

Development and Transformation of Financial Companies in the New Era

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Abstract: The purpose of this study is to explore the transformation strategy of financial companies in the new era and its effect evaluation. As an important part of China's accounting service industry, financial companies are facing many challenges and opportunities in the new era background. In order to adapt to the new market environment, financial companies need to carry out a series of transformations to enhance their competitiveness. In a word, this study makes a comprehensive discussion on the transformation strategy and its effect of financial companies in the new era, and provides a useful reference for Chinese financial companies. In the future development, finance companies should continue to deepen reform and innovate to meet the requirements of the new era and achieve sustainable development.

Keywords: Finance Company, New Era, Transformation

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1. Introduction

1.1 Research Background

With the rapid development of our country's economy, the number of small and medium-sized enterprises is increasing continuously, and the demand for enterprise financial management is growing increasingly. As a new type of financial management, finance has been widely used in our country. Financial companies provide professional financial services for enterprises, including accounting, tax declaration, financial consulting, etc., to help enterprises reduce financial costs and improve financial management efficiency.

However, as China enters a new era, the market economic system is continuously improved, the competition of enterprises intensifies, and the financial companies are facing unprecedented challenges. On the one hand, China's tax policy, financial management laws and regulations are constantly updated, which puts forward higher requirements for the business ability and service quality of financial companies; On the other hand, with the development of Internet, big data, artificial intelligence and other technologies, financial management information and intelligence have become a trend, and financial companies need to constantly innovate service models and improve service quality and efficiency to meet market demand.

In addition, the Chinese government's support for the development of small and medium-sized enterprises continues to increase, which provides a broad space for the development of financial companies. The government has introduced a series of policy measures, such as reducing taxes and fees and optimizing financial services, aimed at reducing the operating costs of smes and improving their market competitiveness. In this context, financial companies are expected to give full play to their professional advantages to help small and medium-sized enterprises develop and achieve their own business expansion.

To sum up, financial companies are facing both challenges and opportunities in the new era. In order to adapt to market changes, financial companies need to constantly innovate and improve service quality to meet customer needs and achieve sustainable development. The purpose of this study is to analyze the development status of financial companies in the new era, and to discuss the transformation strategies, in order to provide useful reference for the development of China's financial industry.

1.2 Research Purpose

The purpose of this study is to explore the transformation strategies of financial companies in the new era and evaluate their effects, in order to provide theoretical guidance and practical reference for the healthy development of China's financial industry.

On the one hand, through the definition and development of financial companies, financial companies under the background of the new era and the challenges and opportunities of financial companies in the new era, a comprehensive review of the

development status and problems faced by financial companies. On this basis, the necessity of financial company transformation is analyzed, and corresponding transformation strategies are proposed, including technological innovation-driven transformation, service model innovation, market positioning and expansion, human resource management reform and compliance transformation, etc., in order to provide feasible path selection for the transformation of financial companies.

On the other hand, this study selects two typical cases to conduct in-depth analysis of financial companies that have successfully transformed and those that have not successfully transformed, and summarizes the experiences and lessons of successful transformation and the reasons for failed transformation, so as to provide reference and warning for financial companies. At the same time, through the evaluation index and empirical analysis of the transformation effect, the actual effect of the transformation of financial companies is evaluated, which provides a basis for the future development of financial companies.

Finally, this study will summarize the whole research and put forward policy suggestions, in order to provide references for the policy formulation and supervision of China's financial industry. At the same time, I would like to express my sincere thanks to the tutors, classmates and other relevant personnel who have given help to this research during the research process.

1.3 Research Methods

In the process of studying how finance companies are transforming in the new era, we adopt a variety of research methods to ensure the depth and breadth of research, and improve the scientific and reliability of research.

In the process of research, we also followed the comparative research method, comparing Chinese financial companies with international financial companies, and analyzed the advantages and disadvantages of Chinese financial companies in the process of transformation.

To sum up, we adopt a variety of research methods, from different angles and levels to discuss the transformation of financial companies in the new era, in order to provide theoretical guidance and practical reference for the transformation of Chinese financial companies.

1.4 Research Significance

This study has important theoretical and practical significance. Firstly, at the theoretical level, this study will enrich the research literature of financial companies and provide theoretical support for the development of China's financial industry. Through the overview of financial companies in the new era and the study of the transformation strategy, it is helpful to improve the theoretical system of financial companies and provide the basis for subsequent research.

Secondly, at the practical level, this study provides transformation strategies and practical paths for financial companies, which is helpful for financial companies to cope with challenges and seize development opportunities in the new era. In particular, in the aspects of technological innovation, service model innovation, market positioning and expansion, human resource management reform and regulatory compliance transformation, this study puts forward specific transformation strategies, which provide useful references for the development of financial companies in the new era.

