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# Enterprise green management on the optimisation of financial management system

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**Abstract:** The purpose of this paper is to promote the development of corporate green management and put forward suggestions on the optimisation of the financial management system. The research methods of this paper: questionnaire survey method, interview method, literature research method. Research results: The questionnaire survey shows that 93.1%, 83.8% and 84.8% of large, medium and small enterprises are willing to implement green financial management; in terms of financial basic management staffing, the optimised professional degree of company A has dropped from 34.43% to 22.37%, the undergraduate degree has increased from 56.78% to 65.25%, and the postgraduate degree has also increased by 4.01%.

**Keywords:** enterprise operation; green finance; financial management; ERP financial system; system optimisation; questionnaire survey.

**Reference** to this paper should be made as follows: Liu, L. (2022) 'Enterprise green management on the optimisation of financial management system', *Int. J. Technology, Policy and Management*, Vol. 22, Nos. 1/2, pp.82–97.

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## 1 Introduction

The advent of the era of green and low-carbon economy has brought tremendous changes to the financial management environment of enterprises. As the core of enterprise management, financial management must take a step in green management. From the perspective of financial management, this paper discusses the connotation of green business responsibility and its impact on corporate value, and proposes green financial management and countermeasures for companies to implement green financial management, so as to achieve green and low-carbon economy and sustainable development of enterprises to benefit human society.

Kahando et al. (2017) has concluded through research that the financial control work carried out by the group headquarters is mainly based on a specific socio-economic environment, and adopts corresponding measures to manage the financial activities of subsidiaries. Urquidy et al. (2018) proposed the capital asset pricing model (CAPM)

on the basis of Markowitz theory. The CAPM has revolutionised asset portfolio theory. A 'new financial theory' with research on financial decision-making as the main content has been formed. Its essence is to focus on systemic control of financial management, emphasising asset management decision-making as the center. Management theory has taken a big step forward. Wu et al. (2017) studied the use of accounting information systems (AIS) and their contribution to knowledge management and the strategic role of organisations. He believes that AIS is a system in an organisation. The use of AIS enhances the accounting function, adds value, and plays a vital role in the management and decision-making of the organisation. The use of accounting information system helps to overcome the weakness of manual data processing and improve work efficiency.

The innovations in this study mainly include two points. First, through the method of investigation and research, to complete the understanding of the status quo of the local enterprise financial information system construction. Classify and discuss the current status of system construction from three aspects: network access mode, service coverage level, and data analysis capabilities. According to the statistics of enterprises' willingness to implement green finance, it is concluded that large enterprises have the highest willingness to implement green finance, at 93.1%, and that of small and medium-sized enterprises are close to 83.8% and 84.8%, respectively. Secondly, through the systematic research method, taking company A as an example, after the actual investigation of the enterprise, the analysis of the situation before and after the optimisation of the financial management system in the ERP environment is provided to provide a basis for the analysis of the paper.

## 2 Proposed method

### 2.1 *The meaning of enterprise green financial management*

The so-called green financial management is a financial management model that comprehensively considers the limitation of resources, non-renewability, social benefits, environmental protection and the profitability of enterprises (Yuan, 2017). Enterprises are required to fully and rationally use limited natural resources in their production and operation, and at the same time, their activities must be conducive to the survival and development of humanity. And try not to destroy the ecological environment, and maintain the balance of the ecological natural environment. The purpose is to protect and improve the environment of ecological resources. Realise the maximisation of enterprise value and the coordinated development of enterprise and society (Okafor and Martins, 2017). Compared with the traditional financial management model, the green financial management model has the following principles: quantifiable principle. The principle of balancing interests. The principle of sustainable development. The specific expression is as follows:

- 1 Green financial management is a kind of financial management that comprehensively considers the limitation of resources, the benefits of society, the protection of the environment, and the profitability of enterprises. Its purpose is to achieve and maintain and improve the environment of ecological resources. The maximisation of enterprise value and the coordination and development of enterprises and society (Alkhateeb et al., 2018). The basis of green financial management is green management, and the idea of green management is mainly to

solve the ecological environment problems of enterprises and society. It is a kind of financial management that considers corporate goals, social benefits, and ecological and environmental issues from the perspective of capital movement.

