

Research on the Optimization of Enterprise Strategic Management Mode under the Environment of Financial Crisis

Shao Qi

Shandong Linyi Luozhuang Rural Commercial Bank Co, Ltd, Linyi, Shandong, 276000, China

Abstract: Under the financial crisis environment, the enterprise business strategic management mode must be optimized. This paper summarizes the economic characteristics under the financial crisis environment, and analyzes the impact of the financial crisis on the enterprise financial management, such as the difficulty of financing, the low level of investment income, the lack of risk control system, etc., and summarizes the optimization path of the enterprise business strategic management mode under the financial crisis environment, such as solving the financing problem, Optimize the financial early warning mechanism, strengthen resource control, scientifically distribute profits, and enhance the ability of risk control, in order to provide reference for the development of business strategy under the financial crisis environment.

Keywords: Financial crisis environment; Enterprise; Business strategy; management model

1. Introduction

Under the environment of financial crisis, how to survive is the primary goal of enterprises. However, at the same time, the financial crisis will also bring new development opportunities to some enterprises, expand their competitive space, so as to integrate the internal and external resources of enterprises and optimize the management concept. Therefore, in order to promote the sustainable development of enterprise economic management, we must optimize the business strategic management mode of enterprises. In the process of economic development, the cycle and fluctuation of economic cycle are inevitable. Under the influence of economic cyclical fluctuations, enterprises must formulate targeted financial strategies to resist economic shocks and reduce the possible impact of adverse factors on financial activities. Therefore, for the financial work at this stage, it plays an important role in the safe transition to crisis. However, most domestic enterprises have insufficient experience in crisis response. Therefore, this paper carries out specific research on the optimization of enterprise strategic management mode under the financial crisis environment, in order to provide reference for the research in related fields.

2. Economic characteristics under the background of financial crisis

In the context of the financial crisis, the global economic structure began to change. Some developing countries' economic influence has been improved to a certain extent, but backward enterprises will be eliminated. After the subprime mortgage crisis in the United States, the economies of all countries in the world have been affected to varying degrees. It will take at least several decades to recover to the next round of economic growth cycle. In order to protect local enterprises, the United States has adopted a crackdown policy against foreign enterprises and raised tariffs and import quotas, which has greatly limited trade freedom, which has seriously affected the economic development of developing countries^[1]. Under the financial crisis, global consumption is in the doldrums. Affected by this environment, the role of commodity prices is more prominent. Taking China as an example, China is continuing to break through the trade economy dominated by OEM export and trying to seize the medium and high-end market, which to a large extent, has strengthened China's international influence. At the same time, some enterprises with weak anti risk ability and large consumption began to face the risk of bankruptcy. Many green economy enterprises were born and began to enter the world consumer market^[2]. In addition, the Chinese government is also continuously adjusting and optimizing the industrial structure, which has greatly improved the integration level of global resources.

3. The influence of financial crisis environment on business strategic management

3.1. Difficult financing

Under the background of economic globalization, some large-scale enterprises began to reverse their own development focus and began to march into foreign markets. The investment direction is also changing, and the investment intensity in the domestic market has declined. At the same time, in order to reduce the risk of lending, banks began to increase some housing loan approval processes, making it more and more difficult for people to borrow, which had varying degrees of impact on enterprise financing^[3]. In addition, some enterprises will further increase their own financial costs, to a large extent, increasing the financial risks of enterprises.

3.2. Low level of investment benefit

Under the environment of financial crisis, the market demand index has declined. For different types of enterprises, in order to achieve sustainable development, they must continue to expand new markets. For such cases, enterprises should formulate long-term development plans and expand the scope of economic and trade^[4]. In this way, the competitiveness of the enterprise in the international market is effectively enhanced. For foreign trade enterprises, the market strategy of enterprises can be appropriately adjusted to further enhance their competitiveness. However, some enterprises will adjust their profits, which, to a certain extent, has increased their market share, resulting in the income level failing to achieve the expected results.

3.3. Lack of risk control system

Under the environment of financial crisis, the market environment not only brings challenges to the development of enterprises, but also provides opportunities, but also increases the operational risk of enterprises on the whole. Therefore, some enterprises will build relevant risk control mechanisms internally to reasonably control risks. However, at present, the risk control system of some enterprises is not sound enough. The financial personnel of some enterprises lack risk awareness, and even have the phenomenon of unclear property rights, which seriously affects the enthusiasm of enterprise managers.

