

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS  
STATE EDUCATIONAL INSTITUTION  
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Bai Jing

**ON THE TRANSFORMATION AND UPGRADING PATH OF ENTERPRISE FINANCIAL MANAGEMENT FROM THE PERSPECTIVE OF BIG DATA**

Master`s thesis

specialty 1-26 80 04 "Management"  
(profile "Financial Management")

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Admitted to Master`s thesis defense on  
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## **GENERAL CHARACTERISTICS OF THE WORK**

Master's thesis on the topic: ON THE TRANSFORMATION AND UPGRADING PATH OF ENTERPRISE FINANCIAL MANAGEMENT FROM THE PERSPECTIVE OF BIG DATA

Master's thesis: 69pages, 6 figures, 6 tables,50references.

Keywords: BIG DATA ,ENTERPRISE FINANCIAL MANAGEMENT,KEY AREAS OF JOB TRANSFORMATION,THE IMPROVEMENT OF FINANCIAL SYSTEM,THE CRISIS MANAGEMENT.

The subject of the research is enterprise financial management from the point of view of big data.

The aim of the work is to develop directions for updating and transforming enterprise financial management from the point of view of big data.

To achieve this goal, the work provides for solving the following tasks:

- to study the theoretical foundations of the financial management of an enterprise;
- study the methodological foundations of transformation and renewal of the financial management of an enterprise;
- consider possible key areas of renewal and transformation of enterprise financial management from a big data perspective.

The theoretical and methodological basis of the study is the works of domestic and foreign authors. The financial activities of the enterprise were studied by such domestic scientists as I.T. Balabanov, V.P. Ivanitsky, V.V. Kovalev, M.V. Romanov, E.S. Stoyanova, E.A. Utkin, A.D. Sheremet, E.I. Shokhin and others. In foreign literature, financial management issues are developed in the works of I. Ansoff, R. Brailey, P. Drucker, F.

The following methods of research were used: methods of logical and historical knowledge; comparative analysis and synthesis, analogies and others.