

Explore the Asset Management Business Model of China's Financial Institutions

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ABSTRACT. *With the Development of Modern Society, China's Economic Level Continues to Improve, the Rise of Various Types of Domestic Financial Institutions, Promote the Continuous Progress of the Financial Market. with the Continuous Accumulation of Wealth, Asset Management Has Become the Most Basic and Universal Basic Financial Services in the Financial Market. Financial Institutions Carry out Investment through Asset Management to Realize Asset Appreciation or Value Preservation, and Build a Win-Win Situation for Both Sides. According to the Analysis of the Development of the Current Financial Market, Asset Management Will Certainly Promote the Progress of Financial Business, and Form a Certain Impact on the Whole Financial Field. This Paper Makes a Deep Analysis on the Asset Management Business Model of Financial Institutions in China.*

KEYWORDS: *Asset management, Financial institutions, Business model*

1. Introduction

Asset management is the concentrated embodiment of the innovation of business, product and operation mode of financial institutions. With the deepening of China's interest rate asset market and more property accumulation, the corresponding financial institutions in China have changed significantly in the asset management mode, which can effectively adapt to the rapid development of China's economy for funds, but also meet the corresponding needs of the financial market. At present, in the context of the continuous development of society, many new asset management models have emerged and applied, providing new vitality for the sustainable development of financial institutions, and indirectly promoting the progress of social economy.

2. Opportunities and Challenges Faced by Asset Management Business Model of Financial Institutions

In recent years, with the continuous development of the national economy, people's living standards are also improving. With the continuous growth of the

public and enterprises in the capital stock, more and more fund holders are looking for more effective investment methods to ensure the value maintenance and value-added of funds and get more economic benefits. With the improvement of the current financial investment market, there are some opportunities and challenges for the fund management of financial institutions.

2.1 Market Opportunities

Nowadays, the state attaches great importance to the changes in the financial market, and has launched a series of relevant policies to promote the development of financial institutions, and strengthen the supervision of the financial market. In the new situation, the state emphasizes the need to serve the national economic efficiency of the futures market to the maximum play, regulators also need to pay attention to the improvement of investor structure and the standardization of product structure, take systematic regulation and control, formulate clear standards for asset management of financial institutions in all aspects, and realize institutional guarantee for business innovation and industry cooperation. At present, China is realizing the adjustment of industrial structure. On the basis of the change of economic development mode, the state pays attention to the utilization of the virtual economic service function of capital market, which also brings certain direction for the development of management business. Whether it is banks, securities and other related financial institutions, it is necessary to change the relevant mode of fund management business to provide customers with various types of characteristic services, and further realize the improvement of financial institutions' own income. In addition, China's financial institutions need to constantly learn and strengthen themselves, introduce foreign advanced management concepts, and effectively implement them in combination with the actual situation, so as to obtain development opportunities in the process of innovation.

2.2 Development Challenges

However, when China's financial institutions are facing opportunities, they are also facing great challenges, limiting the progress of the financial market. According to the analysis of the development of China's financial institutions, the financial policy still needs to be adjusted from a macro perspective. There is no professional cognition about the relevant mode of asset management business. At the same time, financial institutions have no obvious characteristics in asset management related business, have not formed their own development characteristics in marketing, management, operation and other aspects, management means are not enough, service type is monotonous, business is supervised and so on. These are the important elements restricting the development of asset management business.

3. Reform and Development of Asset Management Business Model of Financial Institutions

With the state's attention to the fund, insurance and other industries, the situation that different types of financial institutions are separated from each other in asset management business has changed. Banks, insurance and other different types of financial institutions have entered into the field of asset management, and there is competition. Different types of financial institutions cross in the related business of asset management. In view of the actual situation, it is necessary to formulate feasible asset management business system and supervision system, realize the effective innovation of business form, comprehensively reform the previous asset management mode, gradually form its own unique characteristic service, occupy a certain advantage in the competition in the financial field, try to achieve the goal of win-win development, and achieve the overall level of finance Strengthening also promotes the sustainable development of the financial market, thus achieving the progress of the national market economy.

3.1 Innovating Asset Management Business Model

Under the background of the new era, the economy has achieved steady development and the technical level has been constantly updated. In such a social situation, different types of financial institutions must timely adjust their own development strategies, respond to the market competition situation in a positive state, deepen the participation and cooperation consciousness of different asset managers, and ensure the sustainable development of asset management business. In the new era, we need to use relevant technical means to achieve cross system asset management, the effective establishment of business linkage platform, so that the data information of different enterprises can be integrated to turn it into a tool for carrying out efficient asset management business. From the perspective of comprehensive risk management, different financial institutions want to change the previous management mode, integrate relevant data and decision-making information across systems, effectively integrate the information of asset management business, realize the full play of their specialties, coordinate different resources, and realize mutual learning and cooperation among financial institutions To achieve the common development of financial institutions in asset management business with the times, and strive to adapt to the competitive situation of the financial market. From the perspective of asset management, the service-oriented bill asset management business in the enterprise market may become the key content in the future. Financial institutions carry out a variety of bill asset management business through a large number of investigations on the financial market and understanding the real needs of customers. With the continuous development of this business, China's enterprises have been familiar with and practical application of bills as an effective tool for asset settlement and management. The asset liability management model of financial institutions has gradually matured. Its application mode has also been fully popularized and accepted by relevant workers in the financial industry, which forms a strong driving force for the development of the financial industry. Financial institutions need to choose the

asset management business model based on the characteristics of funds and operating conditions, ensure the safety, liquidity and risk tolerance of liabilities, and realize the optimal allocation of assets according to the requirements of liabilities. In the asset liability management business of financial institutions, it is necessary to actively capture the investment opportunities and save the cost of capital as much as possible. Financial institutions need to keep up with the development of the times, constantly change the previous mode and concept, actively innovate, expand various forms of asset management means, and promote the progress of the financial field.

3. 2 Strengthening the Supervision of Asset Management

Strengthening the management and supervision of asset management business is the key requirement for financial institutions to innovate and adapt to the national economic transformation, and has a key impact on promoting the development of business models. The cultivation of high-quality professionals should be put in the first place. Financial institutions must pay attention to the training of talents, and actively cultivate cross domain asset management related financial talents. Strengthen the training of talents and effectively introduce advanced asset management related experience and business model. Financial institutions must do a good job in investor education, the personal standards of investors can be improved, the overall environment of asset management can be changed. At the same time, we should also improve the supervision system of the financial market, create the relevant supervision space suitable for the innovation of asset management business of financial institutions, achieve certain regulatory incentives in the transformation of asset management, and carry out supervision with more stringent requirements, reform the way of financial supervision, and improve the supervision level in asset management. At present, the improvement of operation efficiency ensures that the asset management mode becomes more mature and efficient.

4. Conclusion

In the background and trend of the continuous development of China's financial sector, if financial institutions still adopt the previous asset management business model, it can not meet the actual needs of people and the needs of social development, which is not conducive to the development of financial institutions. At present, the form of asset management innovation can effectively adapt to the needs of market changes, improve the effectiveness of the management of financial institutions, and strive to adapt to the needs of enterprises in terms of huge funds. On the premise of realizing their own continuous development, they can also create greater value for the society and promote the development of the economic market.

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