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Analysis of the Financial Internal Control Strategies of SME Based on the Background of Big Data

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Abstract. With the improvement of the level of market economy and the improvement of the state's attention to small and medium-sized enterprises (SME), the number of small and medium-sized enterprises in China is gradually increasing, and the market competition is also becoming increasingly fierce. Under the background of big data, the competition faced by small and medium-sized enterprises is more severe. Strengthening the management of financial internal control can ensure that enterprises can successfully complete their development goals and improve their market competitiveness, so as to realize the healthy development of small and medium-sized enterprises. Combined with the significance of financial internal control of small and medium-sized enterprises under the background of big data, this paper emphatically analyzes the problems existing in financial internal control of small and medium-sized enterprises under the background of big data. According to the analysis results, this paper puts forward the strategies of financial internal control of small and medium-sized enterprises under the background of big data, for reference.

Keywords. big data; small and medium-sized enterprises; financial internal control

1. Introduction

As an indispensable part of enterprise operation and management, financial internal control refers to the fact that with the help of the financial department, the enterprise provides managers with real and complete financial information, and uses the job responsibility mechanism, financial management mechanism, fund management mechanism, and information technology management to realize the control and management of various business activities of the enterprise. For small and medium-sized enterprises, due to the small development scale, backward management system, lack of professional talents and defects in the financial internal control system, the financial internal control is still at the initial stage. With the advent of the era of big data, the competitive pressure faced by small and medium-sized enterprises in the process of operation and development has increased, which has put forward a huge test for their financial internal control. Based on the era of big data, small and medium-sized enterprises are facing various problems in financial internal control. In order to give full play to the value of internal control, they should combine the development requirements of big data, adjust management countermeasures, improve the financial internal control system, innovate the control model, and establish and improve the financial internal

control system. Improve the financial management level of enterprises and help small and medium-sized enterprises develop healthily.

2. The Significance of Financial Internal Control for SME In the Context of Big Data

2.1 Ensuring the quality of financial decisions

In the current market environment, small and medium-sized enterprises are under great pressure. If they only rely on traditional financial statements and project investment forecast tables to make investment decisions, there will be certain limitations that will affect the final investment results. With the advent of the era of big data, if small and medium-sized enterprises reasonably use big data technology to mine data related to investment decision-making in network information, such as the development status of small and medium-sized enterprises, investment returns of the same type of projects, etc., it will help improve the effectiveness and rationality of financial decision-making, to create ideal benefits for the enterprise.

2.2 Enhancing risk prevention capabilities

In the context of the era of big data, small and medium-sized enterprises can mine various data in the network with the help of professional data analysis software, conduct in-depth investigation and analysis of the acquired data, obtain information that is beneficial to the development of the enterprise, and prevent and manage the risks of the enterprise. Provide data reference. For example, traditional financial data processing cannot integrate some non-financial information into financial data analysis, which makes the comprehensiveness and accuracy of the data impossible to guarantee, and has a negative impact on the business development of enterprises. In the big data environment, by strengthening internal control, collecting and integrating relevant information in a timely manner, providing data reference for enterprise risk prevention, it is conducive to enhancing enterprise risk prevention capabilities and reducing the occurrence of unnecessary risk problems.

2.3 Reducing financial management costs

In the era of big data, the data collection of enterprise financial statements shows the characteristics of diversification and modernization. At the same time, the internal financial platform of the enterprise can be connected with the systems of industry and commerce, banks and other departments, so that financial data sharing and inspection will not be affected by traditional transmission methods. Influence, and then reduce costs, ease the pressure on financial staff, and help enterprises save financial management costs.

3. Problems Existing in Financial Internal Control of SME Under the Background of Big Data

3.1 The Idea of Financial Internal Control Lags Behind

Under the background of big data, in order to meet and meet the development requirements of the times, most companies have carried out appropriate reforms in the way of financial internal control. Financial accounting is shifting in the direction of management accounting. However, in practice, during the transformation and development of enterprises, some financial internal control personnel are relatively backward in thinking and do not keep pace with the development of the times. The backward thinking affects the transformation of financial internal control management. In the era of big data, financial management is

required to change from the previous accounting work to decision-making, and financial internal control managers are required to continuously obtain and analyze data, mine data value, and provide data reference for corporate investment decision-making. However, the lag of financial internal control thinking hinders the transformation process.