- 2 Green financial management refers to the introduction of environmental factors into the management of fund raising, fund use, capital consumption, fund recovery, fund distribution and other activities in the operation process of the enterprise, and the integration of environmental protection ideas into the enterprise's finance Under management (Martinez-Oviedo and Medda, 2018). Specifically, it takes the environment as one of the elements of corporate financial management, and establishes various methods to assess and manage the corporate environment.
- 3 Green financial management refers to the introduction of resources, environmental factors, and the implementation of social and economic factors based on the principle of sustainable development of the social economy in the production and operation of enterprises in the process of financing, investment and use of funds, and profit distribution Management activities that combine benefits with ecological benefits.

## 2.2 *Objectives of corporate green financial management*

As a very important part of enterprise management, financial management can ensure the rational use of enterprise capital and can effectively manage capital. The formation of business management objectives mainly depends on the overall objectives of business development, and the formation of business management objectives may also be limited by the characteristics of financial management (Bettis et al., 2017). Judging from the current growth trend of the company's financial management, the management objectives show a differentiated situation. According to the theory and practice of the company's financial management, the ultimate goal of the company's financial management objectives is to maximise the company's value and profits to be achieved, and maximise the wealth of shareholders.

- 1 *Maximise corporate value.* The main purpose of investors to start a business is to obtain the greatest wealth, which is mainly reflected in the value of the enterprise. Enterprise value mainly refers to the market value of all assets of an enterprise, not the sum of accounting assets. In this regard, it may reflect the future profitability of the business. From a traditional perspective, it is believed that the company's shareholders must bear the remaining business risks. However, in reality, modern enterprises are different from traditional enterprises. There is a big difference between the two. Modern enterprises are controlled by multilateral relations, so shareholders, employees and creditors must bear the corresponding risks, and the government must also bear the corresponding risks. For the company's long-term development goals, when pursuing its own interests, the company should also consider the interests of other groups. When using the company's financial management experience, the value of risk and the time value of funds must be considered according to the best financial policy to ensure the maximum value of the business (Valaskova et al., 2018). Maximising business value is more in line with China's national conditions. Under the influence of the market economy, the financial management objectives of enterprises with Chinese characteristics must include the following characteristics: they must conform to the basic economic laws

of socialism; they must be unified; they must be currencies; they must be clear; they must be controlled. Since the financial management objectives of Chinese companies conform to the objective characteristics of Chinese financial management, they should be regarded as the main objectives of financial management of Chinese companies, which will not only allow the establishment of control and interest balance systems for Chinese companies (Siminică et al., 2017). It can also effectively solve the problem of cohesion between enterprises and national goals, and at the same time it can also help Chinese enterprises solve hidden income problems.

- 2 *Maximise profits.* The basic theory of Western economics is to maximise profits. In the past, when Western countries evaluated the performance and behaviour of enterprises, they used the concept of profit maximisation for evaluation and analysis. In the process of continuous deepening and reform of the market economic system, the highly centralised economic system in the past has been transformed in the direction of the commodity economy, thereby realising the financial benefits of the company. With the continuous expansion of business management principles, more and more companies began to pay attention to the market and profits (Loke, 2017). Enterprises must continue to reduce costs, improve technology, pay attention to accounting and strengthen management to improve enterprise productivity, thereby ensuring increased financial income. However, while maximising profits, there must be many problems, such as failure to consider company risks and profits, clarification of the relationship between investment and profits, and failure to consider when to profit.
- 3 *Maximise the wealth of shareholders.* The maximisation of shareholder financing is mainly achieved through the rational management of company financing. Bring more wealth to the enterprise. In China's ordinary shares, the wealth of shareholders depends mainly on the number of shares and the price of the shares. When the shareholder's stock reaches a certain amount, if the current stock price reaches its maximum value, the shareholder's wealth may be the largest, so maximising the shareholder's wealth is also equal to maximising its stock price (Rashid and Shaharudin, 2017). As far as the current situation is concerned, the biggest goal of China Joint Stock Company's financial management is to maximise shareholder wealth, and it can also help companies overcome short-term behaviour in the process of seeking profits.

### 2.3 *Development stages of enterprise financial management system*

Since modern times, China's social production has undergone a leaping development, and financial management has also continued to deepen with the development of productive forces. Since the concept of financial management was proposed, China's financial management system has experienced two major stages.

- 1 *Stage of traditional financial management system.* It is mainly based on the traditional accounting and accounting work, and is collectively referred to as the manual management of all the corporate financial management work (Shkarupa et al., 2017). In addition, some scholars have divided the accounting and management functions of the primary computerisation stage, and the system with

computerised accounting plus traditional human financial management as the leading system is called the traditional financial management system.

