

A Brief Analysis of the Influence of International Financial Regulation on the Financial Management of Financial Enterprises in China

De Zhao*, Yi Han, Yishen Li, Yuanzheng Zhang, Huiting Lai

Shandong University of Science and Technology, Jinan, Shandong, 250031, China

*shiyao0601@yeah.net

Abstract

Financial supervision and financial supervision and financial management are generally termed, and the financial supervision process is essentially a government regulatory act with specific connotations and characteristics. Looking at the current regulatory model in China, it is mainly based on the supervision model of separate industries. However, in recent years, with the development of the financial market and the relevant impact of international financial supervision, China's financial supervision model is changing, mainly from the supervision of separate industries and gradually developing in the direction of mixed industry supervision. In some research theories, the role of financial regulation is mainly to prevent small-scale or full-scale financial crises caused by market failures. However, international financial regulation refers to the general term for the acts of a country's financial supervisory authority or international financial organization to regulate and regulate financial institutions and their activities. At present, the development of international financial regulation has a certain trend, which has also had a corresponding impact on the financial management of financial enterprises in China, and these effects are reflected in the changes in financial management models and changes in financial management systems. However, at present, the financial management of financial enterprises in China is generally in the exploration stage, and there are still many problems, which hinder the development of financial enterprises and are not conducive to the good benefits of financial enterprises. In view of the relevant problems in the financial management process of China's financial enterprises, we must proceed from reality, extensively learn from the excellent experience of other countries, and carry out innovative reform of financial enterprises. Therefore, this paper takes the trend of international financial supervision as the background, analyzes the problems existing in the financial management of financial enterprises in China, and studies the influence of international financial supervision on the financial management of financial enterprises in China.

Keywords

International Financial Regulation; Our Country; Financial Enterprises; Financial Management; Influencing Effect.

1. Introduction

The turning point of China's economic development was in the period of reform and opening up, from reform and opening up to China's accession to the World Trade Organization, and even today, China's economy is a period of rapid development. However, the rapid development of the economy also means that China's economy is increasingly affected by globalization. At present, globalization is deepening, and the whole world is gradually becoming a whole, which is inextricably linked in many aspects. At the beginning, the financial management of China's

financial enterprises was not greatly affected by international financial management, and after the subprime mortgage crisis broke out in the United States, Western developed countries in order to avoid risks The national financial supervision policy has been reformed, and a set of strong strength has been formed, and a good practical effect has been obtained, since then, international financial supervision has gradually had an impact on the financial management of China's financial enterprises. Therefore, international financial regulation is produced in the economic crisis, is formulated for specific problems, has certain empirical characteristics, and can deal with some hidden dangers of financial enterprises. Although China's current economic outlook is good, but this cannot ignore the shortcoming of China's financial economy starting late, at present China's financial economy is still in the exploration stage, financial economic development still lacks experience, international financial regulation just provides China with reference.

2. Research on the Development of International Financial Regulation

2.1. Overview of International Financial Regulation

The theory of international financial regulation was first extracted from the analysis and induction of the development of financial supervision by some financial experts, which was not perfect at first, and then gradually formed a relatively complete theory over time. In their research, these financial experts mentioned that international financial regulation is a dynamic development process, in which there are multiple variables, such as: economic situation, social development, values, etc. Moreover, international financial regulation also needs researchers to combine theoretical and practical research, so as to ensure a more accurate grasp of the development trend of financial regulation in the global context.

2.2. Unified Supervision is as Important as Functional Supervision

Conceptually speaking, "unified supervision" and "functional supervision" are the former to integrate all businesses to form a trend of unified management, while the latter is based on the division of labor of enterprises, and different supervisors are determined according to different functions, through different functions Determine the appropriate regulatory policies. From the perspective of the effectiveness of the two regulatory methods, they each have advantages and disadvantages. First of all, the advantage of the functional supervision method is that the supervision process is detailed, and many difficult problems can be found in the supervision process, and solutions to problems can be found in time; In addition, functional supervision can effectively link the various management links without causing chaos. However, the shortcomings of functional supervision itself cannot be ignored. The disadvantage of functional supervision is that the management process is more cumbersome and complicated, and there are too many adjustments, in addition, functional supervision also has a certain lag, and the discovery of financial risks is not sharp enough. In order to make up for the shortcomings in functional supervision, we should learn from the method of unified supervision, because unified supervision is more flexible in dealing with market issues, which can just make up for the sluggish functional supervision.

2.3. The Regulatory Center is the Risk Supervision Capacity

In traditional development, the government often pays more attention to the supervision of industry development and neglects the supervision of risks. With the development of the times, government regulators have gradually realized that the key to supervision should be to supervise risks. In exceptional circumstances, the management of financial institutions has become more cautious, and the change in the center of supervision has also taken place.