In addition, this study also compares the successful and unsuccessful financial companies through case analysis, summarizes the successful transformation experience and failure lessons, and provides references for financial companies in the transformation process.

Finally, this study evaluates the transformation effect of financial companies, and looks forward to its future development, which provides a useful reference for the sustainable development of China's financial industry.

To sum up, this study has both theoretical and practical significance for financial companies, which is helpful to promote the development of China's financial industry. At the same time, this study also has certain reference value for policy makers^[1], industry practitioners and related researchers.

2. Overview of Financial Companies in the New Era

2.1 Definition and Development of Financial Companies

As a professional financial service organization, the main business of finance company is to provide financial services such as finance, tax declaration and audit for small and medium-sized enterprises. The development of financial companies has gone through several stages, from the initial simple financial services to the current comprehensive financial services, the scope and depth of its services continue to expand.

The definition of financial company can be understood from two aspects, one is the nature of the company, and the other is the service content. From the nature of the company, the financial company belongs to the service industry, its main business is to provide financial services to help customers manage their finances. From the perspective of service content, the financial company's service scope includes finance, tax declaration, audit, financial consulting, etc., aiming to provide customers with a full range of financial solutions.

In our country, the development of financial companies can be divided into three stages. In the first stage, financial companies only provide simple financial services with a single service content. In the second stage, with the growth of market demand, financial companies began to provide value-added services such as tax declaration and audit, and the scope of services was expanded. In the third stage, the finance company began to develop in the direction of comprehensive financial services, providing a full range of financial services including financial consulting and financial planning.

Under the background of the new era, financial companies are facing new challenges and opportunities. On the one hand, with the rapid development of our economy, the number of small and medium-sized enterprises surges, and the demand for financial companies becomes more and more large. On the other hand, with the development of science and technology, especially the popularization of Internet technology, financial companies need to constantly innovate service models and improve service quality to meet market demand^[2]. At the same time, China's policies have strictly regulated the financial industry, and financial companies need to constantly improve their compliance in order to cope with the changes in the industry.

In general, financial companies have broad development space in the new era, but also face many challenges. Only by constantly innovating, improving service quality, and improving compliance can we be invincible in the fierce market competition.

2.2 Financial Companies in the New Era

Under the background of the new era, financial companies are faced with unprecedented challenges and opportunities. With the rapid development of economy in our country, more and more enterprises realize the importance of financial management, and the financial industry emerges in response. However, in the new era, financial companies are also facing many challenges, such as the intensification of market competition and the continuous improvement of regulatory policies.

In short, under the background of the new era, financial companies are facing many challenges and opportunities. In order to achieve sustainable development, finance companies need to constantly innovate and enhance their core competitiveness to adapt to market changes and policy requirements. At the same time, financial companies should also pay attention to personnel training and technology research and development, provide high-quality and efficient financial management services for enterprises, and help enterprises to maximize value. On this basis, the financial company will glow with new vitality in the new era background and contribute to the economic development of our country.

2.3 Challenges and Opportunities of Finance Companies in the New Era

Financial companies are faced with many challenges and opportunities in the new era. With the rapid development of China's economy, the increasingly complex market environment, and the continuous adjustment of national policies, financial companies need to deal with many challenges, but also have broad opportunities for development.

However, financial companies also have great development opportunities in the new era. On the one hand, China's policy has given strong support to the development of small and medium-sized enterprises, making financial companies have a broader market space; On the other hand, with the economic globalization, financial companies can use the Internet and other new technologies to expand the international market. In addition, enterprises' demand for financial management continues to increase, providing more development opportunities for financial companies.

Faced with challenges and opportunities, financial companies need to constantly innovate and enhance their core competitiveness. In the new era, financial companies can cope with challenges and seize opportunities in the following ways: First, strengthen technological innovation and use new technologies such as big data and artificial intelligence to improve service quality; The second is to improve the quality of service to meet the diversified needs of customers; Third, expand the market and actively explore the international market; Fourth, strengthen internal management, improve staff quality, reduce operating costs; Fifth, compliance management, risk prevention, to provide customers with professional and efficient services.

In short, financial companies are faced with many challenges and opportunities in the new era. Only by constantly innovating and enhancing their core competitiveness can financial companies remain invincible in the fierce market competition and achieve sustainable development.

3. The Transformation Strategy of Financial Companies

3.1 Transformation Necessity Analysis

As a financial service provider in the new era, financial companies are faced with many challenges and opportunities. In the current economic environment, enterprises have increasingly high requirements for the professionalism and efficiency of financial services, and financial companies need to enhance their core competitiveness through transformation. This chapter will analyze the necessity of transformation from the following aspects.

In short, under the background of the new era, financial companies are faced with many challenges and opportunities, and transformation has become an inevitable choice for their sustainable development. The next chapter will discuss the transformation strategy of financial companies in detail, in order to provide useful reference for the development of the industry.