- 2 *The stage of modern financial management system.* With the popularisation of network and informatisation, the further development of modern financial theory, the combination of computer and financial software, financial software began to realise independent data collection, processing and analysis. Under different conditions, modern financial management functions such as integration of financial accounting and business, comprehensive budget, data analysis, fund management and control, cost management, risk prediction, and collaborative decision-making have been gradually realised. With the promotion of ERP financial system, the financial management system has become an integrated, management and decision-oriented system (Kościelniak et al., 2017). The ERP financial management system mentioned in this paper belongs to the modern financial management system.

## 2.4 *The financial management of modern ERP system should have characteristics and its main*

### 2.4.1 *Guiding ideology*

The integration of ERP and financial management casts the characteristics of the ERP financial system. Through the summary of various characteristics, the main characteristics of the ERP financial management system should be selected (Shires and Blanco, 2017).

- 1 *The overall system.* The ERP financial system itself is a subsystem of the ERP system, which is the central related system of other systems, so the ERP financial system needs to have an overall systemic aspect, and can become the center of gravity of other system specifications and utilisation (Juwita and Syaifudin, 2017).
- 2 *System modularisation.* Under the overall systematic guidance, the modern ERP financial system can establish multiple subsystems and conduct modular operation management. The enhancement of modular efficiency not only strengthens the practicality but also enables commercialisation.
- 3 *Business and financial integration.* The integration of business and finance is a key point under the management idea of ERP financial system, which can realise the coordinated operation of business processes and financial processes and achieve business goals (Anureev, 2017).
- 4 *Centralised management.* The centralised financial management mode of an enterprise is a platform advantage of the ERP financial system. Centralisation can better organise and use resources, which is more conducive to management.
- 5 *Information is instantly digitised.* Informatisation of the system can make data collection easier and more convenient. The ERP financial system realises the instant informationisation of information and can more flexibly serve decision-making and management (International Monetary Fund, 2017).

The main guiding ideology of the modern ERP financial management system. The guiding ideology of ERP system in financial management mainly includes supply chain management (SCM), centralised unified management (CM), business process

reengineering (BPR), lean production (LP), constraint theory (TOC), and just-in-time production mode (JIT) And other ideas (Stanciu and Stanciu, 2018). This paper mainly discusses the optimisation of ERP financial management system, and the most relevant is the centralised and unified management ideas and business process reengineering ideas, so the following mainly introduces these two ideas.

- 1 *Centralised and unified management.* Centralised and unified is the characteristic of ERP business platform. The ERP system platform uses a highly unified way to integrate various business data in the form of computers and information platforms to achieve unified resources, unified data, unified processes, and unified management, thereby bringing more Efficient decision-making and management (Ahmed et al., 2017).
- 2 *Business process reengineering.* Business process reengineering first originated in the post-industrial era in US, which was at the stage of upgrading from traditional industry to automation industry. The principle of thinking is that when the traditional industrialisation method is transformed into the modern automation method, it is necessary to break the original business and division of labour process, and carry out new and all-round refinement of division of labour and process setting in order to comprehensively improve the integration of enterprise process efficiency (Moore, 2017). To this day, business process reengineering has been further extended, with a full range of process upgrades and reengineering based on original technology management or relatively backward working methods (Muda, 2017). From the 1980s to the present, network communications and e-commerce have developed rapidly, and financial management has moved from traditional to modern. The concept of financial management system in the new period has developed toward comprehensive and technical refinement. The importance of corporate financial management has been further confirmed. Brought a qualitative leap (Huang and Wang, 2017). The advanced ideas of ERP are quite meaningful, and the optimisation of financial management systems requires corporate integration.

## 2.5 *Related software support of financial system*

The software types of financial information system are mainly divided into three types: client terminal, web terminal and mobile terminal. Client software is relatively common in early financial information systems, and users need to install the client software before using it. Open the client software to complete the use of various functions of the financial information system (Baselga-Pascual et al., 2018). The main disadvantage of the client software is that when the software is updated, the software needs to be upgraded or the software is reinstalled, and the operation is more complicated. The webpage is currently a widely used financial information system software method. When users use it, they can complete the use of functions by opening the webpage. The advantage is that it does not require user operation when updating. The disadvantage is that the browser's support for page effects is inconsistent, which will cause the interface displayed by different users to display a certain difference, and sometimes it will cause a malfunction. Mobile software is a development direction of financial information system software. It is suitable for use on mobile phones or other mobile devices and can complete relatively simple operation functions, such as viewing information and approving operations. The advantage of the mobile terminal software is that it can expand the office scene, especially suitable for

information management during outdoor business operations. The disadvantage of mobile software is that it is limited by the size of the screen. The software usually can only provide relatively simple functions. The operation is mainly based on the click method to complete the information entry, and the large-scale information browsing performance is not good (Zwolak, 2017).