3.2 Low Implementation Rate of Financial Internal Control

At this stage, Chinese enterprises need to improve the efficiency of financial internal control implementation, and the process of informatization construction is slow, which makes enterprises face problems such as insufficient information sharing in the process of financial internal control. These problems are embodied in two aspects: first, various internal The efficiency of departmental information transmission is low, and the information of various departments cannot be shared in real time, which leads to the inability of financial internal control personnel to find out the problems existing in enterprise management in time; Enterprises cannot obtain effective financial information in the process of internal control, resulting in conflicting interests among various departments, affecting the transmission and sharing of information between departments.

3.3 Inadequate Financial Internal Control System

Under the background of the in-depth reform of my country's market economy system, the number of small and medium-sized enterprises has increased and the competition among enterprises has become more intense. In order to develop steadily in the market competition, small and medium-sized enterprises should respond to the reform and innovation of financial internal control models, strengthen the construction of financial internal control systems, optimize financial internal control plans, and build a comprehensive financial internal control system. However, most small and medium-sized enterprises do not realize the impact of the big data era on traditional financial internal control work, especially for the financial department, the accounting work of small and medium-sized enterprises is chaotic, and the phenomenon of accounting information distortion caused by false accounting is more serious. They will not recognize the necessity of financial internal control reform and innovation for enterprise development, pay more attention to short-term benefits, ignore long-term development, fail to build a sound management system according to financial internal control requirements, and lack effective coordination and restraint between departments, resulting in management Out of touch, financial internal control cannot be effectively carried out.

3.4 Lack of Effective Internal Oversight Mechanisms

Out of consideration for their own interests and in order to save costs, most small and medium-sized enterprises will not set up an independent audit department internally. Even if some small and medium-sized enterprises have audit institutions, their supervisory responsibilities have not been fully exerted. In terms of personnel allocation, there is a lack of professional financial internal control talents, and the assignment of responsibilities and boundaries is not clear, which seriously affects the authority of audit supervision. At the same time, some small and medium-sized enterprises have not developed a financial risk early-warning mechanism based on the requirements of the big data background. To give full play to its functions, all kinds of supervision work are superficial, which makes small and medium-sized enterprises easy to face serious economic losses in the era of big data.

3.5 No Introduction of Information Technology

The advent of the era of big data has a certain impact on the internal and external development environment of small and medium-sized enterprises. Most small and medium-sized enterprises do not actively introduce information technology when carrying out financial internal control work. Most small and medium-sized enterprises do not use big data, cloud computing and other technologies to investigate and analyze various risk factors in financial internal control, and have poor ability to collect, integrate and analyze relevant information, and have not established a professional financial internal control information sharing system. Realizing the effective transmission and sharing of financial information has led to the lack of information technology support for the development of business management and financial control of small and medium-sized enterprises in the context of big data.

4. Strategies for Internal Financial Control of SME Under the Background of Big Data

4.1 Update the Thinking of Financial Internal Control

In the context of big data, in order to achieve the healthy development of small and medium-sized enterprises, we should optimize and update the idea of financial internal control, establish a people-oriented concept, and comprehensively improve the comprehensive quality and awareness of staff. On the one hand, understand the impact of dynamic financial internal control on enterprise development. That is to say, the enterprise is required to further optimize the financial internal control process of the enterprise, use electronic computer information technology and advanced management methods as much as possible to optimize the internal structure and process of the enterprise, merge the repeated links, and then streamline the financial internal control operation process of the enterprise, thereby To achieve the optimal arrangement of the entire enterprise processes and methods. On the other hand, clarify the open value of financial internal control. That is to say, internal control personnel are not only required to have professional skills in accounting, but more importantly, they must have certain management and decision-making capabilities. Facing the ever-changing market situation, they must have keen insight and accurate judgment, and be good at seizing opportunities. Make bold and timely decisions, and take the initiative in the fierce market competition. As an important institution in daily operation and management, the financial department of an enterprise should actively apply big data technology in financial dynamic management activities, truthfully display the business status of the enterprise and the results of internal financial control, provide data reference for the operation and development of the enterprise, and guide the long-term development of the enterprise.

