

# Research on Internet Finance Supply Chain in Zhanjiang City Based on Big Data

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**ABSTRACT.** Under the premise of rapid economic development in zhanjiang, it is an important subject and the most important task in the coming period to further improve the economic d of zhanjiang and build a good financial environment for more enterprises based on the background of the internet.in this paper, through the study of internet economy, we hope to promote the financing and development of basic industries, deploy new industrial strategies, promote regional industrial development and upgrading, and then promote regional industrial upgrading and regional economic development in zhanjiang, bringing certain economic benefits to zhanjiang.

**KEYWORDS:** Finance Supply Chain, Supply Chain, Zhanjiang

## 1. Development of Finance Supply Chain

Since 1980s, supply chain finance has entered the third stage of development, mainly taking supply chain finance as a part of banking services, focusing on core enterprises, connecting customers with upstream and downstream enterprises, and providing financing services such as credit according to the development of the whole supply chain. However, in this development process, the management and disposal rights of financial supply chain are neglected and weakened in the supply chain, and more are controlled by core enterprises, which hinders the development of financial supply chain to a certain extent, and the overall supply chain is unhealthy. At the same time, financial services cannot help financial supply chain work on time and effectively, which has a certain impact on business development.

In recent years, the homogenization competition faced by the banking industry has become increasingly fierce. Supply chain finance, especially from the perspective of the Internet, is gradually becoming a potential stock of commercial banks in the financial innovation environment, gradually releasing the huge potential of "transfusion" to the real economy. Its unique closed-loop operation mode of funds not only ensures that credit funds are effectively injected into relatively "weak" upstream and downstream small and micro enterprises in the industrial chain, but

also prevents capital flows from being "unrealistic" to speculative industries such as usury. Combined with big data analysis, it is even more

## **2. Zhanjiang Supply Chain Financial and Economic Development Status**

### ***2.1 Present Situation of Agricultural Development in Zhanjiang***

Zhanjiang City is located at the southernmost tip of Chinese mainland, at the junction of tropical and subtropical climate. Its agricultural resources are geographically unique and diverse. The agricultural products mainly include sugar cane, pineapple and banana, and the forest resources mainly include tropical forest resources such as mangrove, sisal and banana. It is rich in tropical and subtropical crops and plant resources. Among them, xuwen county is a large agricultural county in Zhanjiang, which is called "the leading county of pineapple industry in China", "the leading county of winter vegetables in China" and "the first banana county in China".

### ***2.2 Current Situation of Policy Bank Support***

In order to implement the spirit of the 19th National Congress of the Communist Party of China and implement the reform plan of policy banks, the China Banking Regulatory Commission (CBRC) promulgated the Measures for Supervision and Administration of Agricultural Bank of China on the fourth day of 2017, highlighting that the Agricultural Development Bank needs to do a good job in financial work around key areas and weak links in agriculture and rural areas, and guide the Agricultural Development Bank to play its main role and backbone role in the rural financial system.

Taking Zhanjiang Agricultural Development Bank as an example, it is based on the function of supporting agriculture by credit of policy banks, conscientiously implements the decisions made by the central government, the head office and the provincial banks, actively supports the implementation of the strategy of revitalizing rural areas in Zhanjiang, and guides policy financial funds to support Zhanjiang's economic and social development.

First, pay attention to the food security problem in Zhanjiang, ensure the supply of credit funds according to the actual production situation of farmers, and put in a total of 1.387 billion yuan of grain storage and storage loans; Second, vigorously promote poverty alleviation projects through financial loans; The third is to promote the development of small and medium-sized enterprises in Zhanjiang by supporting the development of leading agricultural enterprises. Since 2015, a total of 240 million yuan of loans have been invested to support the development of agricultural modernization in Zhanjiang City; At the same time, it will play the basic escort role of policy finance to the economy in the development of East Island and the expansion and upgrading of Haidong New District; In terms of regional development, with the development strategy of "the belt and road initiative" and

other key regions and the development strategy of revitalizing Guangdong's east and west, a total of 9.6 billion yuan of various medium and long-term construction credit loans have been invested.