Generally speaking, China's local state-owned enterprises will purchase financial information system. The most widely used financial information systems in China are:

- 1 *UFIDA*. It mainly provides financial information management services for small enterprises, can provide cloud data hosting, and provides data such as invoice management, business data management, and business status analysis in terms of software content.
- 2 *Kingdee cloud financial system*. Provides a more comprehensive selection of financial information management software, mainly including finance, supply chain, manufacturing management, mobile office management and so on. The system adopts SOA structure to carry out and construct, which can efficiently complete the collaboration among multiple organisations.
- 3 *SAP*. The number one financial information system management software used in the world has increased rapidly in recent years. It has business solutions for special business needs in many different industries such as chemical, pharmaceutical, energy, and public utilities. It is an ideal choice for financial information systems with strong professional nature.

### **3 Experiments**

#### *3.1 Research methods*

- 1 *Literature research method*: In the research process, first of all, study the relevant theory of financial information. Theoretical study can understand the development history and current situation of financial information system, and understand the significance of financial information system for enterprise management. In addition, it can also choose the appropriate construction plan for the study of this paper based on the experience of financial system construction in other industries.
- 2 *Investigation method*: Only by investigating and understanding all aspects of the company's finance, can we better analyse the current situation of financial information system construction and development needs. The main methods surveyed in this paper include interview and questionnaire. In the interview method, it is mainly necessary to investigate the composition of the company's financial categories, the company's overall financial revenue and expenditure, the company's financial business process requirements, and the company's financial staff size and ability level. In the questionnaire survey method, the survey should be completed on specific details such as the use of the financial information system.

- 3 *Case analysis method*: Taking A company as an example in the paper, after the actual investigation of the enterprise, it analyses the situation before and after the optimisation of the financial management system in the ERP environment, so as to provide a basis for the analysis of the paper.
- 4 *Contrastive analysis method*: In the thesis, a comparative analysis was carried out before and after the implementation of the ERP financial management system of Company A, an overview was given, and the analysis summarised the latter, making a sharp contrast to the situation before and after system optimisation.

### 3.2 *Research object*

The respondents included 325 employees from 12 local enterprises. The companies participating in the survey include X Chemical Import and Export Company, Y Fertiliser Production Enterprise, Z Trading Co., Ltd., XX Technology Research Institute, etc. The types of investigators are classified into technical engineers, cost accounting personnel, and management personnel. From the perspective of the department, the types of the investigator's department include four parts: production management, sales management, human resource management, and property account management. The survey respondents selected representative enterprises in various regions, which can more truly reflect the current status of the construction of financial information system of local enterprises in China, thereby enhancing the accuracy of the analysis.

A total of 317 questionnaires were sent to the enterprise's questionnaire survey. Among them, 58 large enterprises, accounting for 18.2% of the total sample; 154 medium-sized enterprises, accounting for 48.6% of the total sample; 105 small enterprises, accounting for 33.2% of the total sample.

## 4 **Discussion**

### 4.1 *Questionnaire survey*

For 11 local enterprises, interviews and questionnaires were used to study and analyse the construction of the financial information system. Among them, the questionnaire survey method uses an electronic questionnaire survey to distribute questionnaires to all employees and fill them out on a voluntary basis. Among the 425 questionnaire participants, 421 valid questionnaires were finally recovered. The network survey results are shown in Table 1.

Network construction mainly includes the development of hardware equipment and the development of networks. In terms of the development of hardware equipment, with the development of technology, the types of hardware equipment involved in financial information system access have also developed. From traditional computer equipment to a variety of devices including mobile phones. It can be seen from Table 1 that the proportion of current mobile terminal access systems has been greatly improved. Among them, the proportion of employees using mobile phones to access the system is as high as 18%, and 23% of employees choose to use laptop computers to access the system, and 2% of employees Choose to use the tablet access system. It can be seen that the three highly portable access devices including mobile phones, notebooks, and tablets account for nearly half of the system access probability. Therefore, in the process of system



optimisation, not only the traditional computer access must be considered, but also the corresponding interface optimisation measures should be taken for the new mobile screen access of different resolutions. At this stage, computer access is still the main access method for financial information systems, accounting for 54%. But as time goes by, mobile traffic may increase. Therefore, in the future system construction process, this trend of development and change must be considered.

