

Integration of Financial Management and Enterprise Management in the Internet + Environment

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Abstract. In order to conform to the trend of the times, financial management and business work, as two important components of enterprise development, must be effectively integrated. On the one hand, their integration can effectively guarantee the interests of enterprises; on the other hand, it can also ensure the cohesion of enterprises and ensure the development of enterprises. This paper discusses the mode of convergence of industry and finance under the Internet + environment. First, it discusses the changes in the financial and business activities of enterprises under the Internet, and then puts forward effective ways to integrate industry and finance. Finally, taking the Limited by Share Ltd of China United Network as an example, it specifically studies the way to realize the integration of industry and finance. From the effect of industry-finance integration of China Unicom, the way of industry-finance integration proposed in this paper is still effective.

1 Introduction

As two important parts of enterprise development, financial management and business work must be effectively integrated. On the one hand, it can effectively guarantee the interests of enterprises; on the other hand, it can also ensure the cohesion of enterprises and ensure the development of enterprises. For example, Liu Jiangying put forward three key points of financial integration: cost control, business budget management; business development needs comprehensive financial data as the starting point. Zhu Ling put forward several ways to integrate industry and finance: familiarize with business and improve ability; dare to innovate; advance orderly and standardize operation; at present, many enterprises have also effectively integrated industry and finance. But with the advent of Internet +, a large number of high-tech information exchange technology has been widely applied to various industries. While promoting the economic construction and development of various industries, it promotes the establishment of effective information sharing resource platforms among different industries. Through continuous exchanges and coordination, the development of different industries has gradually become one piece, which makes industrial integration and development become the mainstream in the future social and economic development process. At the same time, with the idea of "Internet +" put forward by the state, the trend of industrial convergence in various industries has been promoted. Under this background, in order to conform to the trend of the times, the financial management of enterprises needs to change its management mode, transform financial payment methods, and so on, so as to conform to the development of enterprises. This paper discusses the mode of convergence of industry and finance under the Internet + environment. First, it discusses the changes in the financial and business activities of enterprises under the Internet, and then puts forward effective ways to integrate industry and finance. Finally, taking China Unicom Network Communications Co., Ltd. as an example, this paper studies the realization method of industry-finance integration.

2 Integration of Financial Management and Business Management in the Internet + Environment

2.1 New Changes in Corporate Finance and Business in the Internet + Environment. Internet + is a modern marketing strategy. The traditional business development mode has undergone great changes. According to the current situation of the development of enterprises, through a reform method, the traditional management will be changed scientifically. At the same time, we should change the marketing mode and regard the users as the communicators of the brand. For some financial industries, due to the low cost, convenience, high efficiency and good user experience of Internet finance, banks and other enterprises are constantly introducing new formats, making every effort to build electronic banking business and accelerate product innovation. For the traditional manufacturing industry, mobile Internet can achieve interaction with customers, precise digital marketing and the transformation of PC terminal system. All these have promoted the transformation of manufacturing industry.

Under the background of "Internet +" development, enterprise financial management constantly optimizes the function of accounting management software, and realizes centralized accounting and centralized financial internal

control and financial decision-making. Because the Internet has broken the limitation of space, financial management activities extend to all nodes in the world, so as to achieve the effect of remote processing. Under the Internet + financial management, customers can complete all kinds of related orders directly on the network platform, reducing the financial management process, thus ensuring the financial settlement efficiency of enterprises. In addition, large enterprises adopt Internet technology to promote the synchronous operation of financial management and business activities through diversified development strategies, speed up the process of financial management information construction, and rationally allocate internal resources, thus achieving effective resource saving.

2.2 Effective Ways to Fusion of Business and Finance.Based on the analysis of the changes in industry and finance under the background of Internet plus, this paper puts forward several effective ways to realize the integration of industry and finance in the context of the Internet:

(1) accurately positioning financial management functions with internet thinking. Traditional financial functions mainly include basic finance and accounting finance. In the "Internet +" environment, the position of the financial sector has changed, and it is no longer just accounting afterwards, but it must participate in the core business of the enterprise. Therefore, the finance department should reposition its role and participate in the business operation and strategic analysis of the enterprise. In the process of financial management transformation, we can use the advanced technical means of the Internet to redefine the specific objectives of financial management and improve the information level of financial management.