2.4. Focus on Cost Benefits

There are many factors that contribute to the cost of regulation, mainly including government costs and various legitimate and unreasonable expenses to meet the regulatory needs. In practice, regulation can sometimes cause damage to the entire system, and errors in supervision will have adverse effects on many aspects, such as hindering the innovation and development of enterprise technology and damaging market effects.

3. The Analysis of the Current Situation of Financial Management of Chinese Financial Companies

The current situation of financial management of Chinese financial companies can be summarized in two main aspects. On the one hand, financial enterprises attach importance to the management of working capital, and the control of funds is relatively large, and the management content is also very extensive.

For example, in the payment link, inventory control link and accounts payable link, the management intensity is obviously high. Payments, inventory control, and accounts payable, etc., it is not difficult to see the high level of capital control from the above. On the other hand, the current situation of financial management of Chinese financial companies is also reflected in the transformation of financial enterprises from single functions to hybrid operations. In the past, commercial banks provided deposit and loan business pointers to users, and the business was relatively single. However, the number of services offered is gradually increasing, covering many aspects. In addition, in the past, corporate operations were only a single industry operation, but now cross-industry operations have emerged, and the connection between financial enterprises has been strengthened, and this situation has brought more risks to the financial industry.

4. The Current Deficiencies in the Financial Management of China's Financial Enterprises

4.1. The Outdated Management Model is no Longer Suitable for the Current Development of the Financial Industry

Through the survey, it is found that the shortcomings in the current financial management of China's financial enterprises are first reflected in the fact that the old management mode can no longer adapt well to the current development of the financial industry. The reasons for the outdated management model are as follows: First, the financial management personnel themselves are relatively backward in their ideology and concepts, deeply influenced by the traditional model, and their later learning has not kept up, resulting in their management concepts not being developed and not changing with the update of the times. Second, the management objectives are also vague and unclear. Finally, the financial management code of conduct of financial enterprises is inadequate, which is easy to breed some undesirable phenomena.

4.2. An Efficient Financial Management Team has not been Established, and the Control System is Inadequate

The current work of financial management is very old-fashioned, financial management personnel always work step by step, with the same way of working to work, with strong mechanical characteristics, and the work thinking is very solidified. Therefore, in the process of work, they often lack keen insight, and some new problems arising in the process of work are often ignored by them. In addition, financial companies have also neglected the promotion of financial management personnel, resulting in the stagnation of the financial management team.

On the other hand, there is still the problem of lack of control system, the organization and management mechanism of financial enterprises is empty, lacks actual connotation, the management content is extremely imperfect, and on the whole, it is relatively arbitrary.

5. The Significant Influence of International Financial Regulation on the Financial Management of Chinese Financial Companies

Through the study of the future situation of global financial supervision, it can be clearly found that in today's great development of financial internationalization. The global regulatory approach has begun to shift to a comprehensive and unified approach, and the development of financial markets has begun to globalize. For the development of China's financial market, in the promotion of the market environment, national supervision can no longer fully meet the current needs, so under the situation of global supervision. The financial management of Chinese financial companies is in urgent need of reform and development. According to the development trend of global financial regulation, the financial management of Chinese financial companies needs to be changed and developed in the following aspects:

5.1. Innovate and Optimize the Financial Management Concept of Financial Enterprises

The concept of financial management of financial enterprises is an important plan for the reference of financial management, how to financial management concept once there is a problem, then the financial management of financial enterprises will fall into a chaotic situation, it is difficult to reflect the effectiveness of financial management. As mentioned above, the financial management concept of financial enterprises is backward and lacks a complete management mechanism, which is extremely unfavorable to the future development of financial enterprises. Therefore, enterprises need to innovate the financial management system, and the premise of the innovation of the financial management system is to optimize the concept of financial management. How to innovate and optimize the financial management concept of financial enterprises? The first is to require financial managers to have a clear cognition and high understanding of the external environment and internal environment in which the enterprise operates. Then, combined with the actual situation of the enterprise, from the overall level, eliminate inappropriate management concepts, adopt a new viewpoint, replace a new thinking method, increase the intensity of improvement, and lay a good ideological and practical foundation for the operation and management decision-making of financial enterprises, so as to improve the financial ability of enterprises

5.2. Innovative Financial Management Measures

Under the influence of international regulation, financial enterprises must innovate financial management measures, make financial management measures more scientific, and be more able to adapt to the overall development goals of current enterprises. Therefore, first, the innovation of financial management measures of financial enterprises must first grasp the correct direction and find the entry point of innovation. Second, in the process of innovating financial management measures, we should also pay attention to two points, first, innovative financial management measures should be able to enhance the strength of enterprises, and innovative financial management measures should gradually improve the viability of enterprises. Third, financial enterprises should also extensively learn from the specific practices of international financial management, take globalization as the background, and then scientifically and reasonably formulate future development goals in combination with the current situation of corporate financial management. Fourth, the capabilities of the enterprise should be continuously enhanced, guided by the correct financial management strategy. Fifth, innovative financial management measures should also start from both management and

technology. For this aspect of management, enterprises should grasp all aspects of the development process, not only to promote the improvement of marketing level, do a good job in marketing management, but also gradually build their own brand effect and show a good corporate image. For the technical aspect, internally, we must provide employees with more growth opportunities, such as: organizing employee training, carrying out relevant training, etc. Externally, you can also introduce more professional people, absorb them into the enterprise, provide professional guidance to the enterprise, and continuously attract more outstanding talents to join, so as to gradually improve the overall quality of the enterprise.

