

Research on the Optimization of Enterprise Financial Performance Management Mode Based on Value Chain Management Concept

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Abstract: After entering the new century, the trend of economic globalization is becoming more and more obvious, and the competitive environment between enterprises and industries is becoming increasingly fierce. In order to maintain certain advantages in the fierce competitive environment, in addition to developing newer products, it is also necessary to find a more suitable management model for enterprises. Enterprises must do a good job in financial management if they want to give full play to their advantages in the fierce environment. But in fact, many enterprises have problems in financial management, and the management effectiveness is poor. If you want to gain a foothold in the grim situation of today's society, you not only need to have new products, but also need enterprises to have excellent management mechanisms. As a new management model formed with the growth of the market, the concept of value chain management puts forward new requirements and challenges to the traditional financial management. This article analyzes the contents of enterprise financial management under the concept of value chain management, analyzes the problems existing in financial management under the concept of value chain management, and puts forward some strategies to improve financial management under the concept of value chain management.

1. Introduction

With the rapid growth of society and the accelerating pace of globalization, the competition among enterprises has become increasingly fierce. In order to occupy a favorable position in today's very severe competitive situation, in addition to innovative products, it is necessary to have its own excellent management mechanism as the basis [1]. In the new era, the diversified growth of the overall economic situation, while injecting impetus into the optimization and reform of the enterprise operation and management system, integrates the parts that can create value, improves the financial management for the purpose of creating value, and the value chain financial management comes into being [2]. The epidemic situation in COVID-19 has greatly changed the economic situation, which not only brought a certain impact to the growth of enterprises, but also led to essential changes in the external environment of enterprises [3]. In this new economic environment, enterprises must make necessary adjustments to the existing management methods, boldly innovate traditional management concepts, and establish advanced market-oriented and customer-oriented management concepts as soon as possible [4]. The main way to manage enterprise value activities is enterprise financial management, and the change of value chain also makes financial management change. Only by confirming the long-term and stable competitive advantage of enterprises can we formulate a strategy suitable for our own continuous development [5].

Today, with the rapid growth of social economy, enterprises should stand firm in the fierce competition, not only in terms of product production, but also in terms of self-management, and stay ahead of other enterprises in terms of internal hardware [6]. If an enterprise wants to get the maximum profit, it must control the cost within a certain range and rationally allocate resources, and all these activities are inseparable from financial management. But at present, many enterprises have problems in financial management [7]. At present, value chain management, as a new financial management mode, can make enterprises fully cope with the fierce market environment from the perspective of enterprises and markets, so it is necessary to use the concept of value chain

management to do a good job in financial management, so as to obtain more economic profits [8]. Through value chain management, we can establish links in all production links of enterprises, especially for financial management of enterprises. This management mode also has some disadvantages, and each enterprise must make rational use of it according to its own reality in order to give full play to its own management advantages [9]. Taking "enterprise financial management under the concept of value chain management" as the main research object, this article discusses the optimization strategy of enterprise financial performance management model based on the concept of value chain management.

2. Competitive advantage of enterprises under the concept of value chain management

2.1. Improve work enthusiasm

Enterprise financial management is an effective method to reduce operating costs and a scientific basis for enterprise operation and development. Financial management has achieved a comprehensive and complete accounting and collection of the expenses incurred in the daily operation and production process of enterprises, and accurately calculated the amount of expenses that should be included in the current cost and the due value of the transfer of production materials, which really provided a basis for enterprise cost control [10]. In a sense, the value chain is the whole process of enterprise's production operation and value creation. Enterprise financial management is carried out around the value chain, focusing on strengthening the link between cooperative enterprises and between enterprises and customers, and considering common interests. Through financial management, we can allocate resources more reasonably, improve the efficiency of resource use, know more about the value and future development direction of enterprises, make more effective decisions and improve competitiveness; On the other hand, it can constantly stimulate the enthusiasm and initiative of staff, gather the wisdom and efforts of all staff, and better promote the growth of enterprises.

