

# Research on Financial Management Countermeasures of enterprises in e-commerce environment

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**Abstract.** With the continuous development of domestic economy and the development of science and technology, e-commerce has been more and more widely used in enterprise financial management. The involvement of e-commerce has brought the space of innovation and change for enterprises. At the same time, enterprises need to take some improvement measures to adapt to the new requirements of e-commerce environment. This paper takes the new requirements of e-commerce environment for enterprise financial management as the starting point, and then briefly describes the existing problems and corresponding improvement measures of enterprise financial management under the current environment, aiming to help readers fully understand the connotation of e-commerce environment and how to adapt to enterprise financial management, and improve the relevant measures for enterprise staff for ideas.

## 1. Introduction

Entering the era of e-commerce is both an opportunity and a challenge for enterprises. The rapid spread and wide application of this mode provide enterprises with a broad space for development and a greater possibility of making profits. Enterprises can use this new environment scientifically and rationally to innovate the financial management mode and improve the overall operation efficiency. At the same time, the arrival of the e-commerce era also puts forward many new requirements for the enterprise management mode. If the internal policies can not be adjusted in time to adapt to the new management mode, enterprises may fall behind the times and cannot obtain sustainable development. Therefore, it is an important task for the relevant managers of enterprises to fully understand and analyze the problems existing in the traditional financial management mode and explore countermeasures based on the new environment.

## 2. The requirements of e-commerce environment for enterprise financial management

### 2.1. Innovation management mode

In the traditional management mode, most business transactions are carried out in the way of "clearing both money and goods". Although this way can ensure the security of the transaction to a certain extent, there are many deficiencies in the time and space scope of the transaction, which makes it inconvenient for the two sides of the transaction far away from each other, and also causes the waste of time and resources due to frequent meeting. In this mode, financial management is usually decentralized management, so as to ensure that every transaction is recorded scientifically. However, in the e-



commerce environment, decentralized management has many shortcomings. For example, decentralized management has a lot of workload, and it is easy to make mistakes or fail to complete records in time, which is in contradiction with today's highly efficient social environment. Therefore, the rapid development of e-commerce environment puts forward new requirements for the financial management mode of enterprises. With the wide application of e-commerce, business transactions and financial management work can break through the boundaries of time and space, so that transactions can be carried out anytime and anywhere with the help of network, so that financial management can be completed comprehensively, timely and efficiently. And the data integration through the network also facilitates the supervision of the process. The comparison between the traditional mode and the financial management mode under the new environment is shown in Table 1.

**Table 1.** Comparison between traditional financial management mode and new financial management mode

	Traditional model	New mode in e-commerce environment
characteristic	decentralization	Centralization
advantage	High safety	High work efficiency; high efficiency of fund utilization; convenient supervision; breaking through the boundaries of time and space; timeliness; comprehensiveness
shortcoming	Heavy workload; low efficiency; not easy to supervise; information lag; information omission; information error	High security risk

### 2.2. Improve risk response ability

In the era of rapid economic development, the number of transactions between enterprises has increased rapidly, followed by a huge task of financial management, and the emergence of e-commerce undoubtedly provides a simple and efficient way to deal with this situation. However, due to the e-commerce mode of enterprise financial management is carried out through the network, so we should take into account the security risk while enjoying the convenience. As e-commerce belongs to a relatively new field, the relevant system is not perfect, and there is a lack of standardized normative documents in related fields. It can be seen that the urgent needs of enterprises for application inevitably conflict with the security risks such as information leakage existing in the environment, which requires enterprises to establish risk awareness, establish risk early warning mechanism and improve their ability to cope with risks [2].

## 3. Analysis on the problems of enterprise financial management in e-commerce environment

### 3.1. The security system is not perfect

In the application environment of e-commerce, the lack of relevant management system is one of the common problems. In this mode of financial management, enterprises integrate the internal financial data based on the network environment. Due to the privacy and importance of financial data, there should be a corresponding security system to match its storage environment. However, the current lack of e-commerce constraints system, easy to cause financial information leakage and other security risks.

### 3.2. Absence of relevant software

Different from the traditional mode of manual bookkeeping, most enterprises need to use professional electronic software when managing financial affairs in e-commerce environment. Scientific selection and development of software and correct use of software can make the relevant personnel of the enterprise more easily and efficiently deal with complex work tasks. However, due to the transformation of enterprise management mode is a relatively long process, the update speed of some software can not

match the needs of enterprise financial management, which to a certain extent caused the financial management work can not follow up in time, low efficiency and other adverse conditions.

### 3.3. *Absence of professionals*

One of the main problems faced by related enterprises is that the number of professionals is insufficient or the skills of existing personnel need to be improved. Under the environment of e-commerce, enterprise financial management has put forward new and higher requirements for the professional ability and quality of relevant staff. First of all, the staff should not only master the relevant knowledge of financial management, but also be familiar with the network environment, and be able to operate the business of financial management skillfully in the environment of e-commerce. Secondly, the staff should have enough risk awareness, realize the complexity and variability of the network environment, timely prevent risks and prevent the occurrence of enterprise crisis.