3.2 Technological Innovation-driven Transformation

Under the background of the new era, financial companies are faced with many challenges and opportunities, among which technological innovation has become a key factor driving the transformation. In this chapter, we will explore the transformation strategy of finance companies in terms of technological innovation.

financial companies should also pay attention to data security and privacy when making technological innovations. With the wide application of information technology, the problem of data security and privacy has become increasingly prominent. Financial companies need to strengthen the protection of data security to ensure that customer data is not leaked and abused.

In short, technological innovation is a key driver for the transformation of finance companies. By actively introducing advanced information technology, establishing cloud computing platforms, applying artificial intelligence and big data technology, and ensuring data security and privacy, financial companies can achieve efficient and intelligent bookkeeping services, enhance competitiveness, and meet the challenges and opportunities of the new era^[3].

3.3 Service Model Innovation

Under the background of the new era, financial companies are faced with many challenges, among which service model innovation is the key link of transformation and upgrading. Traditional financial services mainly focus on providing customers with basic services such as accounting and tax declaration, but in the new era, customers' demand for finance is becoming more and more diversified, which requires financial companies to carry out service model innovation to meet the growing needs of customers.

In short, under the background of the new era, financial companies must pay attention to service model innovation if they want to achieve transformation and upgrading. By providing customized services, realizing online and offline integration, expanding business areas and improving service quality and other measures to meet the diversified needs of customers, so as to be in an invincible position in the fierce market competition.

3.4 Market Positioning and Expansion

Under the background of the new era, financial companies are faced with many challenges and opportunities, among which market positioning and expansion is the key link. This chapter will discuss the transformation strategy of financial companies from four aspects: market positioning, target customers, business areas and market expansion.

First of all, market positioning is the cornerstone of successful transformation of financial companies. With the development of the economy and the changes of the market, financial companies should be transformed from traditional financial service providers to experts providing comprehensive financial solutions. This means that the company needs to provide diversified services including accounting, tax, business management, etc., according to the needs of customers to meet the diversified needs of different customers.

In short, in the new era, if financial companies want to achieve successful transformation, they must clarify market positioning, select target customers, expand business areas, and strengthen market expansion. Through these measures, finance companies will provide customers with better services and achieve sustainable development.

3.5 Human Resource Management Reform

Under the background of the new era, financial companies are facing the pressure and opportunity of transformation and upgrading. Human resource is the key element of the core competitiveness of enterprises, and its management reform is of great significance to the transformation of financial companies.

In addition, financial companies also need to pay attention to the optimal allocation of human resources. In the process of transformation, the company should adjust the organizational structure, simplify the management process, and improve the work efficiency. At the same time, strengthen internal communication and collaboration, promote information sharing among departments, and avoid waste of resources.

financial companies should pay attention to the sustainable development of human resources. In the process of transformation, it is important to pay attention to the career development planning of employees and provide them with opportunities to grow and develop. At the same time, pay attention to the psychological care of employees, pay attention to their physical and mental health, and improve the job satisfaction of employees.

In short, the reform of human resource management is an important part of the transformation and upgrading of financial companies. Through scientific human resource management system, incentive mechanism, optimal allocation and sustainable development strategy, finance companies can stimulate the potential of employees and realize the long-term development of enterprises. In the context of the new era, financial companies are expected to successfully achieve transformation and upgrading with the help of human resource management reform, and contribute to the development of China's economic and social development.

3.6 Analysis of Compliance Transformation

Compliance transformation analysis

Under the background of the new era, financial companies are faced with strict regulatory environment and market changes, and compliance transformation has become an important part of enterprise transformation and upgrading. This chapter will analyze the challenges and opportunities of financial companies in compliance transformation, and propose corresponding transformation strategies.

In addition, compliance transformation has also had an important impact on the business expansion of finance companies. In the new market environment, financial companies need to find new business growth points, expand diversified business, and meet the diversified needs of customers. At the same time, the company also needs to strengthen communication and cooperation with external entities such as government departments and industry associations, actively fulfill social responsibilities, and establish a good corporate image.

For compliance transformation, finance companies can adopt the following strategies:

1. Strengthen compliance awareness. The company should comprehensively improve the awareness of compliance from the leadership to the grass-roots employees, integrate the compliance requirements into the corporate culture, and form a consensus of compliance by all employees.
2. Improve the internal management system. The company shall establish and improve the internal management system, clarify the business process and operation norms, and strengthen risk prevention and management.
3. Strengthen compliance training. The company shall organize regular compliance training for employees to improve their compliance awareness and skills.
4. Strengthen communication and cooperation with government departments and industry associations. The company should actively participate in industry exchanges, strive for policy support, and promote the healthy development of the industry.
5. Diversify your business. The company can actively expand diversified business according to market demand, reduce business risks and improve market competitiveness.
6. Improve service quality. The company should continuously improve the quality of service, provide customers with professional and efficient services, and win the trust and support of customers.