(2) Building an efficient large data platform for financial management. Through the big data platform, the production department can upload the data directly to the management system, the sales department can also share the market data to the internal system, the financial department can view the real-time information dynamically and analyze the relevant data of enterprise operation, which can form a reference for enterprise management to make correct decisions, and simplify the management process. To improve the effectiveness of the financial management department.

(3) Improve the management skills of financial personnel. Financial management should be innovative, and the requirements for financial personnel are higher. Under the background of "Internet +" industry integration, financial personnel should innovate management concepts, take the initiative to apply new Internet technologies and explore new ways of work according to the needs of financial work under the new situation. Specifically, financial personnel can improve their business ability from the following aspects. First, we must actively understand the development trend of the industry under the "Internet +" industry convergence, and combine with the characteristics of the development of our enterprises, and study how to use the Internet to carry out the financial management of enterprises. Second, according to the content of the work, we should actively learn "Internet +" related knowledge and skills, pay attention to the latest financial theory, learn new skills in financial management, and constantly improve our business level. Thirdly, study the new financial management mode, analyze the advantages and disadvantages of various ways of enterprise financial management in the Internet era, and formulate a set of operable financial management system based on the enterprise. Fourthly, financial managers should strengthen exchanges and cooperation with peers in the industry, participate in various forums and exchange activities, open up thinking, form lifelong learning habits, and constantly improve their financial management capabilities.

(4) Improving the quality of financial management. Under the mode of "Internet plus financial management", financial management can achieve real-time operation of information, and the channels and channels for acquiring data and information are increasing day by day, and the collected information can be processed quickly with professional financial management software, which improves the utilization ratio of data information and improves the quality of data processing.

3 Three Case Studies--Taking China United Network Communications Co., Ltd. as an Example

3.1 China United Network Communications Co., Ltd. Fusion of Business and Finance.China Unicom is the regional leading telecommunication operator in the telecommunication industry. In order to adapt to the government's guidance and management, the fierce competition environment of the telecommunication industry and the needs of its own development, China United Network Communications Co., Ltd. has carried out management accounting practice focusing on "financial integration" and achieved remarkable results. Unicom takes the path of financial integration as follows:

(1) Adjustment of financial organization structure. Unicom closely revolves around the guiding ideology of "specialization, flattening and collecting towels" and aims at the integration of industry and finance to restructure its financial organization. As shown in Figure 1. Establishing the management mode of "Management Accounting"+ "Financial Sharing Center": Financial Sharing Center implements the centralization of traditional financial functions to achieve the goal of improving organizational efficiency and supporting the accelerated development; Management Accounting implements the integration of business and finance in horizontal management and the integration of subsidiaries in vertical management company. To achieve the goal of professional service support and flat financial organization.

