

# The Path of Improving the Financial Management Level of Rural Enterprises

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## Abstract

Science and technology are the signs and manifestations of advanced productivity. Rural enterprises should organically combine science and technology with laborers, and give full play to the role of artificial intelligence technology in improving the quality of rural enterprise financial teams, dissolving the phenomenon of information islands, and strengthening the effects of financial supervision. Advantage. In view of the problems in the financial management of rural enterprises, it is necessary to enhance the business skills of financial personnel, rationally use network systems and expert systems, and give full play to the value creation potential of artificial intelligence technology, so as to fundamentally improve the level of financial management of rural enterprises.

## Keywords

Rural enterprises; Financial management level; Fundamental path.

## 1. Introduction

### 1.1. Concept

Financial management is the management of asset purchase (investment), capital financing (fund raising) and profit distribution and operation in the process of business financial personnel in accordance with the relevant laws and regulations of a country or region, and under the guidance of the company's overall goals and financial management principles. Funds (cash flow), activities that deal with financial relationships. It is the top priority for business management. High-level financial management can bring greater economic benefits to enterprises and improve management and operation. The strength of financial management capabilities will affect the economic benefits of enterprises to a large extent.

### 1.2. Financial Goals

The financial goal of the enterprise establishes an important direction for its strategic development, and it is also the expected financial result after a period of time. The main objectives of corporate financial management include the maximization of corporate output value, profit per share, capital profit, shareholder wealth, corporate value, and the interests of related parties. The financial management of enterprises must be strengthened. It has close relations with many interest groups of enterprises, and is the result of their mutual compromise and joint action. Enterprises should set reasonable financial goals, balance the legitimate rights and interests of stakeholders, and promote the coordination of the interests of all parties on the basis of increasing social wealth. The advantages of current information technology, big data, cloud computing, artificial intelligence and other technologies are obvious, and they are increasingly used in the financial field. The vast number of rural enterprises must also actively adapt to the development of information technology and science and technology, and fundamentally improve their financial management level [1].

## 2. Advantages and Problems

### 2.1. Advantages

With the continuous development and expansion of rural enterprises and the widespread popularization of science and technology, it provides good conditions for rural enterprises to promote informatization in the field of financial management. Informatization of financial management in agricultural enterprises is conducive to improving the production and operation of enterprises, and can also optimize enterprises. Marketing, logistics distribution, human resource management, etc., promote enterprises to embark on a path of scientific development. Enterprises can obtain various data and information necessary for production, operation and management through advanced information facilities, and integrate, analyze, and mine useful information in a timely manner to provide powerful basis and reasonable suggestions for enterprises to make correct production, operation and management decisions. Use advanced information technology to optimize and improve the business process of the enterprise, to stimulate the potential of human resources, financial distribution, etc.; to dig deep into the financial information resources of the enterprise to accurately grasp the market development trend; to avoid and reduce the financial risk of the enterprise, Enhance the contribution of corporate financial management to corporate management [2].

### 2.2. Current Situation

First of all, many rural enterprises continue to expand and increase their business dealings such as the scale of production and operation, sales scope, product types, after-sales service, human resource management, and capital revenue and expenditure. Corporate financial management activities are becoming more and more arduous, the economic environment is complex, the market situation is changing, and market risks are looming, and the pressure of financial management is increasing day by day. The past financial management model cannot effectively adapt to the growth and development of today's enterprises. Most rural enterprises have abandoned their outdated financial management models one after another, and slowly transformed into information-based financial management models. Secondly, make use of computers to make various forms of financial forms, carry out the preliminary realization of computerized accounting, software accounting, data collection and analysis. However, the financial data is still incomplete and inadequate. The mining and utilization of financial data in the financial management of rural enterprises is far from enough, and it is impossible to make accurate judgments on the changes in the market situation under normal circumstances by combining financial information and market changes. Third, in the process of promoting the construction of financial management informationization, rural enterprises specially recruited graduates from colleges and universities with financial accounting knowledge to become financial personnel of the enterprise, purchased accounting computerized software, and equipped with hardware facilities. However, the financial personnel of these companies are restricted by the working environment, or restricted by the scope, quantity, and amount of the company's business, or the company's managers fail to attach great importance to it, or hold the power of the company's finances, and cannot steadily improve the level of financial management of the company. Problems such as false accounting have affected the normal order of financial management of rural enterprises, and also affected them to use their own technology and knowledge. Fourth, the data link lacks uniformity. The corporate financial accounting system is subject to professional constraints, and the requirements of corporate business secrets make it an independent financial secrecy system. Therefore, in many cases, serious decentralization problems have appeared in various financial accounting of enterprises. The financial and accounting information systems of many enterprises cannot effectively interface with the information systems of various business departments of the enterprise and

cannot promote information sharing. It affects the development and conduct of enterprise production, operation and management. Although many rural enterprises have taken the above-mentioned measures, most rural enterprises still lack high-level informatization talents, and on the whole cannot meet the strong demand of rural enterprises for professional financial management talents. Rural enterprises should continue to hire and train high-level professional financial management talents, comprehensively give play to their business skills and professional qualities, and adopt more advanced artificial intelligence technologies to fundamentally improve the level of financial management of rural enterprises [3].

