EXPLORATION OF PROBLEMS AND COUNTERMEASURES IN BUSINESS-FINANCE INTEGRATION WITHIN CORPORATE FINANCIAL MANAGEMENT

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The integration of business and finance, referred to as «Biz-Finance Integration», involves the organic melding of corporate operations with financial management. This innovative model has consistently received significant attention in the context of corporate financial management. This paper elucidates the concept of Biz-Finance Integration and highlights its critical importance. It also examines prevalent issues in its practical implementation and proposes corresponding solutions to facilitate its orderly application.

In the fiercely competitive marketplace, the level of financial management directly impacts the economic performance of a company and can influence its strategic direction. As a novel financial management paradigm, Biz-Finance Integration transcends traditional operational constraints, offering a more systematic and comprehensive management function. This model aids in corporate transformation and upgrading, thereby enhancing overall competitive strength.

Biz-Finance Integration builds on traditional financial management by organically incorporating it with business management. This model requires support from traditional financial data and further demands scientific, rational decision-making and supervisory services based on business data. Under this framework, traditional financial personnel must engage deeply with frontline business operations to thoroughly understand business processes and modules, integrating business and financial terminologies. This integration helps clarify and scientifically align business objectives with financial understanding, thereby elevating the level of financial management and enhancing the economic performance of the company. The following points illustrate the significance of implementing Biz-Finance Integration.

Financial management plays a crucial role in business administration. Traditional management philosophies often limit financial operations to post-activity accounting, merely reflecting economic actions rather than facilitating effective budgeting and planning beforehand. Post-event analysis of business and financial performance alone cannot address existing issues, thus restricting the timeliness and predictive capability of financial management.