Research on Financial Risk Management of Enterprise Based on E-commerce Environment

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Keywords: E-commerce; Financial risk management; Financial informatization.

Abstract. With the rapid rise and rapid development of e-commerce, traditional financial management is gradually transforming into network financial management. With the rise of e-commerce, the conductivity and harmfulness of financial risk become more significant. Therefore, it is imperative to find financial risk control strategies suitable for the background of the times and national conditions of our country. This paper expounds the influence of e-commerce environment on financial risk management and control, analyzes the new financial risk points faced by enterprises in e-commerce environment, and puts forward the management and control measures of financial risk in the environment of e-commerce, in order to provide useful reference for the development of enterprises.

Introduction

E-commerce is a business activities based on microcomputer technology and network communication technology. It can also be understood as the activities of electronic transactions and related services in the Internet, Intranet and Value-Added Network. E-commerce shortens the distance between enterprises and enterprises, enterprises and customers, and realized efficient transactions. It also makes the enterprises facing more complicated financial risk management environment, and increases the difficulty of enterprise risk management and control.

With the business development of the enterprise, it will face more and more business data, financial data, internal information data and external industry information data, which are huge and complex. How to extract key data from these massive data and provide effective basis for leadership decision-making becomes the core issue of enterprise's success or failure. The financial management mode should be timely innovated to adapt to the development of the times. The development and progress of Internet information technology provide better methods and strategies for financial management of enterprises. Financial management can be combined with network technology. Researching and developing financial software which adapts to the characteristics of the network era will make it easy for enterprises to carry out dynamic and real-time financial management work, and improve the efficiency and accuracy of financial management. The realization of network finance will have an adverse effect on the safety of financial data. So, effective measures should be taken to protect financial data security. The enterprise must have the consciousness of risk management, construct a control system which can effectively deal with and prevent financial risk. In addition, the financial budget has set clear goals and tasks for the production and operation management of enterprise. Therefore, financial budgeting can control financial risk.

In the environment of e-commerce, computer network financial management can update traditional financial management. Enterprise financial risk management is a systematic project involving a wide range of technologies. Whether we can identify, assess and deal with financial risk quickly and accurately is critical to the survival and long-term development of enterprises.
The Impact of E-commerce Environment on Financial Risk Management

The rapid development of e-commerce based on Internet and modern logistics has brought unprecedented changes to the financial environment of enterprise. It has a profound impact on corporate financial management activities, financial management functions, and financial risk management mode. Managers must clarify the impact of e-commerce environment on financial risk management, so as to meet the challenges posed by e-commerce and seize the opportunities brought by e-commerce.

Impact on financial risk management activities. In the Web4.0 information sharing Era, operators can get commodity information and transaction information from the network anytime and anywhere, and trading also breaks the limits of time and space. Therefore, on the one hand, enterprises have saved part of the cost of purchasing, processing, manufacturing and selling. On the other hand, also face more financial risks which are more difficult to detect. If enterprise get wrong information and make wrong judgment, it will face tremendous investment venture. Most of the participants in the e-commerce environment are virtual or network enterprises. When trading, it has such characteristics: the electronic currency is the means of settlement, and the location of the transaction is hidden. Traditional cash management faces many challenges.

Impact on financial risk management functions. The enterprise is at a node in economic globalization, informatization and networking. Whether the enterprise can be sensitive to the information change in the dynamic market determines the success of the enterprise. Therefore, the e-commerce environment has a profound impact on the financial functions of analysis, prediction, decision-making and planning. On the one hand, it is necessary to shorten time and fast reaction in each link. On the other hand, it is no longer the only standard for the traditional monetary measurement data, but more to respond to customer needs, customer satisfaction, market share, knowledge capital and other information that are difficult to quantify with monetary data.

Impact on financial risk management mode. Enterprises should change from the decentralized and local financial risk management and control mode to the remote, systematic and integrated financial risk management mode. Enterprises need to monitor the financial operation status in real time and block the risk in time. The enterprises need to realize the financial management informatization, connect various departments and organizations with the Internet, carry out the remote collection, processing, control and audit of financial information, and realize the sharing of financial information so as to carry out risk identification, risk assessment, risk response and risk prevention in time.

