss the influence of the digital age on enterprise financial management, analyze the financial security challenges faced by enterprises under the new economic conditions, and how to establish a sound financial risk management system to effectively deal with these challenges. Through the in-depth study of enterprise financial security management under the new economic situation, this study is expected to provide feasible strategic suggestions for enterprises and help them maintain sustainable development in the fierce market competition.

2. The background of enterprise financial management under the new economic situation

With the rapid development of science and technology, the deepening of globalization and the great changes in social structure, the new economy is showing unprecedented vitality and activity. This new economic background has brought profound changes and challenges to enterprise financial management, which requires enterprise financial managers to adapt quickly in a highly uncertain environment and use financial tools and strategies more flexibly to achieve sustainable development and competitive advantage [4].

One of the cores of the new economy is digital transformation, which is driven by the rapid development of information technology. In the new economic environment, enterprises not only need to optimize financial processes and improve efficiency through digitalization, but also need to understand and deal with the profound impact of digitalization on business models, market demand and consumer behavior. Digital economy not only changes the internal financial management mode of enterprises, but also shapes the interactive relationship between enterprises, customers and suppliers, requiring financial managers to be more forward-looking and innovative.

Globalization is another remarkable feature under the new economic situation, and enterprises are facing the expansion and competition of transnational markets [5]. In this diversified environment, the financial management of enterprises needs to pay more attention to the changes in the global market, including currency fluctuations, adjustment of international trade policies and changes in transnational tax rules. At the same time, enterprises will also welcome more opportunities for international cooperation. Financial managers need to have a global perspective and be good at formulating appropriate financial strategies in a complex and ever-changing international environment.

Under the background of new economy, a series of innovative business models have emerged, such as sharing economy, digital service and subscription system. These new models have not only changed the way enterprises make profits, but also put forward new requirements for financial management. Financial management needs to pay more attention to the fit with business model, deeply understand the nature of business and provide more forward-looking financial planning for enterprises [6-7].

In the new economic era, social responsibility and sustainable development have become important considerations in enterprise financial management. Investors, consumers and regulators put forward higher expectations for the social and environmental impact of enterprises. Therefore, corporate financial management needs to pay more attention to the indicators of social responsibility report, environment, society and corporate governance, and bring these factors into the consideration of financial decision.

Under the new economic situation, the background of enterprise financial management presents the characteristics of pluralism, complexity and rapid change. Enterprises need to have more flexible financial management strategies and tools to adapt to the challenges in the new economic environment and achieve sustainable growth.

3. Financial security challenges faced by enterprises under the new economic conditions

The new economy has brought unprecedented innovation and development, however, it is accompanied by a series of new challenges faced by enterprises in the field of financial security. These challenges not only stem from the rapid evolution of technology, but also are influenced by globalization, digitalization and business model changes, which require enterprises to take active and effective financial management measures to ensure financial security.

3.1. Information security challenge

With the improvement of enterprise informatization level, information security has become the primary financial challenge faced by enterprises under the new economic conditions. Threats such as cyber attacks, data leakage and identity theft are diversified and highly complex [8]. Sensitive information such as financial data and customer information of an enterprise is at risk of being

stolen, which may lead to financial loss, reputation damage and legal liability. Therefore, building a solid information security system has become the primary task to ensure the financial security of enterprises.

3.2. Financial security challenges

Under the new economic conditions, the innovation in the financial field is constantly advancing, but it is accompanied by new problems facing financial security. The rise of virtual currency and the rapid development of financial technology make enterprise finance face greater uncertainty. For example, the use of smart contracts may lead to the automation of contract execution, but it may also lead to the exploitation of contract loopholes. Enterprises need to establish a complete risk management system while pursuing financial innovation to ensure the safety and compliance of financial activities.

3.3. Operating risk

With the digital transformation of enterprises, operational risks have also increased significantly. Although automated and intelligent systems improve efficiency, they also make enterprises more vulnerable to technical failures, system crashes and human errors [9]. The adoption of new technologies may lead enterprises to face more unknown risks in the operation process. Therefore, enterprises need to formulate detailed operational risk management plans to ensure the smooth operation of their business.

3.4. Market fluctuation and uncertainty

Under the new economic conditions, the market changes more rapidly and unpredictably. Digital technology and globalization trend have intensified the market volatility, and enterprises need more flexible financial management strategies to adapt to this change. Currency fluctuation, political risk and trade friction also increase the financial uncertainty faced by enterprises, which requires enterprises to have higher resilience in financial planning and risk management.

In the face of financial security challenges under the new economic conditions, enterprises need to actively adopt forward-looking financial management strategies, not only paying attention to the application of technology and the guarantee of information security, but also paying attention to globalization, market fluctuations and other factors to ensure that enterprises maintain financial security and stability in the ever-changing economic environment.

4. Strategies of financial security management and risk control in enterprises in the new economic era

In the new economic era, enterprises are facing increasingly complex financial security challenges, but also contain more opportunities. In order to effectively cope with this new situation, enterprises need to formulate a series of strategies to strengthen financial security management and risk control, so as to ensure sustainable development and enhance competitiveness.

4.1. Establish a comprehensive information security system

Information security is the core element of financial security management. Enterprises should establish a complete information security system, including but not limited to strengthening network protection, formulating perfect data encryption and backup strategies, implementing access rights management, and conducting regular security vulnerability assessment and penetration testing [10]. It is also an indispensable part to train employees' awareness of information security and improve their overall security literacy.