In short, compliance transformation is both a challenge and an opportunity for finance companies. By strengthening compliance management and improving service quality, finance companies can stand out in the competitive market and achieve sustainable development.

4. Case Analysis

4.1 Case Selection and Analysis Method

In terms of case selection and analysis methods, this paper mainly adopts the following ways:

Through the above case selection and analysis method, this paper aims to provide useful reference and enlightenment for the transformation of financial companies in the new era, hoping to contribute to the healthy development of our country's financial industry.

4.2 Case 1: A Finance Company Successfully Transformed

In Case 1, we will focus on the experience and implications of a finance company that has successfully transformed. The company, called Huaxia Accounting Firm, is based in one of China's fast-growing cities.

Founded in 2000, Huaxia was initially engaged in traditional financial business, providing financial outsourcing services to small and medium-sized enterprises. With the rapid development of our country's economy, the number of enterprises is increasing year by year, and the financial market has great potential. However, in the face of fierce market competition, Huaxia Accounting firm realized that it must be transformed and upgraded to meet the development needs of the new era.

In terms of human resource management, Huaxia Accounting firm attaches great importance to personnel training and team building. They increase the training of employees to improve their professional quality and skill level. At the same time, they also established a set of incentives to encourage employees to actively innovate and improve work efficiency.

In terms of compliance transformation, Huaxia Accounting Firm has always followed the relevant laws and regulations of China to ensure business compliance. They pay close attention to policy developments and adjust their business strategies in time to adapt to policy changes.

Through the efforts of the above several aspects, Huaxia Accounting Firm has successfully achieved transformation and upgrading, and has become a leading enterprise in the industry. Their successful experience tells us that to survive and develop in the new era, finance companies must be brave to innovate, improve service quality, expand business areas, and focus on compliance. Such transformation can bring sustainable development momentum for enterprises and win market competitive advantages.

4.3 Case 2: Finance Companies That Failed to Make the Transition

In case 2, we selected a financial company that failed to achieve transformation for analysis. The company was founded in the 1990s and was once a finance company with a high profile in the industry. However, in the context of the new era, due to various reasons, the company failed to transform in time, which eventually led to a serious decline in business and a precarious market position.

The company's mistakes in the transformation process are mainly reflected in the following aspects:

Through the study of Case 2, we can draw the following enlightenment: In order to achieve successful transformation in the new era, financial companies must attach importance to technological innovation, service model innovation, market positioning and expansion, human resource management reform and regulatory compliance transformation^[4]. Only all-round reform and innovation can make the company in an invincible position in the fierce market competition.

4.4 Case Analysis Summary

Through the specific analysis of Case 1 and Case 2, we can find that under the background of the new era, the success of the transformation of financial companies depends on a number of factors. First, the sensitivity of company leadership to changes in the market and the response strategy is critical. The company in Case 1 is able to accurately grasp the market trend and actively carry out technological innovation and service model innovation, thus achieving a successful transformation. However, due to the lack of sensitivity to market changes, the company in case 2 failed to adjust its business strategy in time, resulting in the failure of transformation.

Finally, the case analysis also shows that financial companies need to actively explore market positioning and expansion in the process of transformation. Through precise market positioning and active market expansion, the company in Case 1 has successfully diversified its business fields, providing a driving force for the sustainable development of the company. However, the company in case 2 failed to effectively explore market positioning and expansion, resulting in difficulties in business development after transformation.

To sum up, the transformation of financial companies in the new era needs to grasp market changes, strengthen core competitiveness, ensure compliance, and actively explore market positioning and expansion. Through these measures, finance companies are expected to achieve sustainable development in the new era.

5. Conclusions

5.1 Research Conclusions

In the context of the new era, this study explores the transformation strategies of financial companies in the face of challenges and opportunities. Through literature review, case analysis and empirical research, the following conclusions are drawn:

To sum up, financial companies are facing the pressure and opportunity of transformation and development in the new era. By implementing transformation strategies such as technological innovation and service model innovation, finance companies can enhance their competitiveness and achieve sustainable development. Therefore, this study provides useful theoretical and practical guidance for financial companies, and has certain significance for promoting the development of the industry.

5.2 Policy Recommendations

After studying the transformation strategies of finance companies in the context of the new era and evaluating their effects, this study puts forward the following policy recommendations to help finance companies achieve sustainable development and better serve the overall economic and social development.

In short, the government should guide and standardize the development of financial companies by formulating policies and supervision. Financial companies should strengthen internal management and participate in social welfare undertakings to achieve their own sustainable development. Only in this way can financial companies realize their own transformation and development under the background of the new era, and make greater contributions to the development of social economy.

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