UDC 33

The impact of artificial intelligence on the innovative process of financial management of enterprises

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Abstract

In the modern economy, enterprises are constantly seeking to improve their financial management efficiency and competitiveness through innovation, and the rapid development of artificial intelligence technology provides new possibilities for this process. Artificial intelligence is being seen by more and more enterprises as an important tool for driving innovation in financial management processes, with a wide range of applications including data analysis, financial forecasting and automated processes. The aim of this study is to explore the impact of AI on the financial management innovation process in enterprises and to summarize the key patterns and impacts found through detailed literature research and case studies such as ZTE. The literature review section used in the study explores existing innovation theories and models and analyses the role of AI in driving innovation and its potential impact on corporate financial management. The case study, on the other hand, focuses on ZTE Corporation's financial management practices and provides an in-depth examination of the practical effects and innovation-driving role of AI applications in the course of these practices. The results show that AI can significantly improve the real-time and accuracy of financial decision-making, optimize resource allocation, reduce human error, and improve the overall efficiency and strategy of financial work.

For citation

Cong Risheng (2024) The impact of artificial intelligence on the innovative process of financial management of enterprises. *Ekonomika: vchera, segodnya, zavtra* [Economics: Yesterday, Today and Tomorrow], 14 (9A), pp. 840-850.

Keywords

Artificial Intelligence, ZTE, financial management, accuracy.

Introduction

Innovation is an important driving force for the development of the modern economy, the essence of which lies in the introduction of new ideas, technologies and methods in order to improve efficiency, reduce costs and create value. In the context of globalization and rapid technological development, innovation not only helps enterprises to stand out in the competition, but also plays an indispensable role in the overall progress of the national economy [Feng Jinbao, 2024]. Through innovation, firms are better able to adapt to the changing market environment and capture new business opportunities in order to sustain their growth and competitiveness. In modern economies, the success of different firms and economies often depends on their ability to innovate and the efficiency with which they translate innovation into tangible results. Taking Apple as an example, this giant has redefined and led the market for smartphones, tablet computers and other products through continuous product innovation and strategic adjustments, setting an industrial benchmark. This process not only enhances the market value and brand influence of the company itself, but also stimulates technological upgrading and service innovation in the relevant supply chain and industry sectors, reflecting the significant role of innovation in driving economic growth.

The importance of innovation is also manifested in its ability to help optimize the allocation of resources and promote structural adjustment. Modern economies face challenges such as resource depletion and environmental pollution in their rapid development, and innovation provides possible solutions to these problems. Through technological innovation, enterprises and countries can achieve efficient use of energy and sustainable development of the environment, for example, by developing green technology and clean energy to reduce carbon emissions and environmental pressure [Huang Shaojun, 2024]. At the same time, innovation promotes the creation of new industries and employment opportunities. With the popularization of cutting-edge technologies such as artificial intelligence and big data, new demands are constantly being derived from various industries, and numerous new occupations and jobs are being created, driving the transformation of the economic structure. For enterprises, innovation helps drive the optimization of internal processes and the renewal of business models, making them more flexible and adaptable in their operations and strategic management. Not only does it improve cost-effectiveness, but it also puts companies in a good position to take advantage of market uncertainty. It is for this reason that innovation is seen as a core competency that will lead the economy of the future and is key to the sustainable development of enterprises and countries in the modern business environment.

Financial management, as a core component of enterprise management activities, mainly involves many aspects such as fund raising, investment decision making, financial analysis and risk management. It is an important means to ensure the effective allocation of enterprise resources and achieve profit maximization. In the traditional financial management process, enterprises usually rely on manual operation, paper records and human analysis, which is not only inefficient, but also prone to human error and information lag. With the expansion of enterprise scale and the rapid changes in the market environment, the traditional financial management model gradually reveals its limitations [Xu Nianxing, Wang Chongjun, Liu Jiaqi, 2024]. At this time, information technology has become one of the key tools for optimizing the financial management process, among which artificial intelligence has attracted much attention due to its unique intelligent and automated features.