**Table 1** Network construction survey results

<i>Survey content</i>	<i>Survey results ratio</i>
Financial information access equipment	54% of computers (227 people), 23% of notebooks (97 people), 18% of mobile phones (76 people), 2% of tablet devices (8 people), 3% of other devices 13 people)
Internet speed	Good 46% (194 people), basically satisfying demand 39% (164 people), unable to meet demand 15% (63 people)
Mobile network coverage	Good 13.1% (55 people), meeting the demand 19.3% (81 people) in most locations, 31.5% (133 people) in a small number of locations, and 36.1% (152 people)

The data survey and analysis results are shown in Table 2.

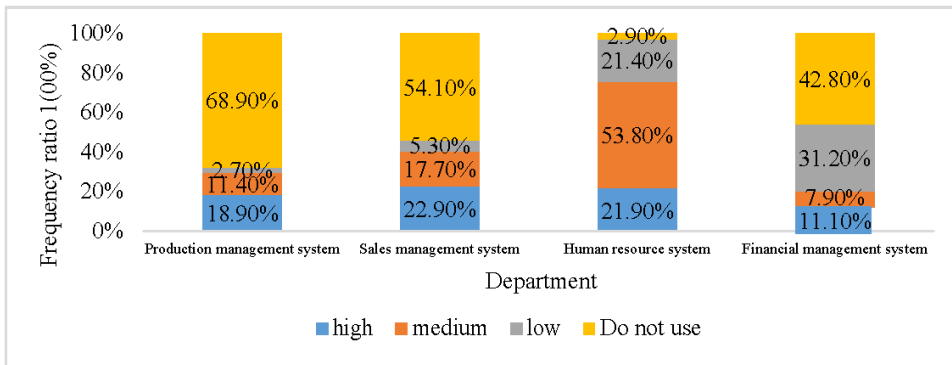
**Table 2** Data analysis survey results

<i>Survey content</i>	<i>Survey results ratio</i>
Frequency of data analysis	More than once a week 27.73% (117 people), once a month 38.94% (164 people), once a year 12.15% (51 people), never used 21.18% (89 people)
Data analysis support	Effective support 38% (160 people), generally 34% (143 people), worse 28% (118 people)
Data analysis needs	Production management 18% (76 people), sales management 28% (118 people), human resources management 16% (67 people), financial management 38% (160 people)

It can be seen from Table 2 that the frequency of employees using data analysis functions varies greatly. Among them, 27.73% of users are users who use frequently, and their frequency of use of data analysis functions exceeds 1 time/ week. Therefore, when consulting the improvement of data analysis functions, their opinions should be the most concerned. The users of 1 time/month have relatively frequent demands for analysis functions, and the proportion of these employees is also large. Therefore, overall, the investigation and improvement of data analysis functions need to refer to the views of users in the above two aspects. In addition, 21.18% of users never use the data analysis function, and do not need to participate in the investigation of improved data analysis.

Under the same sample number, the results of the survey on the use of financial information modules are shown in Figure 1.

It can be seen from Figure 1 that the highest proportion is the human resource management system, followed by the financial management system, followed by the sales management and production management system. For human resource management systems, the frequency of most users is medium; for financial management systems, the frequency of most users is low; while for production management and sales management systems, there are some users.

**Figure 1** Financial information system module usage (see online version for colours)

*Medium to high frequency.* It can be seen that different system modules have different frequency of use, and the focus is on the business in the human resources management system, because the number of users of the system accounts for the highest proportion of the total number of people. Secondly, it is important to improve the production management and sales management systems, because although these two systems use a low proportion of the total number of users, but the frequency of users is high, indicating that these systems complete their core business in their work processing flow.