4.2 Innovative Financial Internal Control Management Model

With the advent of the era of big data, the reform and innovation of the internal control model and management concept of enterprises has been promoted. In order to improve the level of corporate financial internal control, the reform and innovation of the financial internal control management model should be carried out from the following two aspects:

First of all, in the era of big data, corporate financial internal control management should strengthen information construction. In the construction of informatization, the overall awareness should be established, the financial internal control objectives should be adjusted in accordance with the development of the times, and the effectiveness and professionalism of

the financial internal control organizational structure should be ensured. Secondly, because the business operator is not the owner, this phenomenon is more prominent in small and medium-sized enterprises. The lack of information symmetry between the owner and the manager hinders the improvement of the execution rate and restricts the better development of the enterprise to some extent. In order to change this situation, SMEs are required to actively introduce data platforms to ensure the openness and transparency of financial internal control information. When carrying out financial internal control management work, combined with the actual situation and development requirements of the enterprise, determine the goal of financial internal control informatization, reasonably develop financial software, and provide support for the development of corporate financial internal control activities and the improvement of the execution rate.

4.3 Improving Financial Internal Control System

Under the background of big data, new requirements are put forward for the development of financial internal control management of small and medium-sized enterprises. Enterprises need to scientifically build a financial internal control management system to provide guidance for the smooth progress of corporate financial internal control work.

First, strengthen the construction of a financial risk management system, identify and give early warnings to risks existing in the operation and development of small and medium-sized enterprises, and take effective measures to control risks within a reasonable range and reduce the adverse effects of risks. Strictly control access to physical assets, and only authorized people can access cash, inventory, etc. to reduce asset losses. In addition, regular property inspections are carried out to ensure that the accounts are consistent, and problems are dealt with in a timely manner.

Secondly, introduce a refined management model, start from the details, optimize and reform the accounting management and financial management of small and medium-sized enterprises, find out the small problems in financial internal control in time, and deal with them uniformly. To implement budget management and control, the prepared budget must reflect the goals of enterprise operation and management, and ensure clear responsibilities. After the budget is implemented, the results of the implementation shall be checked against the original budget. If there is a serious deviation from the budget, the reasons shall be identified and the parties shall be held accountable. Finally, according to the changes in the internal and external environment of small and medium-sized enterprises under the background of big data, adjust the financial internal control system, so that each economic business will go through different departments as much as possible in the operation and ensure mutual supervision between relevant departments, so as to achieve an economic Business is not concentrated on one person, and incompatible positions are held by different people, so that business activities can meet the development requirements of the times, and effectively improve the financial internal control level of SME.

4.4 Strengthen the Construction of Internal Supervision Mechanism

Strengthening the construction of the internal supervision mechanism can ensure the orderly progress of the financial internal control work of small and medium-sized enterprises in my country. With the advent of the era of big data, small and medium-sized enterprises are required to scientifically build an internal supervision mechanism to guide the healthy development of enterprises. Small and medium-sized enterprises need to establish an independent audit department internally, assign full-time personnel to conduct audit work, and

ensure the independence and majesty of audit work. The establishment of an internal audit institution is a measure to strengthen the implementation of the internal control system. Its responsibilities include not only auditing the accounting accounts, but also inspecting and evaluating whether the internal control system is perfect and the efficiency of the various organizations in the enterprise to perform designated functions, and report to the top management of the enterprise. Department provides reports. In the selection of personnel, it is not only necessary to assess their professional level and business ability, but also to examine their professional ethics to ensure that they can be competent for audit work, scientifically divide work responsibilities, let employees perform their duties, and improve the overall enterprise management level. At the same time, improve the internal audit management mechanism, strengthen the professional training of auditors, conduct audit investigations on various financial activities of small and medium-sized enterprises, identify and deal with existing problems in a timely manner, compile feasible audit reports, and provide data for business leaders to make development decisions. Reference to help business leaders avoid unnecessary business problems and achieve sustainable development of small and medium-sized enterprises.

5. Conclusion

All in all, with the advent of the era of big data, the quality of enterprise financial internal control management is directly related to the construction and development of enterprises. Combined with the current development situation, small and medium-sized enterprises will face some problems in financial internal control management, which will seriously affect the value of financial internal control and hinder the improvement of financial internal control level. In order to change this situation, small and medium-sized enterprises should combine the development requirements of the era of big data, use information technology, establish a financial information management platform, and provide facility support for the development of financial internal control work, so as to ensure that the financial internal control work of enterprises can meet the development requirements of the times and improve the efficiency of small and medium-sized enterprises and the quality of corporate financial internal control. In practice, enterprises should improve the financial internal control system, strengthen employees' awareness of internal control, standardize financial internal control behavior, strengthen internal supervision and management, identify problems in financial activities in a timely manner and deal with them, prevent financial risks, and improve the overall competitiveness of enterprises. Enterprises have laid a solid foundation for sustainable development in the context of big data.

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