



Influence of Financial Robot on Financial Management of Small and Medium-sized

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ABSTRACT

The innovation and development of artificial intelligence technology has led to a prominent digital and intelligent trend in the reform and development of the industry, and the field of enterprise financial management is no exception. The modernization of enterprise financial management focuses on the development and use of enterprise financial robots. The use value of financial robot is based on its long-term and stable use, but the application of financial robot in enterprise financial management also has some established risks, so it must be highly concerned. This article will focus on the application of financial robot in enterprise financial management, determine the practical value of financial robot, guide its reasonable and effective use, and then improve the level of enterprise financial management.

Keywords: *Financial Robot, Enterprise, Finance*

I. INTRODUCTION

As an important product of technological innovation in China's artificial intelligence industry, although the financial robot has just been born, it has attracted more and more attention by the industry with its unique application value of enterprise financial management. At present, facing the wide application of modern financial robot in China's enterprise financial operation and management, the work efficiency and service quality of financial management have been significantly improved. The practical application of enterprise financial management value of financial management robot is obvious to all.

II. RESEARCH METHOD

This is qualitative research. This paper is based on the effective application of financial robot in enterprise financing, and the enterprise already has a certain infrastructure as a guarantee. Financial robot is committed to meeting the different needs of enterprise accounting management, and accounting management is its most basic application basis.

III. DISCUSSION

3.1 Problems That Should Be Paid Attention to In the Application of Financial Robot Technology in Enterprise Accounting Management

3.1.1 Determine the problem orientation of enterprise financial management robot company

The financial work of small and medium-sized enterprises is not completely time-consuming, continuous and unbiased. The important vouchers and the most important information data in the financial work of small and medium-sized enterprises are not 100% determined and can be preserved for a long time, while the company's financial robot can effectively realize the long-term and comprehensive preservation of the financial information of small and medium-sized enterprises, And it also has the function of correcting the financial information accounting of small and medium-sized enterprises, which is conducive to reducing the economic losses of various people in the company's financial management, so as to improve the technical level of accounting management of small and medium-sized enterprises.

3.1.2 Financial robot technology has high efficiency and foresight

As a new product of multi technology integration, financial robot technology integrates RPA information technology, artificial intelligence technology, big data analysis technology and network information technology, so that

financial robot can get rid of the limitations of traditional finance and bring fast and advanced economic business accounting. For example, in the face of the internal changes of asset liability business, the robot can effectively complete the accounting work and information release at all levels of the enterprise, and clearly show the asset liability ratio and enterprise strength.

3.1.2 Financial robot has strong universality

With the different scale of the company, the internal structure is also relatively complex and diverse, and the corresponding financial management mechanism, financial management process and internal management system have their own characteristics. Because of its strong universality, the financial robot can be skillfully used in various companies, conforms to the company's internal management mechanism, and better adapts to the changes of various financial indicators and accounting subjects of the company. When introducing financial robots and implementing financial management, the company should also conduct feasibility analysis on the production, specifications and business uses of financial robots, and make appropriate changes to suppliers according to the actual needs of the company's finance, so as to make the financial robots better cooperate with the company's finance, so as to improve the efficiency of the company's finance.

3.2 Influence and Promotion of Financial Robot on Enterprise Financial Management

3.2.1 The influence of financial robot on enterprise financial management

The financial robot has a great impact on the company's financial management, which is reflected in the following main aspects: firstly, the use of financial robot has changed the traditional financial management mode to a great extent. Through the innovation of the company's financial management mode, it can promote the continuous progress of the company's financial management. Second, by using the financial robot, it can scientifically classify the financial management tasks, determine the main tasks of the company's financial management, and manage them calmly and accurately. Moreover, by using the financial robot, we can also build the company's financial management model and customer management system, and simulate the company's traditional manual operation. Third, through the application of enterprise financial robot, it can also realize standardized management of the company's trading activities, so as to reduce the workload of the company's financial management, and carry out relevant information disclosure in combination with the actual situation of the company's financial management. Fourth, through the application of enterprise financial robot, it can also carry out intelligent analysis of the company's financial management, find the problems in time, put forward specific countermeasures, pay attention to coordinating the cooperative relationship of all aspects of the company, and summarize valuable management experience, so as to improve the scientization and reliability of the company's financial management.