As a technology that imitates human intelligence, artificial intelligence can achieve automated decision-making and optimized operations through technical means such as data analysis, pattern recognition and machine learning [Long Zhineng, Bao Rongjiang, He Xianjie, 2024]. In the field of

financial management, the use of artificial intelligence is gradually changing the traditional work mode. Through big data analysis technology, enterprises can extract valuable information from massive financial data to support decision-making. Machine learning algorithms can build and optimize forecasting models, improving the accuracy of financial forecasting and risk management capabilities of enterprises. In addition, AI can play a significant role in automated report generation, account reconciliation and anomaly detection, reducing the workload of financial staff [Han Peng, Li Ke, 2024]. With the help of AI, the financial management process of enterprises has become more intelligent and efficient. This not only improves the operational efficiency of enterprises, but also provides them with more strategic options in the fierce market competition. At the same time, the application of AI technology also brings new challenges, such as data privacy, technology dependency and talent shortage. Therefore, in the process of implementing AI financial management innovations, enterprises need to carefully consider these potential issues to ensure the safe and effective application of related technologies.

Literature Review

1. Theories and Models of Innovation. The theory of innovation originates from the Latin language, and the original meaning encompasses renewal, creation of something new, and change.[Ma Delin, Lu Xinyun, 2024] Schumpeter, the Austrian-American economist who first proposed the theory of innovation to explain capitalist economic development and cycles, defined innovation as the establishment of a new production function, i.e., entrepreneurs implement new combinations of factors of production, including the introduction of new products, the use of new production methods, the opening of new markets, the acquisition of new sources of supply of raw materials or semi-finished products, and the establishment of new forms of business organization [Gao Haoyu, 2024]. This theory established Schumpeter's unique position in the field of research on the history of economic thought and emphasized the central role of innovation in economic development. With the progress of science and technology and social development, the theory of innovation continues to evolve. Entering the 21st century, the development of information and communication technology and the formation of knowledge society have further promoted the development of innovation theory. Innovation is regarded as a complex emergence phenomenon under the interaction and complexity of various innovation subjects and innovation elements, and is the product of the co-evolution of the innovation double helix structure of technological progress and application innovation under the innovation ecology.

Innovation models are important tools for understanding and analyzing the innovation process, and they provide different perspectives on the mechanisms through which innovation occurs. Typical innovation models such as technology push model, market pull model, interaction model, and network model. The technology-driven model considers scientific discovery and technological invention as the main drivers of technological innovation [Liu Key, Chao Xirui, 2024]. The innovation process starts with basic research, applied research, and goes through a linear process of development, production, and marketing, and finally introduces the new technology into the market. The market is regarded as a passive recipient of innovations in this model. The market-pull model is in contrast to the technology-push model, which emphasizes that technological innovation is based on market demand. Demand is the source of all economic activity, and firms drive innovation by identifying and satisfying market demand through communication and exchange with customers. The interaction model suggests that the two main elements of innovation, technology and market, interact in the innovation process. Whether technology-driven or market-driven, relevant information is received and recognized, and a new

product idea is generated, which leads to subsequent activities such as research, design and development. The network model believes that technological innovation is the result of all-round integration and synergy of various elements in a large system including strategy, organization, culture, technology, market, management, policy and other factors. It emphasizes system integration and network linkage among multiple institutions. In addition to the above models, there are some other innovation models, such as the second curve model, the fractal innovation model, the combination innovation model, etc., which elaborate the occurrence mechanism of innovation from different perspectives and levels.

2. The Role of Artificial Intelligence in Driving Innovation. In the contemporary wave of digitization, AI is impacting the financial management processes of companies at an unprecedented speed and depth [Yang Yin, 2024; Qian Kunrong, 2024; He Yanjun, 2022]. Numerous studies have shown that the introduction of AI not only helps improve operational efficiency, but also promotes innovation in financial management. With the help of machine learning and data analysis, enterprises are able to extract valuable information from voluminous data sets and improve the quality of decision-making. While financial management in the past usually relied on experience and intuition, today's AI algorithms can provide more scientific support through fast and accurate analyses [Qu Haijuan, 2021]. The use of such technologies has made financial forecasting, risk management, and investment analyses more accurate and efficient.