4.2. Efficient use of scientific and technological means

The new economic era is full of all kinds of advanced technology, and enterprises should take the initiative to use these scientific and technological means to strengthen financial security management. Artificial intelligence and big data analysis can be used to monitor abnormal

transactions, and blockchain technology can improve the transparency and traceability of transactions. Advanced defensive technologies, such as behavior analysis and threat intelligence analysis, are helpful to identify and stop potential threats in real time.

Enterprises can establish a financial management system by using scientific and technological means efficiently (Figure 1). The system aims to integrate, automate and optimize enterprise financial activities, thereby improving efficiency and reducing risks, and providing accurate financial information for enterprise leaders to help them make wise decisions.

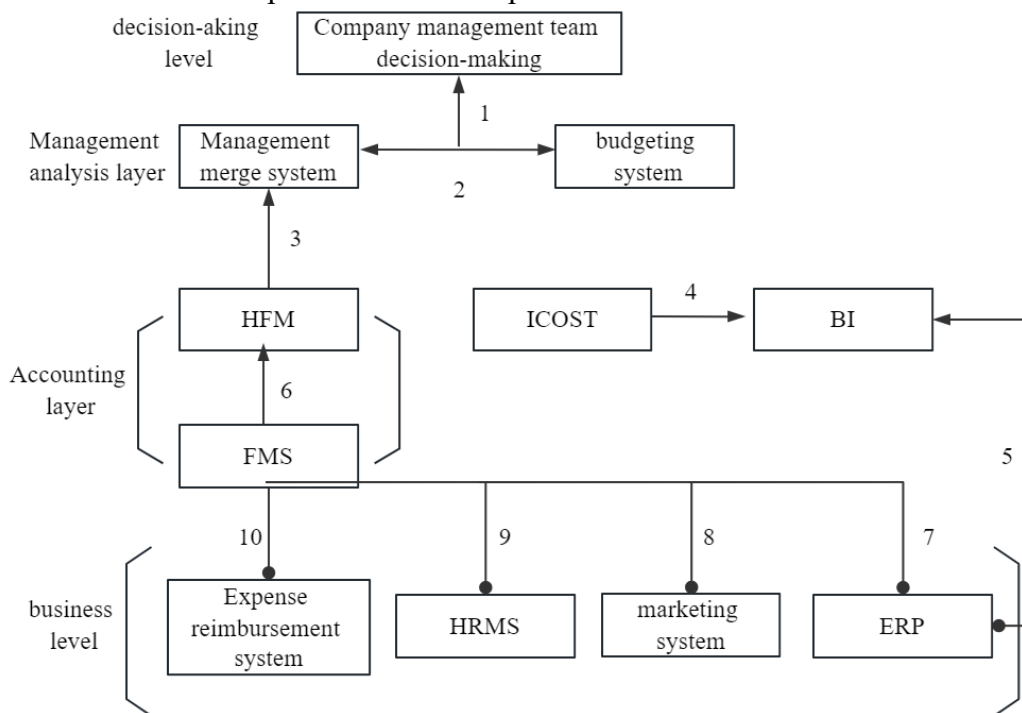


Figure 1 Financial management system architecture

The selection and implementation of financial management system should be carried out according to the specific needs and scale of enterprises, so as to ensure that the system can meet the financial management requirements of enterprises to the maximum extent. This system helps to improve the transparency of financial processes, reduce the possibility of errors, and improve the control of financial data by enterprises.

4.3. Strengthen internal control and audit mechanism

Establishing a strong internal control mechanism is the cornerstone of financial security. Enterprises should define the financial process, implement the examination and approval system, and implement dual authorization for key positions and processes. Conduct internal audit regularly to find and correct potential risks and loopholes. Such a mechanism can not only help to find mistakes and improper behaviors, but also improve the overall operational efficiency of the enterprise.

4.4. Develop a comprehensive risk management plan

Enterprises should make a comprehensive risk management plan, covering market risk, credit risk, operational risk and so on. This includes the risk assessment of the external environment, the classification and prioritization of different risks, and the corresponding risk mitigation and transfer strategies. At the same time, it is suggested to use financial tools such as insurance to improve the ability of enterprises to cope with risks regularly.

4.5. Pay attention to sustainable development and social responsibility

In the new economic era, the financial security of enterprises is not only the pursuit of economic interests, but also needs to pay attention to social responsibility and sustainable development.

Enterprises should establish a financial management model that meets the standards of environmental protection and social responsibility, pay more attention to ESG (environmental, social and corporate governance), and reduce potential financial risks through compliance management.

4.6. Continuous talent training and awareness raising

The financial security management of enterprises is not only a technical issue, but also involves the awareness and literacy of employees. Therefore, enterprises need continuous training to improve employees' understanding of financial security and strengthen their awareness of financial risks. Only by forming a cultural atmosphere of financial security within the organization can enterprises better resist external risks.

Through the formulation and implementation of the above strategies, enterprises will be able to better cope with the financial security challenges brought by the new economic era, ensure the stable operation of the financial system, and lay a solid foundation for sustainable economic development.

5. Conclusions

Under the new economic environment, the financial safety management of enterprises must develop synchronously with scientific and technological innovation. The wide application of digital technology provides enterprises with more efficient financial management tools, but it also introduces new security threats. Enterprises should actively adopt advanced information security technologies, including artificial intelligence and blockchain, to improve the protection level of financial data. Under the new economic situation, enterprise financial security management and risk control is a comprehensive and long-term task. Only by integrating science and technology, flexibly responding to market changes, establishing a sound risk management mechanism and paying attention to personnel training and corporate culture can enterprises maintain a stable financial situation and achieve sustainable development in the fierce competition. This is not only the responsibility of enterprise managers, but also the proper meaning for enterprises in the new economic era.

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