## 4. Discussion on Countermeasures

### 4.1. *Establish network security system*

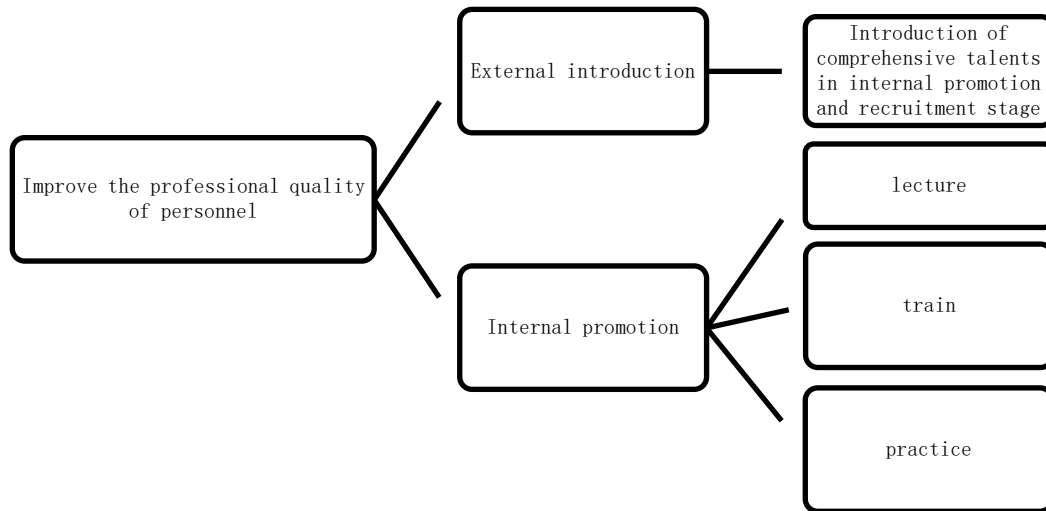
The environment behind e-commerce mode is network. Therefore, the establishment of network information security system is not only conducive to the smooth progress of enterprise financial management, but also conducive to the development of the whole enterprise. First of all, enterprises should enhance their own security awareness subjectively, fully understand the uncertainty and openness of the network environment, and enhance the awareness of crisis. Secondly, enterprises should establish and improve relevant security management systems, such as establishing firewalls and other means to carry out security maintenance of enterprise financial data, or formulate relevant rules and regulations to hold information intruders accountable.

### 4.2. *Improve financial risk response mechanism*

In the new management environment, as the traditional risk response mechanism has been relatively outdated and backward, in order to improve the effectiveness of related work, enterprises should establish a new financial risk early warning mechanism and strengthen the internal financial management. First of all, the enterprise should monitor the capital flow in the whole process of operation, reasonably analyze the financial situation of the enterprise, discover potential risks and benefits, prevent risks and seize opportunities. Secondly, the relevant staff of the enterprise should timely and accurately prepare the capital flow budget, improve the financial index analysis system combined with their own financial indicators, strengthen the crisis awareness and improve the risk response ability [4].

### 4.3. *Improve the professional quality of personnel*

In order to adapt to the new environment of e-commerce as soon as possible, enterprises should pay enough attention to the training of relevant staff. In terms of optimizing personnel structure, enterprises can start from two aspects: external introduction and internal promotion. First of all, enterprises can set up personnel requirements in the recruitment stage, and directly introduce comprehensive talents in the field of financial management and network operation to undertake relevant work, so as to enrich the operation experience of enterprises in this respect. Secondly, the enterprise can cultivate the internal personnel by inviting external personnel to carry out lectures and training, so as to improve their professional skills, and train their practical ability through simulation or actual combat exercises, so as to ultimately help enterprises obtain a better development environment in the e-commerce environment. The ways to improve the professional quality of internal financial management personnel are shown in Figure 1



**Figure 1.** ways to improve the professional quality of personnel

## 5. Conclusion

To sum up, the financial management of enterprises is one of the important work, which is directly related to the development of enterprises. In the environment of e-commerce, enterprises should optimize the ideas of financial management and keep pace with the times. First of all, enterprises should be clear and understand the new requirements of the new environment for related work objectively. Secondly, the enterprise should objectively analyze the current development situation and clarify the existing problems in the current development. Finally, enterprises should take targeted response mechanism in the aspects of subjective consciousness and objective hardware to solve the existing problems. This process from preliminary understanding, understanding, analysis to improvement is of great significance to the overall development of the enterprise, which can not only bring new ideas to the financial management of enterprises, but also accumulate methods and experience to solve problems for the long-term development of enterprises.

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