#### 4.2 Whether the company has a Survey of willingness to implement green financial management

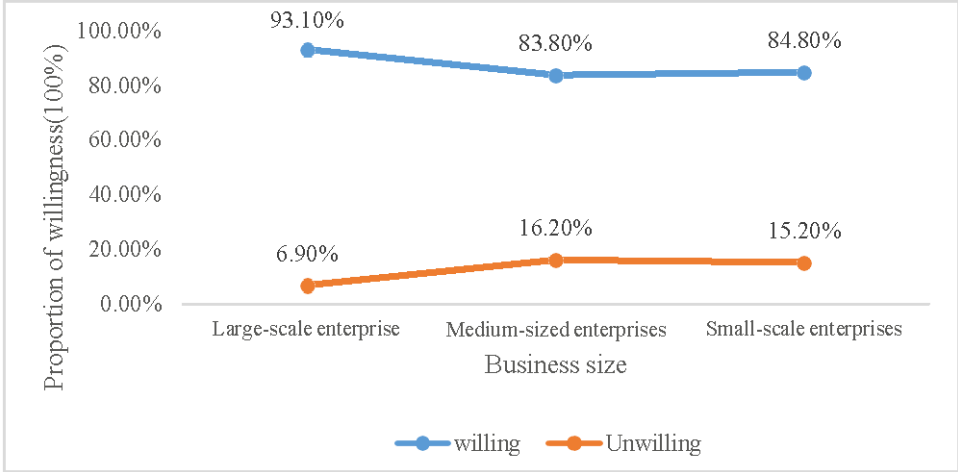
There are 317 valid questionnaires in this survey, 58 of which are large enterprises, accounting for 18.2% of the total sample; 154 medium-sized enterprises, accounting for 48.6% of the total sample; 105 small enterprises, accounting for 33.2% of the total sample.

The willingness of various types of enterprises is shown in Figure 2. Among the large enterprises, 54 are willing to implement, accounting for 93.1% of the large enterprises, 4 are not willing to implement, accounting for 6.9% of the large enterprises; among the medium-sized enterprises, 129 are willing to implement, accounting for 83.8% of the medium-sized enterprises. There are 25 who do not have the will to implement, accounting for 16.2% of the medium-sized enterprises; 89 of the small enterprises have the will to implement, accounting for 84.8% of the small enterprises, 16 who have not the will to implement, accounting for 15.2% of the small enterprises.

Despite the high willingness of large companies to research, the actual implementation indicators are not much different. This shows that capital is one of the conditions that enterprises must have and implement in green financial management, but only capital is green. Unable to achieve financial management. This shows that technology is also one of the prerequisites for companies to implement green financial management. However, using technology may not achieve green financial management, because with capital, technology will be easier than without money. Combined with a rational economic case, we can see from the above data that the company is an economic man, and there is a lot of uncertainty in its financial income during the forecast period. Even if it will reduce its financial income, the company will not do it. It may also be the fact that it cannot be completed due to the large amount of funds raised for the technical

transformation for green transformation; on the other hand, this may be the company’s gaming philosophy. Strong corporate profits are also ahead of their peers, and there are no strict restrictions on the constraints and future, uncertain demand conditions and other factors make it difficult to implement green financial management. This also reflects the company’s reluctance to take risks.

**Figure 2** Implementation willingness (see online version for colours)



**5 Company A case study**

*5.1 Overview of company A’s financial information system construction*

Company A is a medium-sized enterprise with good financial status and clear property rights. It is in the development cycle of the company. With the rapid expansion of the company, the company requires a second capital increase and share expansion at the end of 2019, so it is necessary to optimise the financial system in 2019. At the beginning of 2019, Company A planned to optimise the ERP financial system software. At the same time, after a detailed comparative analysis of the company’s board of directors and management leadership, it was decided to introduce the ERP financial management system of Oracle (Oracle, Oracle) for the world’s second largest ERP financial system supplier in the second half of 2019.

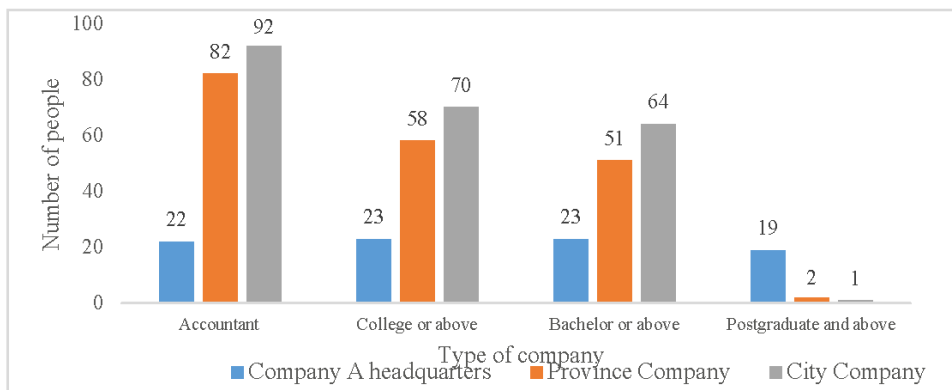
*5.2 Comparative analysis of company A’s ERP financial management system before and after*

*5.2.1 Optimisation*

- Financial basic management.* Financial basic management is the external basic condition for optimising the financial management system of company A. It is the primary work for the implementation and optimisation of the ERP financial management system, which deserves our detailed consideration. Overall, the financial infrastructure of Company A was not perfect.