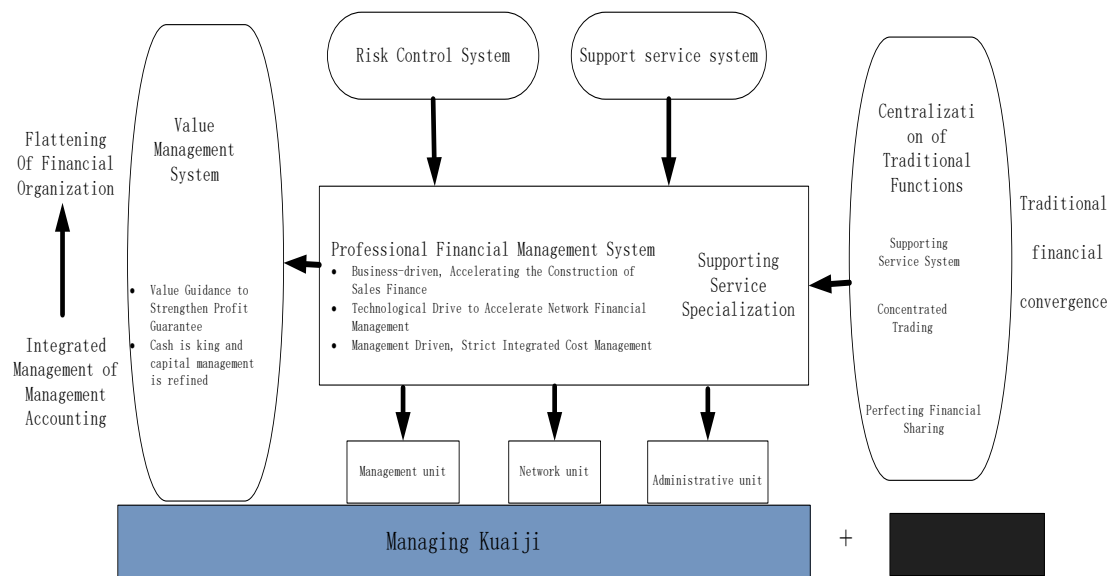


Figure 1 Ideas for organizational restructuring

According to the idea of Figure 1, Unicom redesigned the original financial department, which is divided into two parts: the Financial Sharing Center and the financial department, as shown in Figure 2. The orientation of the Finance Department is to focus on the management of financial functions and to support the coordination of external relations through front-end services, i.e. management accounting. The orientation of the Financial Sharing Center is to focus on information processing and generation, accounting, transaction processing and fund payment, and to provide information and service support for the finance department and data demand department, that is, the traditional "financial accounting work".

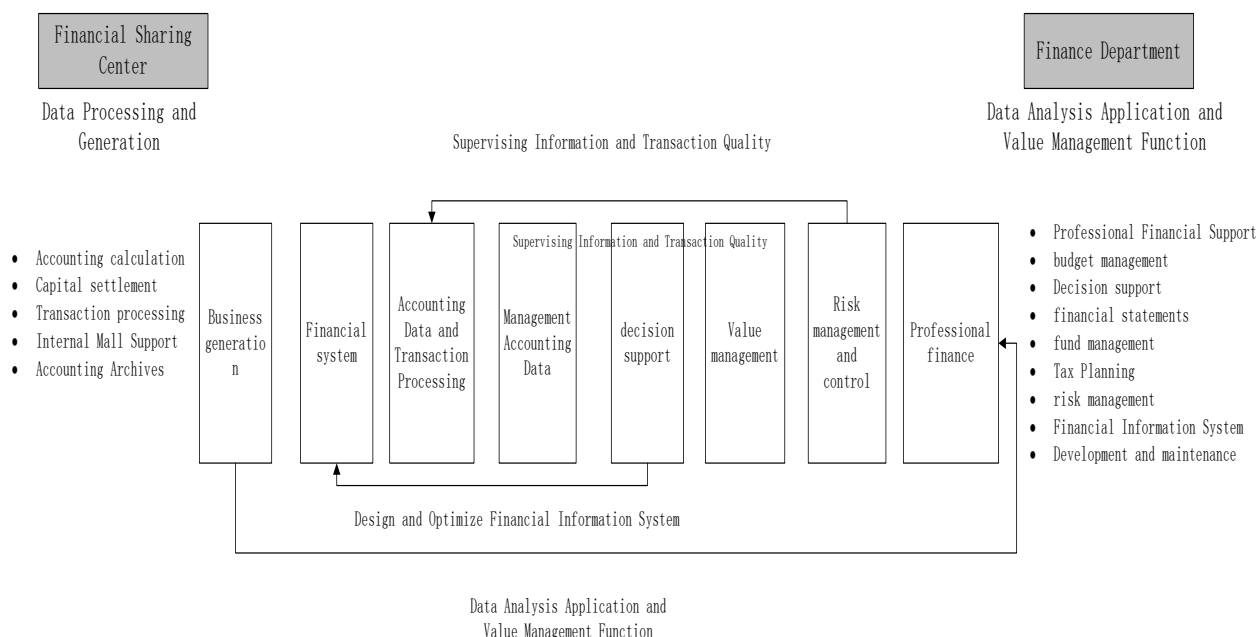


Figure 2 Design of Financial Organization Departments

(2) Planning and Implementation of Financial Sharing Center. Under the guidance of SPORTS methodology framework, Unicom launched the construction of shared service center from four aspects: positioning and planning, process design and standardization, sharing organization and operation, and informatization. Firstly, the Financial Sharing Center is positioned and its functions are allocated. Then, the service framework of the Financial Sharing Center is built. Finally, the path for the Financial Sharing Center is established.

(3) Planning and Implementation of Professional Finance. Focusing on the core value chain of Unicom, the Finance Department carries out professional financial construction, professional financial management goes deep into business processes, implements "embedded" service support, speeds up development, improves efficiency, and controls risks.