2.2. Enhance the competitiveness of enterprises

In order to better adapt to the changes in the current economic situation and market environment, modern enterprises need to make corresponding changes in their management models. Enterprise financial management under the concept of value chain management is an important embodiment of enterprise management reform, which fully meets the requirements of current enterprise development [11]. Under the concept of value chain management, financial management combines the development trend and value point of the whole enterprise to analyze and manage the financial budget, which makes the accuracy of financial management improve continuously, can better grasp the capital flow of the enterprise, and allocate manpower and materials in a planned way according to the development situation of the enterprise. Under the concept of value chain management, the contents and methods of enterprise financial management are more standardized. When enterprises provide products and services to customers, they should focus on customers' needs and satisfaction, optimize the business process of products and services, optimize all links in the value chain with the best business path, rationally plan and design, and improve the quality and level of products and services of enterprises. Good financial management can guide enterprises to rationally allocate resources, control costs and bring maximum profits to enterprises. Specifically, it is to collect and calculate the cost of daily operation and production activities of enterprises, and provide a reliable and effective basis for cost control.

3. Value chain management concept

3.1. Definition of value chain management concept

In the wave of market competition, how to deal with risks determines the position and growth of enterprises in the market. Through this management mode, we can effectively analyze the financial management status of enterprises, analyze the possible financial risks in the future in combination

with enterprise activities, and put forward practical and effective solutions, which can make enterprises more stable in the future development process and improve their ability to cope with risks. Financial management for the purpose of overall satisfaction is a systematic principle, and its core is the main business activities, which can not only bring economic benefits to enterprises, but also enhance the value of customers. Improving customer value has become the goal of strengthening the business development strategy of enterprises. In the concept of value chain management, we should not only grasp the current financial management information in real time, but also summarize and analyze the historical data information as an important reference for enterprise financial management.

3.2. The role of value chain management concept

Under the concept of value chain management, a mutually beneficial and win-win cooperative relationship is formed, and capital, information, technology and market resources are fully utilized to realize resource sharing and risk sharing, which effectively reduces the financial risks of enterprises and fully reflects the value of financial management. The goal of enterprise financial management under the concept of value chain management is to realize value appreciation. Logistics, information flow, capital flow and value-added flow are the main contents of enterprise value chain. The value-added of enterprises in the value chain is an effective way to enhance the competitiveness of enterprises. The value chain of enterprises in different industries is different, and value chain competition has become an important part of enterprise competition. Therefore, in the process of enterprise development, we should give full play to the value of value chain and take appropriate measures to promote the rapid growth of enterprises. Through the concept of value chain management, under the guidance of speed principle, enterprises transform their business processes, improve customers' adaptability to products, meet customers' and market's needs faster and better, and adapt to customers' needs more, thus improving their market competitive advantage.

4. Optimization of enterprise financial performance management mode based on value chain management concept

4.1. Improve the financial management system

The concept of value chain management can bring systematic and creative characteristics to enterprises, get rid of the restrictions of static financial management mode on business activities and management operation of enterprises, and conform to the changing trend of economy more, so that financial management can be adjusted freely and quickly with the overall economy, and the growth of enterprises can be planned and managed systematically. Under the value chain mode of liquidity, it also strengthens the transparency of financial management, makes it easy to actively and effectively supervise the financial management of enterprises, reduces the number of financial supervisors and saves a lot of operating funds for enterprises. Carrying out management work around this value chain, paying attention to mutual exchanges and cooperation between enterprises, promoting the connection between enterprises and customers, paying attention to all links and giving full play to the advantages of clusters can not only realize resource sharing, but also help each other share risks, and finally form a mutually beneficial and win-win management model. The application of information technology makes the function of enterprise financial management under the concept of value chain management more perfect and has a positive impact on the business growth of enterprises. The intelligent evaluation model of enterprise financial data quality is shown in Figure 1.

The change of financial information caused by the change of market environment is a difficult problem in financial management, which can be effectively solved through dynamic financial management. In the value chain, the dynamic change and exchange of financial information is more rapid, which can enable enterprises to understand the market conditions and customer needs at the first time, and then formulate corresponding business strategies, effectively avoid financial risks and create greater economic value-added. The concept of value chain management has been gradually

applied to the internal management of enterprises, which has a positive impact on financial management. Under the function of value chain, the financial department of an enterprise has closer contact and communication with other departments, and the liquidity of financial information is higher, which increases the channels of financial information, and the internal management of the enterprise can be carried out efficiently and orderly.