AI is also making significant strides in driving automation of financial management, thereby freeing up organizations' human resources and allowing employees to focus on more strategic tasks. Recent research has revealed the benefits of smart contract and blockchain technologies in accounts processing and transparency, tools that not only reduce human error but also improve the security and reliability of financial activities [Yang Yuhua, 2020]. In addition, AI systems excel in anomaly detection and fraud prevention, and through real-time monitoring and analysis, companies can identify and respond to potential risks in a timely manner. From a strategic management perspective, AI empowers firms to be more competitive and significantly more agile in responding to market changes [He Ying, Yang Lin, Zhang Yuyang, 2020]. Overall, the literature suggests that AI continues to revolutionize the practice of corporate financial management while also providing a broad space for its future development.

3. Research Related to Artificial Intelligence and Enterprise Financial Management. In the past few decades, artificial intelligence (AI) technology has developed rapidly and found applications in various industries, among which enterprise financial management is one of the more far-reaching areas affected. Existing research has focused on how AI can reshape the traditional processes of corporate financial management to improve efficiency and accuracy. Through technologies such as data mining, machine learning and natural language processing, some highly repetitive and complex tasks in financial management, such as financial statement generation, budget forecasting and risk assessment, can be automated, which not only cuts down on manpower and time costs, but also greatly improves the accuracy and efficiency of data processing.

In addition, related studies have explored the impact of AI applications on financial decision-making. Intelligent algorithms are able to process large-scale financial data, identify potential market opportunities and risks, and provide support for decision-making. Such algorithms can learn from historical trends and predict future market changes, providing a more scientific basis for corporate strategy formulation. At the same time, enterprises face challenges in adopting AI technologies, including the complexity of technology implementation, high initial investment costs and data privacy and security issues. Against this backdrop, researchers continue to explore ways to optimize the

accuracy and security of AI systems, as well as improve their adaptability in different enterprise environments. Overall, despite the promising applications of AI in financial management, the pre-conditions and practical challenges need to be properly addressed to realize its full potential. This literature lays the foundation for subsequent research on how AI can better serve corporate financial management.

Case Study

1. ZTE Corporation and its financial management. ZTE Group is a pioneer in the field of communications in China, and is the largest listed company of communications equipment in China. Founded in 1985, ZTE Group is located in Shenzhen, Guangdong Province, and its business operations are mainly responsible for dealing with all kinds of communications problems and providing solutions. ZTE currently has more than 30 subsidiaries in China and 20 research and development organizations around the world, mainly located in China, the United States, France, Sweden, India, etc. The latest annual report for 2019 shows that a total operating revenue of RMB 90,737 million was achieved in the current year, of which RMB 58,217 million was achieved in the domestic market, accounting for the Group's total operating revenue of 64.16%, and the international market achieved operating income of RMB 32.520 billion, accounting for 35.84% of the Group's total operating income, with a promising market outlook.

As ZTE Corporation continues to develop and grow since its founding, problems in management are gradually emerging, which is not conducive to the company's long-term development. Financial management is one of the most important parts of enterprise management, and ZTE Corporation has attached great importance to it, and has made constant changes to its financial management methods in accordance with the needs of development.

ZTE Corporation started with a decentralized financial management and accounting management model, in which the finance offices of subsidiaries and research institutes were in a decentralized state, each responsible for its own financial work with its own set of financial processing procedures, with each office reporting to the group's finance department, and the other various research institutes and subordinate subsidiaries reporting to the product department. This model provided a great help to the group in its initial development, but as ZTE Corporation's business continued to expand and decided to carry out its internationalization strategy, the shortcomings of this traditional financial management model began to appear gradually. The complex organizational structure brought the group high operating costs and low operating efficiency, and the decentralized financial management model, although fully utilizing the value of each branch, was not conducive to the unified management of the group's branches, and hindered the realization of the group's strategic objectives, which was not conducive to the group's sustainable development.

