

Research on the Problems of the Development of Financial Informatization in Private Colleges and Universities

Hongyue Chai

Zhonghuan Information College, Tianjin University of Technology, Tianjin, China

Abstract: *In recent years, with the vigorous development of information technology, information technology has become closely related to all walks of life, and the development of informatization in the era of big data has become an inevitable trend. Private colleges and universities are restricted by self-financing, and the progress of financial informatization is slow. They need to speed up and promote the construction and development of the information platform. At present, many listed companies and large accounting firms have used the financial robot RPA to perform simple and repetitive tasks, liberating accounting personnel from heavy and repetitive work and engaging more in data aggregation and management analysis. This article discusses the necessity and current difficulties of the financial informatization of private colleges and universities. Through the analysis of the current development status of the financial informatization of private colleges and universities, possible improvement methods are proposed, aiming to provide ideas and references for the development of the financial informatization of private colleges and universities, so as to better adapt to the needs of the development of the education cause and realize the rational allocation and efficient utilization of resources.*

Keywords: *Private colleges and universities; Financial informatization; Information platform*

1. Introduction

College finance is an important part of the college governance system. It not only relates to the rational allocation and effective utilization of college resources, but also affects the teaching quality, scientific research level and long-term development of the college. In the context of the rapid economic development and the continuous deepening of the education system reform in modern society, the financial development of private colleges and universities is facing many challenges and opportunities [1]. In China, the informatization development of the finance of private colleges and universities is still in its infancy. With the popular application of big data information technology and artificial intelligence, informatization has become the top priority in the financial development of colleges and universities. Whether it is building an information platform or using information means to assist office work can effectively improve the work efficiency and operation speed of the college finance department.

2. The Construction Background of Private Colleges and Universities

With the continuous reform of the education system, private education has gradually found its own development path. The diversification of the education system has also been gradually improved. Private colleges and universities play an important role in China's higher education cause. However, due to the particularity of running schools, the school-running funds mainly come from self-raised funds, and their income mainly comes from tuition fees, social donations and a small amount of special financial subsidies [2]. In order to better compete with other private colleges and universities, better carry out teaching work and attract more students to apply for the examination, private colleges and universities must invest a large amount of funds to build teaching laboratories, encourage teaching reforms, and introduce highly educated talents. However, the limited school-running funds are slightly restricted under the development needs of private schools. At present, the shortage of school-running funds has become one of the factors hindering the development of private colleges and universities. It is difficult to improve and improve other details under the investment in normal teaching and daily administrative management.

3. The Importance of the Financial Informatization Development of Private Colleges and Universities

The construction of financial informatization can accelerate the transmission speed of the financial information of private colleges and universities, and prompt the management and various departments to obtain information in time and make correct decisions. The importance of the financial informatization construction of private colleges and universities is mainly reflected in the following aspects.

First, improve the financial management mechanism. Integrating information technology into the daily financial work processing mode can effectively improve the financial work efficiency of private colleges and universities and the quality of work, so that the financial data of private colleges and universities can be comprehensively integrated and analyzed, and the management mechanism can be improved, so as to minimize costs and save time, and make the resources of private colleges and universities can be more rationally utilized.

Second, improve the accuracy rate of financial processing and gradually change the traditional financial work mode. In the process of financial informatization construction, private colleges and universities can build an information platform and use technical means to enhance the accuracy of financial data, minimize the possibility of manual data processing, complete the simple and patterned financial processing by information technology push, liberate financial personnel from the basic work, and gradually change the traditional work mode, so that informatization can play a role in all aspects of the operation of private colleges and universities, achieve accurate control of financial data, and improve the accuracy of various data.

Third, realize the sharing of financial information. All departments of private colleges and universities can share data through the construction of a financial information platform, link ports to all departments, facilitate the adoption and uploading of data and communication and exchanges between various departments, and at the same time facilitate financial personnel to conduct information-based data integration, application and management.

Fourth, prevent risks and take precautions. Private colleges and universities should dock the information technology financial processing platform with the OA reimbursement system, the teaching and education system, the library system, and the research project system to strengthen the integration of various business processes in private schools. And timely provide relevant data and information required by each department, so that the financial department can use information development to improve financial data collection capabilities, strengthen predictive analysis, timely detection of risks and response to emergencies.