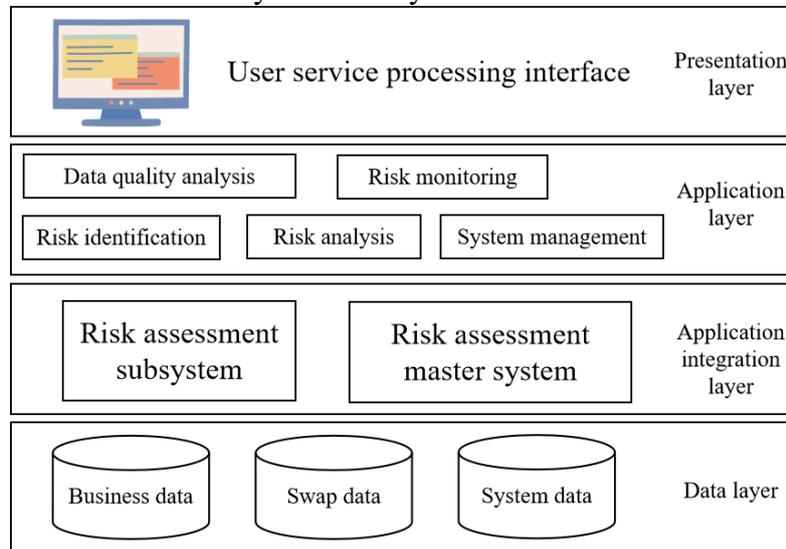


Figure 1 Intelligent evaluation model of enterprise financial data quality

4.2. Constructing financial management mode based on value chain

Compared with the traditional financial management methods, the concept of value chain management is more effective than the traditional management mode in promoting the growth of enterprises, and can also promote the enthusiasm of employees in enterprises, making them more active and proactive at work. Business management is carried out around economic appreciation, which is also the goal of enterprise financial management under the concept of value chain management. According to the current economic situation and market demand, give full play to the advantages of value chain management, and effectively carry out enterprise financial management with brand-new business thinking and development concept. Information management has become an important trend of enterprise management at present, and enterprise financial management needs the support of information technology and other advanced technologies. Effective combination with the concept of value chain management has created good conditions for enterprise communication and information sharing. The innovation process of enterprise financial management is shown in Figure 2.

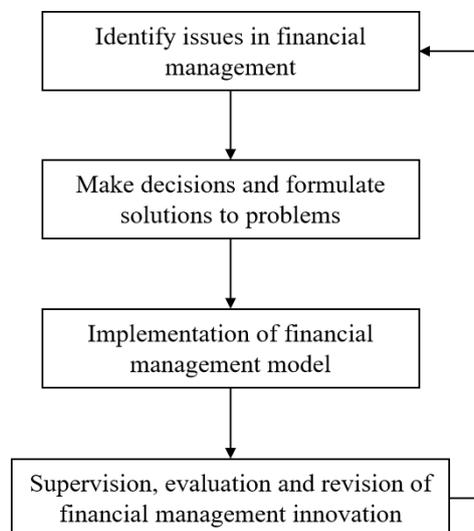


Figure 2 Enterprise financial management innovation process

Under the concept of value chain management, deepening the development and reform of enterprises, human resource management, technology development and product services can be carried out systematically and orderly, effectively driving the smooth operation and management of enterprises. The core competitiveness of enterprises has been significantly improved, relying on talents and technology, and under the concept of value chain management, the important goals of enterprise financial management innovation and economic appreciation have been realized. In the ever-changing economic situation and market environment, it not only brings great pressure and challenges to the growth of enterprises, but also creates a good opportunity for enterprise reform. Based on the concept of value chain management, enterprise financial management can effectively connect all departments within the enterprise and promote the work contact of all departments.

5. Conclusion

The real-time and uniformity of information is higher, which fully meets the requirements of dynamic financial management. The information flow within the enterprise realizes two-way feedback. Enterprises can effectively grasp the work operation and economic benefits of various departments of enterprises, and then have a clearer understanding of the overall financial situation. In order to achieve the long-term, stable and sustainable growth of economic and social modernization in the market economy system, enterprises must require the financial management of enterprises to develop in a healthy, scientific, reasonable and effective direction. Under the concept of value chain management, enterprise financial management can effectively save manpower and material resources, improve work enthusiasm, enhance enterprise cohesion and competitiveness, and reduce enterprise risks. Because of the different management modes, enterprises have different positions in the value chain, which plays an important guiding role in their own positioning and enables enterprises to better participate in the value chain. In the follow-up financial management process, we should constantly improve the quality of financial personnel, improve the financial management system, strengthen the financial budget, realize informationization, enhance the cohesion among employees, and help enterprises develop better and faster.

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