Financing Management of SMEs Under Internet
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Abstract. Small and medium-sized enterprise financing difficult is worldwide difficult problem. Article introduces the concept of the Internet financial, mainly summarized the P2P financial in the development of financial innovation and integration of science and technology, a combination of academic research on P2P financial now of the five directions of various views and opinions. Points out the current P2P financial problems in the development of risk control, and analyses the trend of the Internet financial.

Introduction
Look from the history of enterprise development, a large enterprise originate from small and medium-sized enterprises. Small and medium-sized enterprises is the most dynamic part of the national economy, often walk in the forefront of technology development, in the high-tech industry, clean energy, green economy, etc, have good performance, play an important role in the economic transformation. Small and medium-sized enterprise financing difficult is worldwide difficult problem. These small and medium-sized enterprise financing environment and narrow channels, more than 60% are unable to get a bank loan. At present, science and technology enterprises and the characteristics of light assets, financing difficulties, become a huge bottleneck of sustainable development.

The Internet Financial
In the past two years, the Internet financial show explosive growth, since 2014, the Internet financial sector performance strength. Current economic field exists the phenomenon of two special contradiction, one is the small and medium-sized enterprises in the total number of enterprises accounted for a large, but the universal problems of financing difficulties; Second, folk idle capital, but in addition to the stock market and housing market, it is difficult to invest in other areas. And on the basis of the Internet, cloud computing, big data and highly fit market leads the development of the Internet financial, to solve these two problems, better serve the real economy, especially small and medium-sized enterprise development to create a good financial environment, but also for China's overtaking play an important role in the implementation of international competition corners.

Internet financial besides master client, also facilitate completes the upstream suppliers, downstream capital use party, the integration of point and point, combining with the characteristics of the Internet (P2P) and the nature of financial (capital).Based on the development of the Internet financial, financial supply ability is improved, inclusive to strengthen, can mobilize more financial resources, broader, more coverage, more decentralized, more diversified needs.

The Internet the most narrow financial concept is P2P (Peer - to - Peer Lend -) financial platform, the core of the P2P model is: on the web site has a qualification platform, the borrower credit information, and provide the loan project specific situation, the borrower's integrity and economic strength and other related information; Investors according to the platform to provide information, make decisions, and finally made a decision of to make loans to borrowers.P2P finance is a new kind of financial model, through the Internet and large data, make to minimize the asymmetric information, this new financing channels, for individuals and businesses to provide great convenience, is a
beneficial supplement of the existing banking system. Peer-to-peer (P2P) had a great influence on financial business in China. Traditional banking business model, mainly is the savings and loan business, P2P entirely new business models, deconstructs the traditional banking business model, breaking the monopoly of state-owned Banks, to a certain extent, in the form of fragmentation added to the drawback of the market.

P2P financial innovation of science and technology and financial integration development, the release of the science and technology system reform and the double dividend of financial reform, to introduce more financial products to serve the scientific and technological innovation, support the development of science and technology enterprises, solve to create light assets of small and mid-sized enterprise multidimensional financing difficulties; Also is helpful for financial innovation, find new investment direction, in order to obtain a higher return on investment.

In 2005, the world's first P2P, a financial company (Zone of Agreement) was founded in London. In 2006, the United States, the first a P2P financial company Prosper founded in California. In 2007, our country the first P2P finance company established on credit, at present, the P2P financial firms more than more than 300, traded as high as more than 200 one hundred million. Financial risk is a highly amplified industry, P2P financial with convenient Internet natural attributes, but relative to the traditional financial institutions, financial in the openness also determines the P2P web site platform, information security, etc, could be affected by a great deal of challenges, risk control will be more pressure.

Internet Finance is Subversive

Has view: P2P financial is the innovation of the Internet with the traditional financial integration, at present is still in the stage of integration, there are a lot of problems, problems are not terrible, problems can also be seen as a contradiction, the process to solve the problem, is to promote the process of developing a new thing, this is the necessary stage P2P financial growth. To correctly treat the present P2P financial problems and drawbacks: a guide; Second, we must avoid risk. Only in this way, will lead to financial and the Internet have more innovation, to the prosperity of the rational.

Is Internet Finance Service Grassroots End

Comprehensive research achievements of this direction, mainly has the following kinds of views and opinions. Has view: is a multi-level capital market, the P2P finance is one of the components, compared with traditional financial companies, should follow the development way of differentiation and mainly for the financing difficulties of small and medium-sized enterprise service. View: P2P financial if the service object, mostly low risk customers, then there will be a problem, must do a certain size, can have a better economic returns, and to do a certain size, must put the human cost, time cost and the cost of capital, the same small P2P financial companies, will form a lot of pressure, therefore, some P2P financial enterprises gradually became the "pool", big customers, lending if big client management problems, is easy to appear P2P financial risk, and even lead to P2P financial business owners "run". So P2P financial enterprises, should do more small loans, don't dabble in big customers, big customer risk is too big, not P2P financial companies can undertake. And do more small loans, the cost is lower than the bank, have a competitive advantage.

Conclusion

Comprehensive research achievements of this direction, mainly has the following kinds of views and opinions. The argument goes, the Internet technology and the integration of financial haven't reached a very reasonable, scientific, P2P financial there will be many new problems. And when the P2P financial after reaching a certain size, risk control will be the key to the healthy development of the P2P financial. If the P2P financial regulation, also will become a important test of P2P regulators wisdom. Have a view is: to the P2P financial risk control, should start from to the customer credit,
credit reporting system perfect, to both sides of the docking loans, although to do so is very hard, but can avoid many risks, guarantee the healthy development of the financial industry, the P2P. At the same time, to clear the main body of industry regulations, for the convenience of management, appendage management should be implemented.

Comprehensive research achievements of this direction, mainly has the following kinds of views and opinions. The argument goes, P2P financial done by a team with a finance background is better; Due to the P2P finance is based on the Internet, with Internet gene, so the team should have the knowledge and skills of specialized personnel to participate in the Internet. View: P2P financial can be developed from the traditional financial transformation, also can by Internet companies innovation, finally formation of the team, must have both the financial and investment knowledge, and the Internet. Knowledge of finance and investment aspects of the personnel, in accordance with the rules of the financial industry control risk; the persons with Internet knowledge, according to the rules of the network industry big data analysis, selected customers for sales, customer maintenance, at the same time do a good job in network security. View: P2P financial represents the future direction of financial development, some commercial Banks now also vigorously develop P2P financial, but at the same time to prevent the transfer of risk to the banking system, increased regulation of lending to P2P network platform.

Has view: P2P financial, in essence, is still a financial, compared with the traditional industry, is only the change of the financial model, so must be regulated. If not strengthen supervision, can appear the problem such as run, adverse to the healthy development of the industry, and easy to bring serious social problems, affect social stability. View: in research regulation, there should be a state investment fund, to support the top in the field of technology innovation. P2P financial as a new financial form, to the top ahead of research and development, to prevent the banking system similar to the problem now. The argument goes: Europe, the United States based on large data of individual credit reporting system is relatively developed, can effectively prevent fraud. One is to establish individual credit system as soon as possible. The second is to establish P2P lending related laws and regulations as soon as possible. Three is to strengthen self-discipline of the P2P lending industry. Four is entry qualifications have to be very clear, the implementation system of archival filing registration.

References