4. Problems in the Financial Informatization Development of Private Colleges and Universities - Dilemma

4.1 Insufficient Understanding of the Importance of Informatization

Among the management of private colleges and universities, school leaders are generally retired and rehired from public colleges and universities or dispatched by state-owned enterprises, and are relatively restricted by the slightly backward management ideas and inherent management concepts, and have a lack of understanding of the development of informatization. The middle management personnel who connect the upper and lower levels are mostly newly promoted talents, and the phenomenon of cadre rejuvenation is common. They lack practical experience in the construction of informatization, resulting in the financial informatization construction of private colleges and universities advancing in exploration and slowly [3]. The development of financial informatization is a systematic and global project, which requires the management to view it with a long-term and strategic perspective. However, from the actual situation, the awareness of the financial informatization development of the relevant responsible persons is weak, and they cannot locate the current degree of the financial informatization development of private colleges and universities, and cannot accurately grasp it.

4.2 Lack of Top - level Design

Due to the insufficient awareness at the leadership level, the financial informatization construction

work of private colleges and universities lacks relatively perfect top - level design. For the global and overall information promotion and construction work, there are no special personnel and departments to lead and promote, resulting in unclear direction of the financial informatization construction, imperfect and irregular overall work details. In addition, various departments are prone to act independently, lacking a holistic view, a big - picture view and the linkage and cooperation between departments, and the strategic positioning of integrated sharing is insufficient, resulting in the difficulty in applying the construction of the information platform in practice, and the effect of the integration of business and finance is greatly reduced [4-6].

4.3 The Financial Accounting Treatment Mode is Relatively Traditional

At present, the financial treatment mode and method of private colleges and universities are still relatively traditional. A large amount of data is collected manually by counselors and transferred to the student work department, and then manually sent and circulated between departments. Moreover, it relies on manual import and export in the charging system or accounting system for accounting. Especially for the tuition income of students and the distribution of various scholarships and grants, data verification, summary and reporting mainly rely on manpower, with a large workload and a relatively high risk of errors.

4.4 Limited Funds and Technology

In the current rapid development of information technology, the funds of private colleges and universities mainly come from student tuition fees. After the funds meet the normal teaching activities and operation, there is no more sufficient funds for the development and investment in other sectors. Under the premise that it can be completed by manpower at present, the leadership level will not consider using the idle funds for informatization construction, which requires upfront investment and construction, has a long cycle and cannot see immediate results. At the same time, in the recruitment process, no attention is paid to recruiting corresponding personnel, resulting in a lack of matching technical personnel, so that the awareness of informatization development lags behind, the development speed is slow and the development strength is weak.

4.5 Insufficient System Integration

Although the concept of "smart campus" has generally attracted attention, there are still problems of insufficient system integration in the informatization development of colleges and universities. On the one hand, the financial system and the school's educational administration system, scientific research system, library and other systems have not completely formed interrelated port links, and cross - departmental information transmission cannot be completed through the system, and each department is an "information island". On the other hand, the sharing awareness among various departments in colleges and universities is poor, resulting in incompatibility between various departments and systems, and further improvement and optimization are needed for the coordination and conversion between systems.

5. Countermeasures and Breakthroughs for the Financial Informatization Development of Private Colleges and Universities

5.1 Strengthen Awareness and Cognition

Private colleges and universities should invite external experts to give speeches once a year to guide all aspects of the school's work, enhance the awareness of teaching staff on the development of informatization, promote all employees to improve work methods, optimize or redesign work processes. At the same time, they can also visit and study other colleges and universities that have established information platforms, learn from each other, and strive to fully update the entire financial information system. Taking the construction of financial informatization as an important development direction, under the leadership of the school leaders, the finance department and the network information department are the main bodies, and other functional departments should fully cooperate. If necessary, professional personnel can also be invited from other colleges and universities for guidance to establish the school's financial information system and achieve the goal of informatization development of private colleges and universities.

5.2 Optimize Business Processes

At present, the data input and output of various departments and systems in private colleges and universities still require manual intervention, and there is no overall planned process operation. Each department should mobilize all teaching staff to brainstorm. Led by the network information department, the current business processes should be sorted out in a timely manner, the cumbersome and complex repetitive processes should be removed, and more efficient and scientific business processes should be replaced. Combined with the characteristics of each department, process optimization and process reengineering should be carried out to improve the degree of informatization construction.