3.2.1 Promotion of financial robot to enterprise financial management

Through the application of financial robot technology, enterprises can also improve the quality of financial management and clarify the norms of enterprise financial management, so as to improve the efficiency of enterprise financial management. During the practical application of financial robot technology in enterprises, it can also closely combine the financial management of enterprises with artificial intelligence information technology, so as to build a complete enterprise financial management information system, and thus break through the limitations of the traditional enterprise financial management model. At the same time, the use of financial robot technology by enterprises is also based on the actual needs of enterprises to realize information construction. In the specific use process, the company can also reasonably use new methods such as network information technology and cloud computing technology to carry out enterprise financial management. Therefore, by applying the most advanced big data analysis technology and methods, enterprises can make reasonable scheduling of enterprise related financial management information resources, and effectively improve the use level of enterprise financial management robot by using cloud computer technology, so as to realize the improvement of company financial management informatization.

Through the use of financial robots, enterprises can also realize management innovation, make scientific and reasonable adjustment according to the company's industrial structure, and determine the new environmental conditions and layout of the company's development. This is the vital role of financial management automation robots. First, according to the development characteristics and needs of the enterprise, the company must effectively improve the efficiency and quality of the company's financial management through the use of financial robots, and optimize the whole operation and management mode and system of the company; Second, enterprise managers must also conduct strict analysis of financial robot technology to master the use characteristics and contents of the best intelligent information, establish a modern financial robot management system on this basis, effectively regulate the company's financial activities and organizational structure, and improve the effectiveness of the company's financial work through the use of advanced information technology, Finally, achieve the expected goal of financial work.

IV. CONCLUSION

Financial robot technology is an advanced and stable application technology for enterprise financial management. Its positive role in enterprise financial management is becoming more and more significant. Specifically, it has the following positive aspects:

4.1 Actively promote the innovation of enterprise financial management mode

The enterprise financial model also needs to be continuously adjusted and optimized with the progress of time and scientific and technological innovation, which is also the necessary guarantee for the realization of the function of

the enterprise financial robot. Enterprise managers should pay attention to bringing significant changes to the financial model from two aspects. On the one hand, they should realize the reconstruction and upgrading of the traditional financial model. On the other hand, enterprise managers should study the basic principles of financial robots, have a clearer understanding of financial robots and their corresponding information fusion technologies, such as artificial intelligence technology and big data analysis technology, and grasp their use methods and application effects. It is necessary to compare the differences between the traditional financial model and the more advanced financial model corresponding to the traditional financial robot, clarify the poor connection between the two, and take it as the basis for the adjustment of the traditional financial model, so as to better match the two, and promote the traditional financial robot to work under the more advanced financial model and use the more advanced financial methods and tools effectively. More efficient financial management. We should pay attention to the adjustment of the company's operation and management mode. The scope of the company's operation and management mode is larger than that of the enterprise's financial management mode, and the latter belongs to the former. Therefore, the change of the enterprise's financial work mode is essentially accompanied by the reform of the whole enterprise's operation and management mode. The change of enterprise financial work management mode must correspond to the change of the whole enterprise operation management mode. With regard to the use of financial robots in enterprise financial management, we should make the company's production and operation management mode more in line with the production and operation process and law of financial robots, give full play to the standardized guidance function of financial automation robots to the company's production and operation process, and drive the further improvement of the company's economic benefits in the future.

4.2 The function of financial robot in enterprise strategic management and control is becoming increasingly prominent

In the vigorous development of its own business, the company has also suffered great pressure from economic development. The vigorous development of the company's financial effectiveness benefits from the successful implementation of the application field of financial robot, and the use value of financial robot in the company's strategic management also needs to be paid attention to, which is closely integrated with the company's strategic goal setting and strategic planning and design. Specifically, we can start from the following aspects. First, we should improve the efficiency of data acquisition and management of the company's financial robot, so as to achieve the goal of the company's financial level. Second, we should help the company set long-term strategic goals.

The financial robot will promote us to transition from the traditional single habitual operation to the comprehensive accounting management integrating theorization, informatization and digitization, so as to promote the enterprise financial work to better cooperate with the company's strategic objectives. Third, give full play to the important function of financial robot in the company's strategic management, so as to improve the company's strategic level. For example, the financial robot directly serves the main problems in the company's financial process and business process, and makes a more in-depth research and analysis through the management concept of industry finance integration.

4.3 Financial robot promotes the construction of enterprise financial automation

The intelligent project of enterprise's financial management process has a great relationship with the financial robot. Only by making good use of the accounting management method and automation process of the financial robot can the enterprise's financial process be intelligent. Therefore, it is necessary to clarify the main problem mining methods and analysis models of the financial robot, so that the financial staff can understand and master the working mechanism of the financial management robot, and master and study its problem discovery methods and analysis models, so as to promote the financial staff to analyze the financial problems more comprehensively and pay more attention to the risk problems, to improve the company's comprehensive management level.

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