3.2 Analysis on the Effect of Industry-Finance Integration of Unicom. (1) Financial sharing promotes efficiency. Unicom has investigated the cost and efficiency since the implementation of the Financial Sharing Center in July 2016. The results show that: firstly, the cost of personnel has decreased significantly. After the establishment of the Financial Sharing Center, the number of people engaged in basic financial work has decreased from 170 to 43, and the number of financial personnel has decreased dramatically. Secondly, the cost of business processing has decreased significantly. The processing capacity of platform accounting business is up to 99%. Instead, the processing capacity of manual accounting business has decreased by 45%. The work efficiency has been improved significantly, and the quality of financial information has been improved significantly. Third, the efficiency of financial operation has been greatly improved. The processing time of single business cycle is 37% less than before sharing, and the efficiency of financial operation is optimized.

(2) Financial integration to achieve financial optimization. The financial integration system constructed by Unicom clearly defines the responsibilities of various departments of business finance, enabling the company to integrate the financial and business departments in the process of full business penetration, leading the financial personnel to go deep into the front end of business, anticipating policy risks, and moving forward the budget management, so as to be able to control and correct deviations in time. The overall optimization has been achieved. As a result, as shown in Table 1,

Table 1 Growth Rate of Unicom's Main Financial Indicators from 2014 to 2018

Particular year	2014	2015	2016	2017	2018
Increase rate of business income	18.9	18.5	-5.0	-4.0	-1.0
Gross Asset Growth Rate	13	2.5	3.0	12.5	0.1
Net profit growth rate	68.4	46.5	16.3	-12.8	-95.6
Roe growth rate	66.3	41.4	11.1	-15.2	-95.6
Increase rate of earnings per share	67.7	45.4	15.6	-12.8	-95.6
Growth rate of labor cost	8.2	10.4	9.0	1.4	5.0

Since the implementation of the Financial Sharing Center in 2016, the growth rate of Unicom's business income has been improving in 2017 and 2018, which shows that the company's operating conditions and market possession capacity have been recovering. In 2017, the growth rate of total assets is relatively high, which indicates that Unicom's investment in asset scale in the current period has increased considerably and is in a strategic transformation. The decrease of net profit growth rate, ROE growth rate and EPS growth rate represents the fierce adjustment competition of the industry. Optimistically, the growth rate of labor costs has indeed been reduced as a whole.

3) Change of the overall organizational structure. Unicom's R&D expenditure growth rates from 2014 to 2018 were 134%, 110.4%, 57.9%, 39.8% and 67.2%, respectively.

4) Personnel structure transformation. After the implementation of financial sharing, a large number of traditional accounting began to transform to the front-end management accounting, and the overall organizational structure was adjusted. The largest proportion of traditional financial personnel in the basic accounting personnel has been released to a large extent, laying a solid foundation for further personnel transformation.

From the effect of financial integration of Unicom:

Firstly, the integration of industry and finance is the general trend of enterprises. Through the integration of industry and finance, financial departments and business departments around the common goal of value creation, establish good communication and cooperation, and achieve better company performance.

Secondly, the traditional financial organization structure should be reformed to meet the needs of financial integration. After the integration of industry and finance, finance will use more information technology to penetrate into business activities. Therefore, it is necessary to reform the traditional functional financial organization to meet the needs of the integration of industry and finance.

Thirdly, the integration of business chain is the basis of financial integration. The specific business forms of each enterprise are different, but in the process of building business finance, the financial departments of any enterprise must closely integrate their own business chain to carry out and adjust the corresponding financial organization forms. The carding, analysis and optimization of business chain have become the basic work of the company's business financial construction.

Fourthly, the integration of business system into information system is the key to the integration of industry and finance. The construction of industry-finance integration system needs data base, and the implementation of financial sharing also needs strong technical support. These are all based on information system. With the help of large ERP operation support system, Unicom has realized the standardization of management process and the commercialization of financial data by building an information platform. Unicom's experience shows that only when a complete information system is built, can it provide effective basic guarantee for Financial Sharing and financial integration.

4 Conclusion

With the concept of "Internet +" put forward by the state, the trend of industrial convergence in various industries has been promoted. Under this background, in order to conform to the trend of the times, financial management and business work must be effectively integrated as the two important components of enterprise development. On the one

hand, their integration can effectively guarantee the interests of enterprises; on the other hand, it can also ensure the cohesion of enterprises and ensure the development of enterprises. In the era of Internet +, the business methods and types of enterprises have changed a lot. The corresponding financial management of enterprises needs to change their management mode and transform financial payment methods to conform to the development of enterprises. In this paper, we discuss the mode of convergence of industry and finance under the Internet + environment. First, we discuss the changes in the financial and business activities of enterprises under the Internet, and then propose effective ways to integrate industry and finance.

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