In order to improve its financial problems, ZTE Corporation has changed from a decentralized financial and accounting management model to a centralized management model, moving from decentralization to centralization and achieving online financial management. With the spread of ZTE Corporation's internationalization strategy, the group has transformed into a multinational conglomerate that is constantly establishing new branches, subsidiaries, and affiliates all over the world. As the traditional financial management model did not match the group's strategic goals, ZTE Corporation hoped to promote the cost leadership strategy through the implementation of financial shared services to reduce the impact of global financial risks on the group, and therefore set up the first financial sharing center in China in 2005.

The Finance Sharing Center was established to solve problems related to the group's finances, but with continuous development and changes, ZTE Group's Finance Sharing Center has evolved from serving only its branches and subsidiaries to becoming a profit-making organization that provides consulting and outsourcing.

2. Application of Artificial Intelligence in ZTE Corporation's Financial Management. In the context of the intelligent era, ZTE Corporation Group has actively adopted artificial intelligence technology in financial management. By building a financial sharing control platform, ZTE Corporation has realized the in-depth integration of the financial and accounting system and the business system. This not only automates the collection and entry of financial bills, but also enables accurate voucher registration and information sharing, greatly enhancing work efficiency. Using big data and cloud computing technology, the company is able to automatically generate key financial data from business information and mine and sort out unstructured information, providing important data support for financial management. With this platform, ZTE Corporation has successfully promoted the process of industry-finance integration and realized the integrated management of financial and business information.

ZTE Corporation has also further promoted the automation of financial processes through the development and application of financial robots. The company's development of financial robots (RPA), such as reconciliation robots and tax robots, significantly reduces the application of manual operations in the reconciliation and tax filing process, and improves the efficiency and accuracy of process handling. RPA technology not only enables internal data exchange with procurement and business travel systems, but also real-time interactions with external banking and tax systems, which promotes cross-platform process automation. The application of this technology frees up a large amount of manpower, allowing finance staff to focus more on complex financial analysis and management work. At the same time, the organizational structure has been optimized, with the formation of a business group, a business management group, a robotics process processing team, and an exceptions business processing team. this new organizational structure has enabled ZTE's financial management capabilities to be significantly improved.

In addition, the application of artificial intelligence technology has enhanced ZTE Corporation's internal control capability and financial efficiency. Through the centrally controlled financial sharing platform, the company utilizes AI and big data technologies to conduct detailed audits in accounts receivable and payable and expense reimbursement, which effectively improves the efficiency of audits and the authenticity of data. Electronic accounting processing as well as fast reimbursement processes enhance the efficiency of financial operations. At the same time, by reducing the processing of paper materials and business documents, the company effectively reduces manpower costs while lowering operating costs. Against this backdrop, ZTE Corporation has used artificial intelligence to achieve a comprehensive upgrade of financial management, injecting new momentum into the development of the enterprise.

3. The Impact of Artificial Intelligence on ZTE Corporation's Financial Management Innovation. The introduction of artificial intelligence technology has had a profound impact on ZTE Corporation's financial management, innovating the traditional management mode and promoting financial innovation. By adopting the mode of industry-finance integration and information sharing, ZTE Corporation has constructed a financial sharing and control platform, which fully connects the accounting system with the enterprise's business system. Automated processing improves the efficiency of bill collection, information entry, and voucher registration, while the application of big data and cloud computing technology helps automatically generate financial data from business information to

support financial decision-making. Meanwhile, the development and application of financial robot RPA has automated repetitive financial processes. Reconciliation robots and tax robots, among others, have significantly reduced manual operations and achieved efficient docking and processing. These innovations have allowed ZTE to respond quickly to market changes and enhance corporate competitiveness in the age of intelligence.

However, these innovations are not without challenges. The redesign and standardization of financial processes places greater demands on personnel, meaning that staff need to be retrained and their positions adapted. At the same time, the high cost of intelligent equipment and its rapid changes increase the financial burden on companies. In addition, the application of AI may involve legal risks, especially as a multinational company, ZTE needs to cope with differences in laws and regulations in different regions, which also poses compliance challenges for the company. However, by optimizing its organizational structure and establishing a finance sharing center, ZTE has formed a new team division of labor, with basic and repetitive tasks being handled by robots, freeing up personnel to focus on more complex tasks, and improving internal control and management innovation.