### 3. Necessity

#### 3.1. Development Status

As one of the emerging branch technologies of computer professional technology, artificial intelligence refers to the goal of extending human intelligence and simulating human behavior by simulating human thinking and knowledge. This technical discipline integrates technology and theory organically. In recent years, artificial intelligence technology and theory have advanced by leaps and bounds, and many countries have focused on the research and development of artificial intelligence technology. In 2017, China's AI startup company financing reached 7.3 billion U.S. dollars, accounting for 48% of the world's total startup funds for AI innovation companies. It can be seen that the Chinese government and enterprises are paying more and more attention to research and development of artificial intelligence technology.

#### 3.2. Necessity and Advantages

(1) Improve the quality of the financial team. The financial management of rural enterprises can use artificial intelligence accounting systems or software that are compatible with the financial management of the industry. It requires financial accountants to continuously improve their business skills and comprehensive literacy, promote the rationalization of the accounting age structure, vigorously train, and directly introduce High-quality professional personnel visits to enhance the ability to operate and use artificial intelligence financial software and systems. Guarantee the efficient operation of financial software and systems with modern expertise, and provide timely and reliable financial decision-making basis for enterprises to make correct operation and management decisions.

(2) Resolve the phenomenon of information islands. Compared with traditional accounting computerized software and financial management systems, artificial intelligence financial systems and software have stronger business skills. The development of artificial intelligence technology has given birth to the emergence of accounting robots, which effectively integrate various database systems. With its strong data analysis, learning ability, financial calculation and many other advantages, it fully explores the internal connections between financial data and breaks the problem of "information islands". It can combine policy forecasts, market sales forecasts and financial data to predict the future supply and demand of the market, and the company's

Combine production, operation and sales to jointly promote the development of the enterprise.

(3) Strengthen the effect of financial supervision. Research and develop a rural financial management platform based on artificial intelligence technology, which can effectively predict the amount of financial accounting, avoid early warning financial risks, guide the preparation of capital flow budgets, etc., quickly and intelligently supervise financial management related processes, and improve financial management activities The level of digitization and intelligence. Rural enterprises can use artificial intelligence financial software and systems to accurately, intelligently and automatically process inventory, reimbursement, invoices, entry, circulation, etc., to reduce the error rate as much as possible, and to supervise the activities of

various departments in the implementation of the financial budget process. With the help of various auxiliary hardware and artificial intelligence, build an intelligent supervision mechanism for financial transaction processing and execution, and reduce the rate of irregular accidents in manual supervision of financial activities as much as possible.

(4) Promote financial supervision and operation management. Use artificial intelligence technology to promote the effective connection of financial management processes and business department information, and promote data sharing and efficient linkage. It enables managers to make scientific business strategies based on the overall enterprise. It can also give financial management to intervene in the production and operation process, which is not only conducive to achieving the goal of cost control budget, but also can promote financial integration, more scientifically conduct financial approvals, improve financial management processes, and prevent corporate financial management risks. Artificial intelligence can combine business data and financial data, combine internal and external data within an enterprise, and strengthen data integration management capabilities. It is conducive to enhancing the responsiveness of financial integration. For example, the corporate fund settlement system is often combined with the OA system to accelerate the speed of data dissemination and sharing.

## 4. Path Selection

In the context of artificial intelligence, it is necessary to fully improve the business skills and comprehensive literacy of accounting personnel in rural enterprises, so that they can skillfully use artificial intelligence equipment and knowledge. Those low-complexity and high-repetitive activities in the financial management activities of rural enterprises will be completed and replaced by artificial intelligence, which is also an inevitable development trend in this field. Artificial intelligence can quickly and accurately complete the laborious and boring work of data checking and data calculation in financial accounting activities, and truly liberate the accounting personnel [4].

### 4.1. Use Artificial Intelligence to Create Value

In the era of knowledge economy, technology will greatly promote value creation and will have a considerable impact on the development of productivity. From the perspective of value formation, scientific and technological labor participates in the process of value creation. The process of science and technology affecting value creation is realized by applying technology to the production process. In this process, it can save more means of production, actively reduce the consumption of living labor in commodity production, thereby greatly reducing the individual labor time required for commodity production, making the production of commodity labor more complicated, and bringing More value.

