

Analysis on Capital Management Mode in Enterprise Economic Management Based on Digital Transformation

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Abstract

In the era of digital economy, enterprise economic management in the transformation of traditional ideas, while strengthening the innovation of capital management, and on the basis of integrating previous management experience to build a new management model. Cash pool management as enterprise groups to achieve optimal allocation of funds and the effective measures for improving operation assets, will not only proposed intelligent capital management plan, will build the financial system of open mode, can use during practice run at the same time, pay attention to strengthen financial control of enterprise department of members, which on the basis of the control of financial risk, improve enterprise efficiency. Therefore, on the basis of understanding the contents of cash pool fund management mode, according to the development trend of digital transformation, this paper mainly analyzes the effective countermeasures of practical economic management.

Keywords

Digital transformation; Enterprise economic management; Fund management; Cash pool.

1. Introduction

Digitization is the basic condition for enterprise groups to realize intelligent and information-based development. In the process of strengthening digital transformation and upgrading, enterprises will show more powerful and flexible economic strength and management level. [1, 2] Especially after the use of Internet technology, enterprise groups and local banks to build a good cooperative relationship, help to provide a basis for the operation of smart cash pool management mode. Therefore, in the context of the development of the new era, enterprises should choose centralized management countermeasures, pay attention to the construction of a systematic information system for comprehensive supervision of enterprise funds, so as to control the cost expenditure, improve the efficiency of capital application, and improve the structural mode of enterprise economic management [3, 4]

2. Fund Management Mode of Cash Pool

At present, the capital management mode used by enterprises includes entrusted loan, financial enterprise, settlement center, capital audit and cash pool management. Among them, cash pool management refers to transferring the cash balance of bank accounts of multiple member units belonging to the same group to the main account, which is also called cash pool [1]. Generally speaking, the main account is handed over to the headquarters for control, and the member units need to apply for funds from the sub-account to the main account for external payment. The specific structure is shown in Figure 1 below. In addition to the receipt and payment business, it can also carry out bill settlement, internal and external financing and other business operations. Many enterprises make use of entrusted loans to allow subsidiaries to obtain funds

from the cash pool at a certain interest rate, and overdraw corresponding funds in the quota, and finally complete the liquidation work on a regular basis. In this capital management mode, the enterprise headquarters can fully allocate internal capital, ensure the enterprise capital application is normative and scientific, reduce unnecessary capital risks, improve the enterprise capital management structure [4, 5].

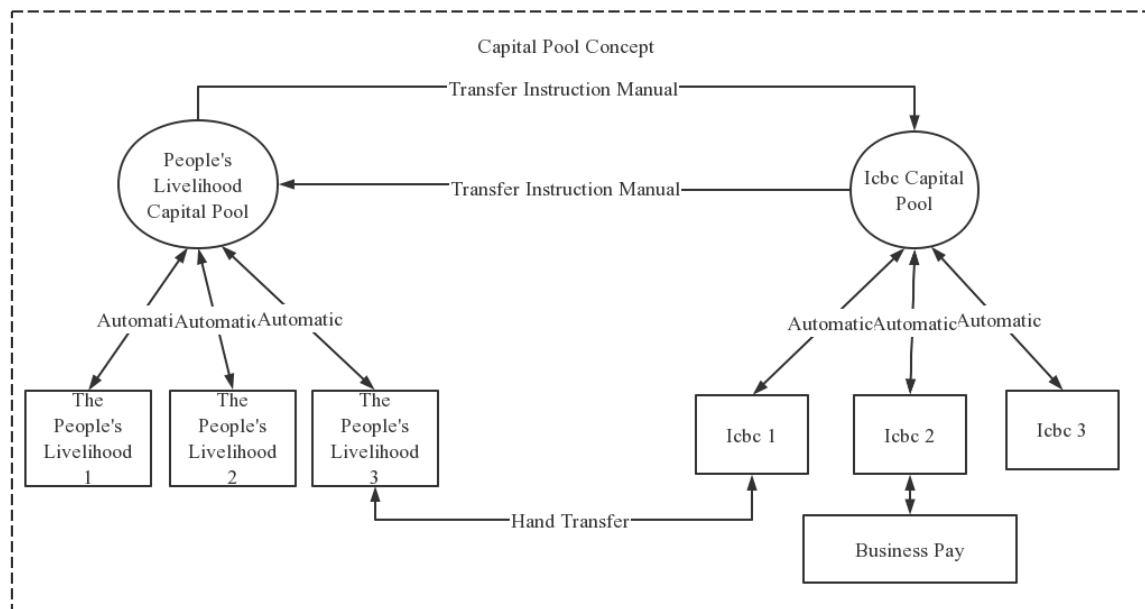


Figure 1. Structure of cash pool

3. Cash Pool Fund Management Based on Digital Transformation

Based on the analysis of operation mode as shown in Figure 2 below, the following points should be considered to build an efficient and safe enterprise cash pool fund management system: First, contract bank. Through the practice of building a good cooperative relationship with banks, and the use of public bidding to select the appropriate commercial banks. The support services provided by banks directly affect the management situation between enterprises; Second, capital account management. The bank will be set up by the enterprise special general account, mainly used to sort out the fund balance of the subsidiary, the general account belongs to the primary account, the subsidiary belongs to the secondary account, the two levels of accounts in the effective connection, can form a stable fund management system, so as to lay the foundation for the fund management; Third, information platform. Using the information platform system to effectively transfer the information between the bank and the subsystem can provide a carrier for the capital management of the cash pool. Fourth, management rules. During operation, strict operation process and management system should be put forward, and the corresponding management system should be continuously optimized. Fifth, fund allocation. This content belongs to the core of cash holding fund management, not only to carry out artificial operation, but also in the system platform to design automatic allocation of funds; Sixth, settlement interest. The enterprise and the cooperative bank shall automatically complete the calculation and withholding of the agreed interest. Seventh, manage reports. The corresponding report data should be calculated automatically in the information platform so as to provide effective basis for subsequent statistical inquiry and analysis [6, 7].