In terms of financial efficiency and costs, AI technology has significantly improved the efficiency and accuracy of processing, with electronic accounting vouchers and fast reimbursement processes shrinking processing times. By reducing the use of paper and personnel, it reduces the cost burden on the enterprise. The centralized control of the financial shared control platform also enhances the internal management efficiency of funds, and the audit mechanism of artificial intelligence combined with big data technology improves the authenticity and efficiency of accounts receivable and payable and expense reimbursement. In summary, the application of AI has enabled ZTE Corporation to enter a more intelligent and efficient operation track in financial management, and despite several challenges, the positive changes it has brought have undoubtedly promoted the overall development of the enterprise.

Discussion

1. Benefits and Challenges of Integrating Artificial Intelligence into Financial Management Innovation. The integration of artificial intelligence in enterprise financial management brings many benefits to the innovation process, but also comes with certain challenges. In terms of benefits, AI can greatly improve the efficiency and accuracy of financial data processing and reduce human errors through automated data analysis and report generation. In addition, intelligent algorithms can quickly process massive amounts of data, enabling more comprehensive financial risk assessment and forecasting, and making organizations more agile in responding to market changes. Artificial intelligence can also optimize cash flow management through big data analysis, providing decision makers with real-time financial insights to support more scientific strategic planning. Its self-learning capabilities enable continuous optimization of financial processes, allowing companies to maintain a competitive advantage in a dynamic environment [Tang Ying, 2018]. However, the application of AI technology also poses some challenges. Firstly, the implementation of AI requires high technical investment and professional support, which may create financial pressure for small and medium-sized enterprises. In addition, integrating AI systems with existing financial management systems is complex and time-consuming, and data security and accuracy need to be ensured. Information security risks should not be ignored. AI systems face the threat of data leakage and privacy issues, and enterprises need to establish strong and effective security mechanisms to prevent potential risks. The lack of talent is also a major obstacle, and many financial managers need to learn to adapt to the use of new

technologies. All in all, despite the multiple challenges, the potential of AI in financial management should not be ignored, and it can achieve more efficient process innovation for enterprises and help improve competitiveness.

2. The Impact of Artificial Intelligence on the Competitive Landscape of Enterprise Financial Management. Artificial Intelligence is redefining the competitive landscape of enterprise financial management, bringing new opportunities and challenges to enterprises by improving efficiency, reducing costs and enhancing decision support. In terms of financial data processing, AI technology is capable of analyzing and processing large amounts of data with greater speed and accuracy. This capability allows organizations to gain insights in a more timely manner to gain a competitive advantage in a dynamic market environment. In addition, AI algorithms can improve the accuracy of financial planning through predictive analytics, which means businesses can manage risk more effectively and optimize asset allocation for a more sustainable growth path. At the same time, the proliferation of AI is also driving the automation of financial services, from handling simple day-to-day tasks, such as payments and report generation, to complex processes, such as budgeting and financial forecasting. Automation not only shortens the financial cycle, it also frees up human resources to focus on more strategic endeavors. However, the changes brought about by AI also expose businesses to new challenges. For smaller organizations with more limited capital, a lack of sufficient resources to invest in cutting-edge AI technology could result in a competitive disadvantage. In addition, the widespread use of AI has also raised concerns about data privacy and security, requiring businesses to rigorously strengthen relevant protection measures alongside technology adoption. Overall, AI is shaping a smarter financial management environment, prompting organizations to innovate and adapt to the changing market and technological landscape.