4. The optimization path of business strategic management mode under the environment of financial crisis

4.1. Improve the fund management system and deal with financing problems

No matter in the global economic environment or in the domestic economic market, the business strategy management of enterprises is very important. In the context of the financial crisis, many enterprise managers have made relevant decisions, but the decisions are not reasonable or do not meet the actual needs, resulting in varying degrees of negative impact, which has caused irreparable losses to enterprises. In order to minimize the impact of the financial crisis environment, for different enterprises, it is urgent to optimize the current business strategy management model and use this model to effectively solve the financing problems of enterprises. The enterprise makes a scientific analysis based on the practice of market economy, deeply studies the problems existing in financing, so that the enterprise can effectively obtain financing and strive for more working capital for the enterprise. The financial management personnel of an enterprise should carefully analyze the different businesses of the enterprise, so as to promote the sustainable development of various business activities of the enterprise. In addition, we should rely on this model to consciously resist operational risks and enhance the ability of structural optimization^[5]. Structural optimization refers to the optimization and adjustment of the production mode of low output and high pollution that is inconsistent with the development mode of circular economy, such as the adjustment of product structure, production structure and industrial structure, so as to lay a foundation for its subsequent development.

4.2. Optimize financial early warning mechanism and enhance risk control capability

In the environment of financial crisis, many enterprises have more or less problems in financial risk control. Therefore, according to their own practice, enterprises should strengthen the ideological

education and training of financial personnel and enhance their risk awareness, so that financial personnel can realize that they must scientifically control financial risks, which is very important in the development of enterprises, and can also reasonably plan the development of enterprises, It helps to better enhance the enterprise's ability to deal with risks. Enterprises can clearly define the ownership of enterprise property rights according to the relevant provisions of China, so as to mobilize the enthusiasm of enterprise managers. At the same time, we should further optimize the financial early warning mechanism in order to realize the scientific control of enterprise risk. In addition, to establish and improve the financial early warning mechanism, the financial personnel of the enterprise should clearly define the important projects that affect the financial income in combination with the strategic planning, strengthen the dynamic supervision, so as to better understand their changes, so as to give early warning to relevant problems. For the problems that often occur in the enterprise, it is necessary to comprehensively summarize them, and on this premise, improve the risk prevention and control system, reasonably control the risks, and avoid the economic losses of the enterprise.

4.3. Improve relevant software and improve the level of financial computerization

Modern enterprises advocate information-based financial management mode, which has been widely used. In order to enhance the computerization level of enterprise financial management, as managers, we must continue to improve the financial management software used by enterprises. On the one hand, we must pay attention to the data processing methods, introduce new technologies, and scientifically adjust the management software according to the actual situation of the current enterprise, so as to enhance the processing capacity of financial data. On the other hand, it is necessary to strengthen the communication with software suppliers, reasonably set up software management mode according to the internal needs of enterprise financial management, eliminate unnecessary links, give full play to the advantages of data networking, prevent enterprise financial management from falling into misunderstanding, and effectively implement various management work of the enterprise, so as to achieve the development goal of enterprise financial management integration, so as to promote the sustainable development of the enterprise.

4.4. Improve cost management and enhance resource control

In the traditional concept, the formulation of enterprise financial management system is usually for the enterprise. According to the enterprise development plan, the enterprise management projects are reasonably planned. In the context of the financial crisis, enterprises should properly reverse the previous development model, build relevant value chains, and use cooperation models to jointly resist market risks. In the process of formulating the collaborative strategy, in addition to ensuring the internal synergy of the enterprise, it is also necessary to unify the financial management business, so as to highlight the value of financial management. At the same time, it is also necessary to implement collaborative processing of external business, form a value chain collaboration mechanism, and use this way to improve the value of financial management, so as to improve the operating efficiency of enterprises. In addition, the financial department should carefully review the cost control problems of the enterprise, explore the nature of the problems, and do a good job in checking the cost composition of relevant products. If problems are found, they should be adjusted and improved in time to strengthen the control effect of resources as much as possible. As an institutional arrangement to deal with the principal-agent relationship induced by the separation of ownership and management, corporate governance structure plays an important role in the strategic management of enterprises. If an enterprise wants to promote its own sustainable development, it must improve its corporate governance structure, further standardize the construction of the board of directors, adjust the structure of the board of directors, make decisions more reasonable, manage more efficiently, improve its internal control ability, and improve the economic benefits of the enterprise as much as possible. In addition, enterprises should strengthen their own risk management, use risk management training to build a comprehensive risk management system, and enhance their own risk prevention ability.

5. Conclusion

In the new era, the international economic structure has undergone great changes and has begun to take on new economic characteristics. Under the impact of the financial crisis, the deficiencies of enterprise management have become increasingly apparent. For enterprise managers, they must use scientific methods to analyze relevant problems, put forward scientific suggestions, optimize enterprise

management, and face up to their own shortcomings. In order to survive under this background, enterprises must continuously improve their strategic management and internal management mechanism. At the same time, enterprises should carefully analyze the background characteristics of the financial crisis, scientifically judge the impact on the development of enterprises, and take relevant measures to promote the sustainable development of enterprises as far as possible.

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