### **2.3 Core Enterprise Status**

According to the survey results of agricultural business entities in Zhanjiang in the third national agricultural census, in 2016, there were 1,033,500 agricultural business households in Zhanjiang, including 17,300 large-scale agricultural business households. There are 6,250 agricultural business units in Zhanjiang City, among which 1,787 farmers' cooperatives mainly engaged in agricultural production, operation or service are registered in the agricultural census. In 2019, Zhanjiang announced a total of 178 key agricultural leading enterprises.

From the above point of view, the development degree of Internet supply chain finance in Zhanjiang is in a budding state. Zhanjiang is remote, but the transportation is convenient, and the environment is very suitable for the development of supply chain finance, so it is imperative to promote the development of supply chain finance in Zhanjiang. Supply chain finance is not only a concept of interconnection+finance, but also a major issue concerning the close integration and mutual cooperation of all links in the supply chain, thus driving the upgrading and transformation of industrial structure, promoting economic development, whether the consumption and domestic demand can effectively improve the quality and maintain the economic development and social harmony and stability of ethnic minority areas, and whether Zhanjiang (even China) can avoid falling into the "Internet economic trap". The research on Internet supply chain finance can provide theoretical and practical guidance for local governments in Zhanjiang city on the premise of implementing national policies and guidelines, and also provide a way to increase income and transform local economic structure adjustment, which can better maintain social stability in Zhanjiang city and cities and counties and share the national "the belt and road initiative" economic development dividend.

### **3. Zhanjiang Internet Supply Chain Financial Development Constraints**

1) There is a lack of relevant industry normative policies. In the emerging Internet finance industry, there are many imperfect contents in domestic policies and regulations, and there is a lack of normative policies in this industry.

2) There is a shortage of talents in the industry, the rise of the Internet finance industry is short, and there is a shortage of talents in related fields. At the same time, there is no strong industry standard foundation, and the development in the same industry is uneven.

3) Imperfect credit data One of the most important items in the Internet financial supply chain is the dishonesty measures taken after loans are given to small and medium-sized enterprises. Because the credit data is still imperfect in the system, it is difficult to deal with dishonesty.

4) There is a shortage of high-quality assets. In the modern information age, enterprises and institutions are developing rapidly, and a large number of enterprises have different levels, so it is difficult to choose assets investment quickly.

5) The level of risk control is relatively low. Because most of the operations in the Internet finance industry are conducted by using Internet data, the risk control is more difficult than that in the traditional finance industry.

6) Whether the de-guarantee mode is feasible, the loan mode of Internet finance industry mostly adopts the de-guarantee mode, which is a big challenge to human nature.

7) The supervision mechanism is not perfect. In the Internet finance industry, due to the imperfection of relevant industry norms and supervision departments, there is a risk that employees in the industry will give loans to enterprises that do not meet the requirements at will.

8) There is a dilemma in the deposit and management of bank funds. Because the Internet finance industry operates uniformly through the Internet, and the funds in it belong to the bank's storage, how the bank allocates funds and how to manage the loan amount after the loan is made is a big problem.

#### **4. Solutions and Sountermeasures**

Although there are various problems in the development of Internet supply chain finance in Zhanjiang, the existence of supply chain and the development of supply chain finance have sufficient rationality and necessity. Based on the above research and discussion, this paper puts forward the development ideas and countermeasures of Zhanjiang Internet supply chain economy.

##### ***4.1 The State Issued Relevant Policies***

In recent years, although many financial policies on Internet supply chain have been issued in China, the implementation effect is not satisfactory. Most of the beneficiary areas are developed areas such as BeiJing, Shanghai and Guangzhou or Pearl River Delta, while less developed areas such as Zhanjiang can hardly see the implementation of the policies.

In order to development the local supply chain of Zhanjiang , the government should give more attention, because there are more small and medium-sized enterprises and fewer large-scale core enterprises, the core enterprises have strong competitiveness and monopoly position in the supply chain, which is very unfavorable to the development of upstream and downstream small and medium-sized enterprises. The enterprise management and terms of trade of the two sides do not match, and more voices are in the core enterprises, which leads to the weakening of the status of small and medium-sized enterprises, difficulties in bank financing, and finally problems in the capital chain.