*One aspect of financial staffing.* In order to cooperate with the optimisation of corporate financial organisation structure, it is necessary to further strengthen the training of financial personnel and improve their overall quality. The ERP financial management system not only requires financial personnel to implement supervision in the background, but also requires the front desk to carry out multi-module collaborative operation in time, and the expansion and extension of modules require some senior financial personnel. These are the necessary conditions for the construction of financial basic management, so company A reorganised and adjusted its financial personnel after system optimisation. Due to the current centralised management of the company, which has increased the demand for superior financial personnel from higher-level institutions, the company recruits financial talents through internal and external recruitment. Selection is carried out within the enterprise by means of examination and assessment, and selection of talents is carried out outside the enterprise by raising the academic threshold. The distribution of the number of people in each academic level is shown in Figure 3.

**Figure 3** A company's optimised financial personnel education (see online version for colours)

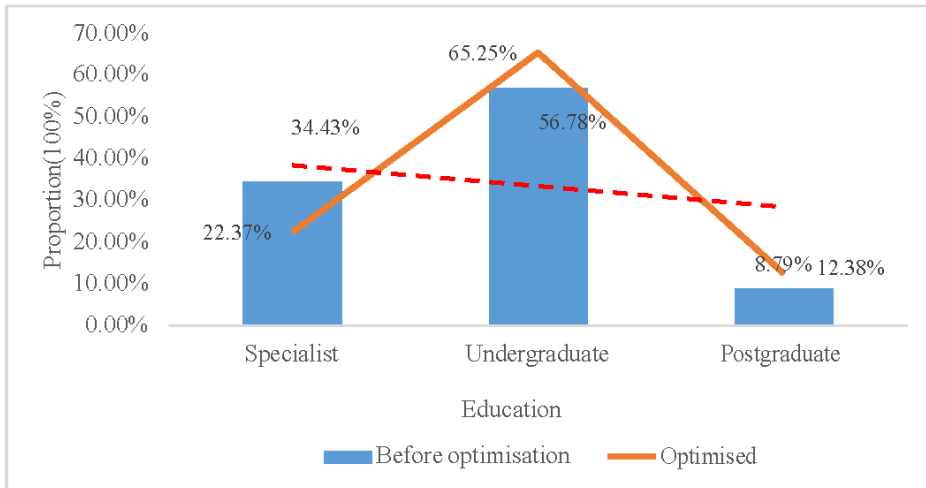


It can be seen from Figure 3 that the adjusted company A has a total of 196 financial personnel, including 22 company headquarters, a total of 82 provincial branch companies, and a total of 92 local city branch companies. According to the financial personnel education results, there are 22 graduate students (accounting for 11.22%), 138 people with bachelor degree or above (accounting for 70.92%), and 151 students with college degree or above (77.04%).

The optimised distribution of financial personnel's education of company A is shown in Figure 4.

It can be seen from Figure 4 that the financial personnel of Company A after the optimisation have obviously improved than before the optimisation. The proportion of junior college degrees dropped from 34.43% to 22.37%, the proportion of undergraduate/e degrees rose from 56.78% to 65.25%, and the degree of change of postgraduate degrees is not very large, only rising 4.01% points. Pay attention to talent development, adhere to people-oriented team management, and pay attention to human resource allocation. On the one hand, it can adapt to the adjustment of the financial organisation structure, and on the other hand, it can prepare for the future to provide efficient and efficient financial services.

**Figure 4** Comparison of the proportion of financial personnel before and after the optimisation of company A (see online version for colours)



Second, the financial process. In the past, Company A’s lack of a sound information system was basically completed by each agency independently. The starting point of its work was basically considered from the perspective of the development of each branch, and there was no overall awareness of information. After optimisation, guided by the ERP business process reengineering idea, it can make the enterprise management process more ‘flat’, the data information transmission is more timely, avoiding the data processing errors caused by too many levels. The Oracle system of company A is connected to the sales system. After the business terminal records the business data, it is directly summarised in the sales system. Afterwards, the financial system processes the data passed by the sales system, and automatically generates business vouchers in real time to realise business data. The centralised management of the business keeps the business financial data consistent, reduces the workload of accounting and data processing, and enables financial personnel to use only non-business data for systematic accounting, which speeds up the efficiency of capital management and other operational management aspects.