5.3 Strengthen Talent Cultivation

The development of informatization puts forward higher requirements for the quality and professional ability of the financial team. The financial informatization development of private colleges and universities needs the support of comprehensive and stronger compound talents. The development and construction of financial informatization is not achieved overnight. Talent cultivation should not only focus on the professional level, but also need to have a certain understanding of the current trend of financial informatization development. That is to say, we should take the essence and discard the dross, adopt and apply what is suitable for our own colleges and universities, and constantly summarize through practice in the actual application process, optimize the existing deficiencies, and be able to respond to sudden crises. Therefore, in the process of cultivating financial talents, private colleges and universities need to conduct a comprehensive evaluation from multiple aspects such as professional level, learning ability and information technology level to ensure that financial personnel can have strong comprehensive qualities after cultivation.

5.4 Increase Technical Investment

To popularize the development of informatization, the corresponding technical investment is essential. In the development and construction process of the financial informatization of private colleges and universities, it is necessary to gradually use artificial intelligence and technology to replace the original manual input and realize the automatic push function, which is inseparable from the support of relevant technologies. Increasing technical investment and providing sufficient funds, whether through independent research and development or cooperation with other enterprises, will accelerate the speed and efficiency of the informatization development of colleges and universities. Eventually, the financial information system and the information systems of other departments will be connected, and the ports between them will be linked to facilitate information exchange and promote the smooth progress of various works in private colleges and universities.

5.5 Build an Information Platform

One of the purposes of the financial informatization development is to make the information interaction between departments more smooth and convenient. It is necessary to connect the originally independent information systems in the campus platform through technology, and build an information platform to transfer and obtain the required data and materials, so as to achieve instant information sharing. The financial data and materials can be all pushed to the information platform, and the required departments can obtain the data by themselves. At the same time, it also enables the financial personnel to obtain various data in a timely manner, providing support for the subsequent financial analysis and management work, reducing human intervention and error rate. At the same time, the finance department can also conduct a comprehensive and professional summary and integration of the college data, strengthen the speed of uploading and downloading financial information, improve the use effect of financial data, and promote the transformation and development of the financial work of private colleges and universities.

6. Conclusion

In the high-speed development of the information age and the increasingly fierce competitive environment, the further development of private colleges and universities is inseparable from the support of information technology. Paying attention to the development of financial informatization

can effectively improve the work efficiency of the school. At the same time, the development of financial informatization can integrate data and resources, so as to find the existing deficiencies more quickly and make improvements. The existence of the information platform can also strengthen the cooperation between the financial department and other departments and realize the maximization of the overall interests of private colleges and universities. The development of private colleges and universities is a continuous process of progress and optimization. At this stage, the leadership needs to recognize the importance of financial informatization development from the concept, increase technical investment and talent cultivation, explore new concepts and methods, and use new technical means to promote the rapid and high - quality development of private colleges and universities. Only in this way can private colleges and universities maintain their advantages in the increasingly fierce competition and contribute to the long - term development of the education cause.

References

- [1] Chen Haosong, Wang Fei, Chen Ye. *Innovation and Development of University Financial Management [J]. Market Outlook, 2024, (22): 172 - 174.*
- [2] Yao Shenggang. *On the Significance of the Financial Informatization Construction of Private Colleges and Universities [J]. Fashion Tomorrow, 2017, (09): 169.*
- [3] Cai Xiaoyu. *Problems and Countermeasures of the Accounting Informatization Construction of Private Colleges and Universities [J]. Investment and Cooperation, 2022, (10): 82 - 84.*
- [4] Wang Ruimin. *Problems and Solutions in the Construction of University Financial Informatization [J]. Chinese Agricultural Accounting, 2024, 34 (24): 57 - 59. DOI: 10.13575/j.cnki.319.2024.24.011.*
- [5] He Xuehong, Si Jinshan. *Problems and Countermeasures in the Budget Management of University Finance [J]. Science and Technology in West China, 2008 (13): 60 - 61.*
- [6] Hu Ruinian, Liu Pu. *The Evolution, Realistic Dilemmas and Development Paths of Private Colleges and Universities in the New Era [J]. Decision and Information, 2021, (09): 80 - 89.*