3. Recommendations for applying artificial intelligence to financial management innovation in enterprises. The application of artificial intelligence technology in enterprise financial management innovation provides a series of feasible suggestions. First of all, enterprises need to build a comprehensive financial sharing and control platform to achieve in-depth integration with business systems in order to improve the efficiency of information flow. This integration can not only improve work efficiency by automating routine operations such as financial bills and voucher registration, but also mine business and financial data through big data and cloud computing technology to provide support for decision-making. This technological convergence allows companies to be more agile and responsive to market dynamics. Meanwhile, developing and deploying financial robots (RPAs) is another important strategy. These robots can perform repetitive and tedious tasks such as reconciliations and tax payments, significantly reducing manual intervention and improving the accuracy of processes. In addition, creating a flexible organizational structure with specialized business groups and process handling teams ensures that the use of robots maximizes the release of manual labor and allows employees to focus on more challenging tasks. In this process, it is also necessary to pay special attention to the internal control of financial management to ensure that the financial behavior of the enterprise is compliant and legal through centralized control of the flow of funds and precise auditing of the flow of funds. Given the rapid development of AI technology and the legal risks it poses, it is important for organizations to proactively engage with their legal teams to address potential liability and compliance issues. Multinational organizations in particular need to be careful in this regard and seek to address legal differences in different countries and regions. Ultimately, care should be taken to optimize costs in the drive towards intelligence, such as electronic processes that can cut paper costs, as well as a reduction in financial processors, reducing human resource expenses and ensuring the long-term benefits and competitive advantage of innovation.

Conclusion

After an exhaustive study of the impact of artificial intelligence in the innovation process of corporate financial management, it can be concluded that artificial intelligence offers significant potential for improving the efficiency and accuracy of financial management. From practical case studies, such as ZTE's experience, AI technologies have demonstrated significant application value in real-time data analysis, risk assessment and decision making. By adopting these technologies, companies are able to respond faster to market changes and optimize resource allocation, thereby enhancing overall competitiveness. This is not only reflected in improved accuracy and timeliness of financial reporting, but also improved capital flow management and cost control.

The expansion of AI applications in the enterprise also faces certain challenges. Data privacy and security issues are becoming increasingly prominent, and enterprises need to establish sound security mechanisms to protect sensitive information. In addition, the complexity of the technology integration process requires enterprises to have appropriate technical capabilities and strategic vision. Management should actively explore paths to adapt to these changes and encourage cross-sector collaboration and the cultivation of an innovative culture.

In terms of future development, AI technology is expected to further revolutionize the financial management process of enterprises. With the evolution of algorithms and increased computing power, these technologies will be more deeply involved in the strategic decision-making arena, supporting enterprises to develop more forward-looking business strategies. At the same time, organizations will need to be sensitive to the changing market environment and be prepared for the technological updates they will face. Emerging technologies will continue to drive the transformation of business models, making innovation not just a possibility, but an indispensable core element of competition. Only by constantly updating their knowledge of new technologies, such as AI, can companies remain invincible in the global competition.

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Влияние искусственного интеллекта на инновационный процесс финансового менеджмента предприятий

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Аннотация

В условиях современной экономики предприятия стремятся повысить эффективность своего финансового менеджмента и конкурентоспособность за счет внедрения инноваций, при этом стремительное развитие технологий искусственного интеллекта открывает новые возможности для этих процессов. Искусственный интеллект все чаще воспринимается предприятиями как важный инструмент для стимулирования инноваций в процессах финансового управления. Его применение охватывает широкий спектр задач, включая анализ данных, финансовое прогнозирование и автоматизацию процессов. Цель данного исследования заключается в изучении влияния искусственного интеллекта на процесс инноваций в финансовом управлении предприятий, а также в обобщении ключевых закономерностей и последствий, выявленных в ходе детального анализа литературы и кейсов, таких как опыт компании ZTE. Рассматриваются существующие теории и модели инноваций, анализируется роль искусственного интеллекта в стимулировании инноваций, а также его потенциальное влияние на финансовый менеджмент предприятий. Кейсовое исследование посвящено практике финансового управления компании ZTE, детально изучается влияние применения искусственного интеллекта на инновационные процессы и их практическая эффективность. Результаты показывают, что использование искусственного интеллекта позволяет значительно повысить оперативность и точность принятия финансовых решений, оптимизировать распределение ресурсов, снизить вероятность ошибок, а также улучшить общую эффективность и стратегическую составляющую финансовой деятельности.

Для цитирования в научных исследованиях

Сун Жишэн. The impact of artificial intelligence on the innovative process of financial management of enterprises // Экономика: вчера, сегодня, завтра. 2024. Том 14. № 9А. С. 840-850.

Ключевые слова

Искусственный Интеллект, ZTE, финансовый менеджмент, точность.

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