5.3. Improve the Financial Management Level of Financial Enterprises

According to the survey, the organizational form and framework structure of China's traditional financial enterprises have the characteristics of outdated, which is obviously not in line with the development of the current era and is useless. The outdated characteristics of organizational form and framework structure will also reduce the market competitiveness of enterprises, which is easy to cause the weakening of enterprises. However, if financial companies want to promote their own development, they must start from the organizational form and organizational structure, so under the influence of international financial supervision, financial enterprises should also improve their financial management level. In terms of organizational form, financial enterprises can reduce horizontal financial management and gradually compress the traditional vertical multi-layer management form into a vertical structure. On the basis of transforming the organizational structure, we should also strengthen the scope of corporate financial management, and strive to build a close-knit and flat management structure. Only by combining the two prongs can the financial management level of financial enterprises be effectively improved and effectively improved. Finally, in view of the bloated financial management structure of financial enterprises, it is necessary to improve the flexibility of financial management, which can be combined with the background of the information age and apply digital and information technology to financial management.

6. Development Strategies of Financial Management of Chinese Financial Institutions under the Background of Global Financial Supervision

6.1. Promote the Improvement of the Scientificity and Effectiveness of the Regulatory Model

In the past, in order to better adapt to the operation of separate industries, the financial management of China's financial companies has always adopted the "three meetings", this management model belongs to vertical management, I have to say that in the social background at that time played a greater role, but also achieved certain results. However, with the popularization of the mixed business model and the strong support of relevant government departments, the management model of the "three sessions" has gradually withdrawn from the historical stage and can no longer effectively play a regulatory role. Therefore, changing the regulatory model and promoting the scientificity and effectiveness of the regulatory model have become one of the development strategies of financial management of Chinese financial institutions in the context of global financial supervision. In view of this strategy, the love and material management model of Chinese financial companies should adapt to the tide of reform and try to keep pace with the development of the times. Therefore, at present, a centralized and unified regulatory model can be adopted, and the advantage of this model is that it can more effectively grasp the benign development trend of Chinese financial enterprises as a whole.

6.2. Use the Regulatory System to Effectively Prevent Financial Risks

There are certain risks in the financial industry, but some of them can be avoided by taking certain measures. Therefore, by analyzing and summarizing the past financial crises, it can be

concluded that the biggest threat to financial institutions is liquidity risk, because this risk exists for a long time, accumulates over time, and is not easy to detect. Therefore, under the background of international financial supervision, the development of financial management of financial enterprises should also use the regulatory system to effectively prevent liquidity risks in financial risks, and at the same time do a good job in the prevention and assessment of various risks.

7. Conclusion

In short, with the rapid progress of globalization, the links between countries around the world are constantly strengthening, although financial activities have broken through the traditional field in the context of international financial regulation. Although global regulation is still somewhat nationalized, it cannot be applied to any country in the world. However, for the better development of financial enterprises, we should accurately analyze the impact and impact of international financial supervision on the financial management of financial enterprises in China, learn from the excellent concept of international financial supervision, and constantly reform and improve our own financial management.

References

- [1] Guo Tianyong M. Beijing: China Finance Press, 209:123-134.
- [2] CAO Hui, ZHANG Xiangsheng, LI Lihua Comparison of financial regulatory models between China and the United States and its enlightenment to China[D] Times Finance, 2010, 0(0): 59-60.
- [3] HUANG Dong, MA Lidong, LIU Dan Discussion on China's financial regulatory system under financial globalization[J]. Business Culture (Academic). 20101(01).90-94.
- [4] Ba Shusong: The Wrestling between Bad Money and Good Money, Tsinghua University Press, 2004, pp. 215-219.
- [5] Zhang Bin: "On the Financial Management and Control of Small and Medium-sized Enterprises", Modern Management, No. 9, 2012.
- [6] Peng Shanli: "Analysis of How to Avoid Financial Management Risks of Enterprises", Financial Theory and Practice, No. 9, 2011.
- [7] Yao Dongmei: "The Necessity of Financial Management of Financial Enterprises in the New Era", China Finance, No. 9, 2011.