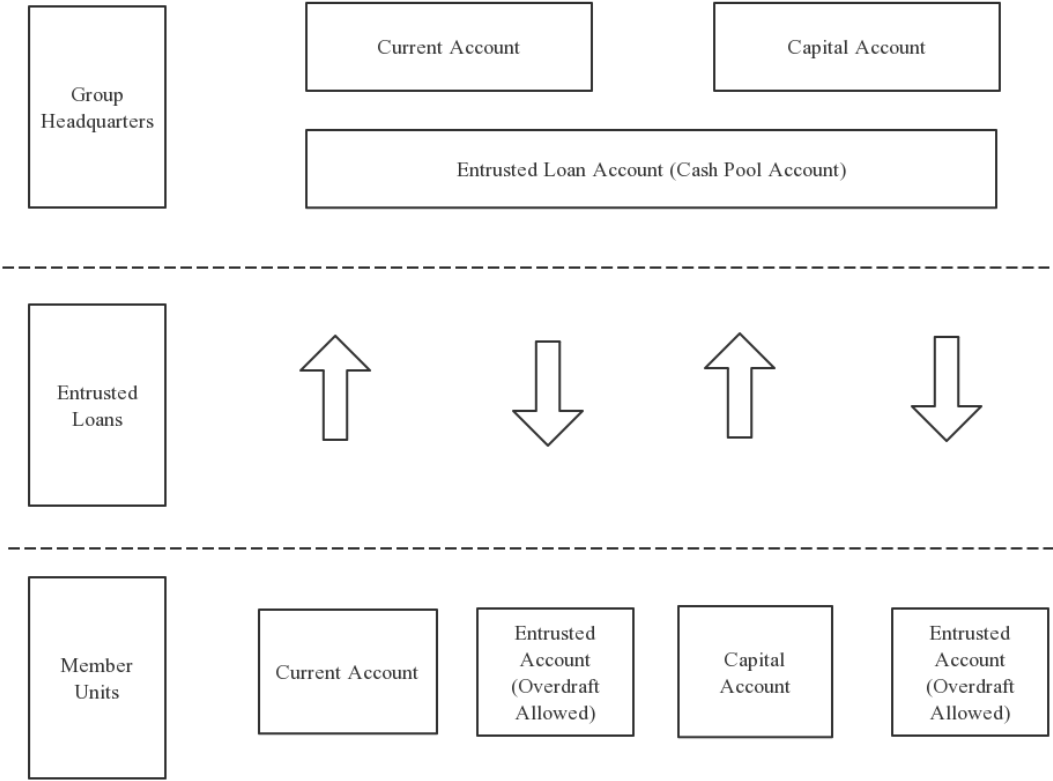


Figure 2. Capital management flow chart of cash pool

4. How to Do A Good Job in Enterprise Economic Management and Capital Management During Digital Transformation

4.1. Improve Management Efficiency and Optimize Organizational Level

In the digital era, information transfer between organizations should be quick and accurate, only in this way can we ensure the orderly progress of actual economic management and capital management. By building a quick response organizational system during enterprise management and strengthening its own feedback and adjustment ability, it can not only efficiently complete the fund management of cash pool, but also create more value for the enterprise in practice and development. It is important to note that the enterprise economic management in the construction of agile organization, on the one hand, should notice to strengthen the interconnectedness and openness of organization operation, ensure each group members have the ability to collaborative symbiosis and consciousness, on the other hand to continue treatment, the problems existing in the organization and management during improving the uniformity and efficiency in the management decisions [7, 8].

4.2. Define Asset Management and Turn to Data Assets

During the digital transformation, the asset management of enterprises will gradually change from physical assets to data assets, which requires continuous optimization and expansion of the depth and breadth of the use of data, which is regarded as the main driving force of innovation and development. Firstly, it is necessary to ensure the rapid flow of data and information in the economic management of enterprises so as to break through the operational obstacles of the system and mechanism. Secondly, we should strengthen the level of data governance and pay attention to the selection of valuable data information in a large number of data information, which is also an effective means for enterprises to achieve digital transformation. Finally, the logic information contained in the data operation should be studied

to master the hidden business value information, so as to optimize the level of enterprise capital management while changing the enterprise innovation mode.

5. Conclusion

To sum up, network technology, as a new direction of enterprise capital management, utilizes the cash pool management mode and the banking system to build a cooperation platform, and involves a safe account management system. In this way, it can not only supervise the capital operation of enterprises, but also reduce the risk of capital application and improve the probability of capital utilization of the group. Therefore, in the context of the era of big data, enterprise managers should learn to use Internet technology to accelerate the digital transformation of enterprise economic management, so as to improve the mode of capital management and enhance the efficiency of enterprise economic operation.

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