## 2 Analysis of the status quo after system optimisation in accounting management.

Before implementing the optimisation of the financial system, Company A’s financial accounting management was poor, with insufficient control and control, and it needed to be unified and standardised. Since the optimisation, the accounting model, process, and accounting subjects have been adjusted from top to bottom, and a centralised management model has been adopted for related accounting management. This management model has made Company A reduce a large amount of workload in accounting management, making accounting work more efficient, data more accurate and transparent, and transforming the previous system thinking of single-module accounting into the idea of multi-module data collaboration Centralised synchronisation management. After the system was optimised, Company A gained a lot of convenience in accounting work. Under the premise of computer information technology as the application background, combined with the Excel spreadsheet data template, the

accounting personnel can directly import the regular batch of accounting items into the system through the template, so that in each accounting, only the data needs to be changed without pressing again. The subjects are entered into the system one by one, which reduces the workload of accounting and increases the enthusiasm of accounting.

### 3 Financial funds management.

Since Company A is a joint-stock company, investors have been able to invest in full amount of funds, and the financial funds are relatively abundant. There is no shortage of funds or shortages for the time being, and there are no major problems in fund management. But this is the case. Company A's funds control is not strict, and some departments' expenses are messy. There is no uniform system and process regulations for the capital plan. Sometimes the subordinate companies do not have a system to go through detailed audits and processes and data records in real time when they need funds. This makes it difficult for Company A to control the status of funds in a timely manner and cannot effectively and timely allocate funds. After the system optimisation, the headquarters of Company A attaches great importance to fund management and implements a centralised and centralised management model for fund management, which has changed the past situation due to asymmetric information on fund use. By taking advantage of the information transfer of the ERP system to manage the company's funds, it brings about the overall arrangement and control of centralised management and enables the subordinate institutions to cooperate and cooperate.

## 6 Conclusions

Through a questionnaire study, this paper puts forward suggestions for the optimisation of the financial management system of enterprise green management, and the government's supervision methods and efforts should be strengthened. Whether an enterprise implements green financial management or has the desire to implement green financial management depends on the combined effect of internal and external factors. The factors that have the strongest impact on companies' desire for green financial management are the company's financial management goals and the degree of government supervision. This requires the government management department to take into account internal and external factors, take a multi-pronged approach, and promote the early realisation and comprehensiveness of green financial management.

Secondly, through a comparative study of the financial system optimisation of company A, it is concluded that the reform of human resource construction and governance structure of the enterprise can promote the transformation of the enterprise's financial management goals. The construction of financial information system is not only a change of a software system, but also a change of the overall management structure and working methods of an enterprise. A person's cultural level plays a vital role in his view of things. Effectively playing the role of the system and improving work efficiency have a direct role. In large, medium and small enterprises, the cultural level of accounting personnel is not very high. PhD and Master degree holders are rare, and those with high academic qualifications are leaders of the financial department. This situation will inevitably affect the quality of accounting, which also sets a barrier for the realisation of green accounting, the foundation of green financial management. At present, China's

green accounting is not really implemented, which also brings great obstacles to the implementation of corporate green financial management.

Finally, this paper uses comparative analysis to analyse the company A's ERP financial system before and after optimisation, and summarises the results of company A's ERP financial system optimisation implementation, confirming the need to optimise the ERP financial management system. Enterprises introduce process optimisation when building green financial systems. Introducing process management refers to the management activities that the enterprise completes the work that requires multiple process steps, through reasonable arrangements for different work, so that the work can be carried out in an orderly manner, saving time and achieving good work results. In order to complete the operation of various activities of the enterprise, it requires the participation of multiple departments and multiple positions of the company. These activities can only be achieved through the financial information system. The evaluation of the process management level is result-oriented. Good process management can make the products produced by the enterprise better meet the needs of customers, and can bring more profits to the enterprise, so that both the enterprise and the user are more satisfied. Effect.

## Acknowledgements

This work was supported by National Research Center of Engineering and Technology of Tea Quality and Safety Open Project: Model optimisation and market benefit evaluation of tea traceability system (2018NTQS0401).

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