Therefore, the state should introduce relevant policies for the financial and economic development of financial supply chain. Especially in the financial credit service, we should improve the credit system and service strategy, so that the funds can be conveniently and effectively distributed to the upstream and downstream supporting financial supply chain, maintain a stable capital chain, balance the relationship between SME and core enterprises in the supply chain, and improve the competitiveness of the supply chain.

#### ***4.2 To Relax the Financing Environment and Diversify the Financing Methods***

Different industries have different industry environments and different financing needs and financing methods. Taking agricultural planting as an example, the financing subjects for the industry are small and scattered, the demand for funds is short and fast, there are many suppliers, the supply of goods is stable and single, there is a time limit, the income is less, and the sales demand is strong. Taking the catering industry as an example, the main body of financing in this industry is related to agriculture, but it needs more funds than the agricultural planting industry, and the time of capital demand is longer, and the income cycle has some ups and downs.

Therefore, we need to provide different financial services and strategies for the participants in various financial industries in Zhanjiang. At the same time, enterprises in all walks of life are seeking credit services, and they need to ensure that financial services are combined with their own actual development and conform to their own personalized development.

#### ***4.3 Promoting The Integration of Industry and Finance***

The integration of industry and finance is a necessary choice for enterprises with a certain scale to achieve leap-forward development. The degree of integration of industry and finance is an important index to evaluate the economic activity and operation scale of an enterprise. Capital participates in the internal integration or integration of enterprises in various ways, which promotes the expansion and development of enterprises' industries and stabilizes the economy.

China's supply chain finance is developing towards the trend of forming an industry-finance ecosystem. At the same time, relying on the business environment and supported by Internet technology, it forms an industry-finance ecosystem, which can make the development of supply chain combine with the financial environment and promote business development.

#### ***4.4 Improve the Quality of Financial Services With the Help of Big Data Platform***

Today's society is an era of rapid development of Internet big data. Mastering big data means mastering more resources and information. Commercial banks can

combine data with service strategies according to the Internet big data platform to improve the quality of financial services. First, set up a special data processing platform to collect, collate and analyze the data; Instead, it arranges big data to match with financial business. Thirdly, it injects more technology to improve data quality. We can observe and adjust the credit situation, supply chain development and enterprise development through data to improve the quality of financial business.

#### ***4.5 Pay Attention to the Changes in Business Operations and Formulate Plans in Advance***

Commercial banks can adjust their service strategies according to the situation of enterprises, and enterprises should also develop corporate public relations in the development process. Commercial enterprises and corporate public relations should work together to find out the signs of abnormal business operations, formulate overall and directional development plans in advance, put the plans into practice, and contain problems in time to reduce business risks.

#### ***4.6 The Government Strengthens Business Supervision to Ensure the Stable Development of Supply Chain Business***

Supply chain finance involves many government departments. In the process of supervision, the government should adopt more effective supervision methods for the development of supply chain finance on the basis of high efficiency and strictness. Especially in the context of Internet supply chain finance, the government's supervision needs to keep up with the development trend, make a good initial supervision system, manage illegal and criminal phenomena in time, and ensure the stable development of supply chain business.

The Internet finance supply chain of zhanjiang is still in the initial stage of development, and the government's supervision is very important for the long-term development in the future. The government should issue relevant documents and regulations to make it have laws to follow and rules to promote the healthy development of the supply chain.

### **5. Conclusions and Prospects**

Internet financial supply chain is bound to become the norm in China in the future. Although there are still some limitations and shortcomings in the development of China's Internet economy, the trend of Internet financial supply chain has begun to spread rapidly. Internet financial supply chain breaks through the traditional supply chain financial model, which has more development dividends for the development of small and medium-sized enterprises. Under the Internet model, the development of supply chain finance is more perfect, which brings considerable benefits to the development of enterprises. Therefore, it is not difficult to see that Zhanjiang's economy is developing more rapidly under the Internet supply chain

model, thus promoting the transformation and upgrading of Zhanjiang's economy and improving its economic vitality.

Finally, for the current development of domestic Internet supply chain finance, Zhanjiang should seize the opportunity as soon as possible to promote local economic development and realize the vigorous development of Zhanjiang economy.

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