

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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**RESEARCH ON ENTERPRISE FINANCIAL MANAGEMENT
INNOVATION BASED ON BIG DATA UTILIZATION**

Master`s thesis

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

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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: RESEARCH ON ENTERPRISE FINANCIAL MANAGEMENT INNOVATION BASED ON BIG DATA UTILIZATION: 57 pages, 6 tables, 5 figures.

Keywords: BIG DATA; FINANCIAL MANAGEMENT; INNOVATION CONSCIOUSNESS; ERP

The object of the research: In this paper, the financial management of L company as the main research object, through the literature reference method to analyze the related theory and concept of big data, financial management and analysis is applied to the analysis in theory as the support, through the investigation and analysis of the L company's current status of financial management, combining with the background and discusses the necessity of the transformation of the enterprise financial management. Application of big data in the financial management of enterprises, to find out the problems in financial management, combined with the information management put forward innovative countermeasures for the financial management of L company, in order to seize the era of the development of information technology, make full use of the convenience of big data, to achieve the further development of enterprises.

The subject of the research: The informatization of enterprise financial management can fully develop and utilize the internal and external resources of the enterprise to support high-level decision-making, middle-level control and basic-level operations of the enterprise. It can greatly improve the traditional management with modern technology to create new management methods, management models and management concepts To improve the management level and competitiveness of application enterprises, promote the implementation of corporate strategies and business development, and maintain the vitality of the long-term development of the enterprise. The information system of enterprises using big data can provide more information support for business reflection, analysis, judgment and decision-making. Management accounting informatization has a more multi-dimensional and in-depth impact on corporate operations, not only in terms of the timeliness of data, but also in terms of the breadth and depth of data to provide support for corporate operations. Especially in business decision-making, budget management, cost control, project With the application of management accounting information represented by management and risk management, finance has penetrated into all aspects of business operations. It is no longer just a role of guarding the value of the company, but also creates value by directly influencing business decisions and directions, such as being more efficient The efficiency of asset utilization, more effective resource allocation, more reasonable strategic implementation measures, more comprehensive risk warning, etc.

The main goal of the research: The application of big data is specifically integrated into the financial management of the enterprise, such as: financial analysis, financial budgeting, financial risk forecasting, management, etc. Big data can quickly help the finance department build financial analysis tools, rather than just do

accounting. Big data technology not only brings convenience and challenges to the collection of financial data of enterprises and institutions, but also derives many active explorations on the confidentiality of personal information of unit personnel. The rapid development of information technology has had an increasingly widespread impact on financial work. Financial work can use more advanced technology to improve efficiency and achieve financial goals. The difficulty of the article is to introduce big data theory into the construction of financial information system, expand the connotation of financial data, enrich the theoretical system of financial informationization to a certain extent, and conform to the development trend of financial informationization. Discussed the connotation of big data technology, big data related technology, and focused on its application in financial management. The author took financial information as a center of financial management and extended it to enterprise budget management, risk management, and internal control.

Expand the use of informatization to make enterprise informatization play a role in enterprise management, and discussed in detail how to use it and the formulation of related systems.