Rural enterprises can use artificial intelligence technology, accounting robots, etc. to replace low-level accounting information systems and software in the process of handling financial accounting; quickly and accurately process various transaction settlement details, and timely verify the company's various current accounts ; Reduce and eliminate financial accounting errors, effectively increase the efficiency of financial accounting, and improve the satisfaction of customers and suppliers. It can save the time of business management and operation of financial accounting, and it can also reduce working hours. Solid financial analysis. Rural enterprises can make use of the rigorous and rigorous characteristics of the artificial intelligence system and powerful computing capabilities, do a good job in the collation and analysis of the specific financial data of the enterprise, effectively discover a number of potential financial risks, steadily promote financial risk prevention and early warning, and effectively reduce financial losses. Create greater value for the enterprise.

## 4.2. Scientific Application of Expert System

The financial management expert system mainly refers to the artificial intelligence system that reaches the expert level or problem-solving ability. Their professional understanding ability is very outstanding, and they can obtain a holistic solution on the basis of gradually resolving complex financial sub-problems. The "Golden Three" system can carry out big data analysis, assist enterprises in formulating scientific financial analysis indicators, compare various data declared by rural enterprises, and capture abnormal indicators. Financial workers in rural enterprises can obtain more knowledge and experience from the system, and enhance the ability of low-level financial workers in rural enterprises to solve financial problems. It is also necessary to strengthen the training and re-education of financial management workers so that they can strengthen the use of experts. The capabilities of the system allow these systems to fully perform their functions. Combining the financial status of the enterprise in the previous stage and the current production and operation management practices of the enterprise, analyze and interpret enterprise data from multiple angles, fully grasp the enterprise's liabilities, revenue costs, expenditures, operating profits, etc., and make correct cross-analysis. Correct the data deviation, and then predict the operation and management of the enterprise scientifically and reasonably.

## 4.3. Reasonable Use of Network System

Artificial intelligence is composed of network nerves. Artificial intelligence can simulate the human nervous system, process huge amounts and rich content of data information, and quickly divide the nature and categories of data information. Various professional systems handle these information and data separately. After completing the above procedures, categorize and integrate relevant data and information, and transport them to the original place. At present, artificial intelligence has emerged more and more perfect network nervous system. Rural enterprises can use these network systems in financial management activities to provide early warning of various potential financial crises, make diagnosis of financial crises, and determine the quality of financial information data. Carry out control, in-depth mining of invisible financial data information, etc. Therefore, rural enterprises should apply the network nervous system to financial management to continuously strengthen the effect of corporate financial management. In this process, it is necessary to promote the integration and application of a variety of advanced technologies. Cloud computing supplements big data with necessary computing support. Cloud computing improves the level of big data collection and provides valuable information for artificial intelligence methods. It is the core technology in the field of artificial intelligence. Therefore, scientific research institutions should actively study how to promote the integrated application of artificial intelligence technology, big data technology, and cloud computing technology. Agricultural companies should use big data technology to sort and analyze information, then implement cloud computing on the data, and then use artificial intelligence to analyze the final results of cloud computing. The integration between them can promote each other and constantly exceed their respective limitations.

## 4.4. Enhance the Professional Skills of Financial Personnel

Marxism believes that laborers play a leading role in productivity. No matter how advanced science and technology are, laborers must play its value and function. The development of productivity increasingly requires advanced modern technology, and science and technology are used. In the production process, it penetrates into labor objects, labor materials, and labor, and promotes the development and change of various elements, which in turn brings a lot of material power, so that potential labor (intellectual elements) has also become a direct and realistic productivity. Workers should fully grasp and proficiently use science and technology, so that science and technology can promote the development of productivity. Therefore, government departments at all levels should take active actions to develop business standards

and assessment indicators for financial accounting personnel for rural enterprises, and carry out public welfare accounting personnel training, strengthen their ability to use artificial intelligence financial management software, systems, and technologies, and consolidate their business. Theoretical knowledge and operational skills; rural enterprises must combine their own financial management needs with the professional skills of financial management workers. The accounting personnel of rural enterprises should continue to expand their business knowledge and enhance their ability and awareness of using artificial intelligence technology, big data, and cloud computing technology. Carry out standardized and standardized operations. Change the focus of work and gradually transition to preparing budgets for optimizing finances and participating in making correct decisions. Gradually strengthen information literacy, enhance data analysis and processing capabilities, and provide powerful data support for executives to make correct decisions. Through the gradual and proficient use of various financial management technologies, systems, and software of artificial intelligence technology, the business skills and theoretical knowledge of accounting personnel are strengthened, so that they can better perform the functions of high-quality laborers.

## 5. Conclusion

Workers are the most active factor in productivity and the most decisive force among them. It represents the development requirements of advanced productivity. Science and technology are the main signs and concentrated expressions of advanced productivity. Rural enterprises must fully integrate laborers with science and technology, continuously enhance their ability and awareness of using artificial intelligence, fully stimulate laborers' enthusiasm for production, and fundamentally enhance the production and operation capabilities of enterprises [5].

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