Analysis of New Financial Risk Points in E-commerce Environment

The era of e-commerce provides a lot of convenience for enterprises, such as the financial department can get more information through the Internet, complete the online work, can manage the whole work in real time, can complete the connection with the business department, but at the same time brings new risk points.

Network security is threatened, and the financial information is leaked or lost. The network is open and shared, and when the enterprise makes the financial information networking, it will inevitably face a lot of uncertain factors, which will bring financial information security threat to the enterprise. Once there are computer hackers and virus invasion, the enterprise financial data will be tampered with and cleared, resulting in the destruction of certificates used in the e-commerce environment, which may cause the system to become paralyzed, resulting in incalculable economic losses.

Lack of high quality professionals. The establishment of a financial management information system for e-commerce environment needs the input of talents, which are familiar with both the computer information technology and the network technology, as well as the financial management skills. From the perspective of the cultivation mode of colleges and universities in our country, this kind of compound talents is less, which requires enterprises to increase their training.

Increase financial burden, resulting in financial crisis. The establishment of a set of financial management information system for e-commerce environment needs not only talents training, but
also the input of the corresponding hardware, software and technology. The software and hardware need to be maintained and updated, the talents needs training and incentive, and the investment recovery period is longer, so it cannot get the compensation immediately. In the process of advancing, it will greatly increase the operating cost and financial burden of the enterprise, and even lead to the financial crisis.

Financial Risk Management Strategies in E-commerce Environment

Improve the financial risk management information system. In the environment of e-commerce, financial informatization has become an inevitable trend. Financial information is not only refers to the traditional concept of assets, liabilities, owners’ equity, income, cost and profit, but covers capital flow, information flow and logistics information. It is the information collection of financial management activities and business activities. In the case of financial informatization, all kinds of production and marketing activities generate financial data directly, guarantee the consistency of the production and marketing activities and financial data, and can analyze the financial situation of the enterprise's cost and profit in time, and increase the reliability and timeliness of the financial data. In order to realize financial informatization, it is necessary to design a set of financial risk management and control information system, which is in line with the current environment and based on the enterprise itself, draw on the cash technology and strengthen the development of software, to connect the organizations, departments and business links within the enterprise, as well as the stakeholders, the shareholders, the creditors, the customers, the suppliers and other stakeholders, to respond to problems and transmit information at any time, and to improve the ability of financial risk management and control.

Strengthen the centralized management of funds. Cash flow is the blood of the enterprise. It always runs through the whole process of enterprise production and operation. Once the enterprise's cash flow breaks, it will cause the enterprise to fall into the financial crisis. In the environment of e-commerce, enterprises should continuously strengthen the management efficiency and efficiency of cash flow. We should strengthen the management of all business revenue and expenditure, the management of cost, standardize bank account management and control, standardize bank account management, manage funds reasonably, raise capital utilization rate and reduce the cost of capital occupation.

Implement comprehensive budget management strategy. Comprehensive budget management is an effective tool to strengthen the internal control of the enterprise. It can integrate the functions of motivation, control and evaluation. It is a management mechanism that fully implements the enterprise production and operation strategy. It is the most important and most common way of the current enterprise financial management and control mode, and it is also an effective way for enterprises to cope with financial crisis and prevent financial risks.

Establish and improve financial risk monitoring and early warning mechanism. In the environment of e-commerce, a comprehensive financial risk monitoring and early warning mechanism should be established. Through the early warning of financial risk, on the one hand, we can improve the ways and means of financial risk management, on the other hand, we can strengthen internal management, improve the internal management environment, and promote the realization of the overall strategic objections. The selection of early warning indicators should reflect the enterprise's profitability, operating capacity, debt paying ability, growth capacity and cash flow situation, so as to reflect the financial situation of the enterprise.

Conclusion

In e-commerce environment, financial risk management of enterprises will face unprecedented challenges and opportunities. The rise of e-commerce has brought a certain impact on the activities, functions and patterns of financial risk management, and the enterprises are facing problems such as the disclosure and loss of financial information data, the lack of professional personnel in the
management of financial risk management, the overburden of the cost of financial risk management and so on. In order to improve the efficiency of financial risk management in the environment of e-commerce, we should introduce financial risk management information system, strengthen centralized management of funds, implement comprehensive budget, establish risk monitoring and early warning mechanism and so on.

References


