Research on "Internet +" Rural Precision Poverty Alleviation and Sharing Financial Model

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Abstract. Internet technology has many advantages and can provide a good tool for all aspects of development. In China's economic and social development, "Internet +" has become an important strategy at present. The work to the "Internet +" has become a new development trend. The use of modern technologies such as computer networks has been put on the agenda. After continuous exploration and comparison, the shared service platform is a relatively good mode of operation, and a financial sharing model has been formed in the financial aspect. Financial sharing can significantly reduce the cost of precision poverty alleviation, thus accelerating the process of standardization of rural poverty alleviation. Based on the background of "Internet +", this paper discusses the new model of rural poverty alleviation and analyzes the framework model of rural poverty alleviation. In the context of "Internet +", poverty alleviation work combined with computer Internet technology, using computer networks and other modern technologies to carry out rural precision poverty alleviation work, has become the development direction of application of new technologies in the era of computer networks. This article explores financial sharing and social development to explore the advantages of financial sharing and how it affects financial management; It makes full use of the convenience brought by high-tech development to the government service work.

1. Introduction

Under the leadership of the modern information industry, a new economic form of "Internet +" has emerged. Traditional industries have many problems in organization and management, such as imbalanced resources, poor information flow, and delayed information updates. With the advent of the "Internet +" era, in the new media environment, people can influence or reshape people's ideology, and fundamentally solve many problems in the traditional industry. In recent years, China's large Internet companies Tencent, Alibaba, Jingdong and Baidu have developed rapidly; The Internet economy accounts for a large proportion of GDP, which significantly increases the contribution rate of the Internet to economic growth; The number of Chinese netizens exceeds the population of the entire EU, and the number of netizens continues to grow; The network infrastructure construction has achieved rapid development. The number of households with fiber-to-the-home coverage has increased year by year, and the proportion of mobile Internet users in the total number of residents has been increasing. With the strong support of Internet technology, Internet-related industries have shown a good development trend.

In the actual implementation process, there are violations of law and discipline in varying degrees, such as false reporting, misappropriation, misrepresentation, squandering. Waste poverty alleviation funds. The safety and compliance of the use of poverty alleviation funds are facing greater threats. Under the current circumstances, the vast majority of poverty alleviation funds in China are special...
funds set up by the state and are an important part of the state's fiscal expenditure. The financial departments of all levels of government are the managers and dominators of state-owned public funds. As an important department of the government, they have the obligation and responsibility to do a good job in the financial management of accurate poverty alleviation, so that the precise poverty alleviation funds can be implemented.

2. “Internet +” catalyzes a new way of precision poverty alleviation

2.1. Framework model based on “Internet +” precision poverty alleviation
To be precise, accurate poverty alleviation is to accurately identify the poor, carry out precise assistance and management, and be precise in poverty alleviation project arrangement, poverty alleviation work assessment, poverty alleviation fund use and ultimate poverty alleviation. The Internet can provide basic technical support for precision poverty alleviation. Based on the "Internet +" technology, a model for building a precise poverty alleviation framework is shown in Figure 1.

![Figure 1. a model for building a precise poverty alleviation framework](image)

The specific requirements for precision poverty alleviation include six aspects, which are the key to cracking the precision poverty alleviation and the specific path to achieve the “Internet +” precision poverty alleviation. The specific content of precision poverty alleviation is shown in Figure 2 below.

![Figure 2. specific content of precision poverty alleviation](image)

2.2. Internet + Finance: Solving the problem of poverty alleviation funds
Under the traditional model, financial poverty alleviation was obtained mainly through the bank's offline loan support. After the emergence of Internet finance, this tradition was broken, and financial poverty alleviation was developed from both online and offline. For social service projects, it mainly adopts the model of government guidance and interest subsidy support, and government and social capital cooperation. With the support of the Internet, we will combine financial institutions with
precision poverty alleviation, build an Internet platform to raise poverty alleviation funds, and attract more investors to participate in investment.

2.3. “Internet + Agriculture” Precision Poverty Alleviation

2.3.1. Accelerate the construction of agricultural big data. In the “Thirteenth Five-Year” development planning stage, big data is a booster for agricultural development and progress, and an important strategic resource for modernization and new-type agriculture. It can provide strong support for agricultural modernization and rural poverty alleviation. The government needs to combine with the local actual situation to build a supporting big data survey and analysis system to achieve the collection and collection of agricultural data.

2.3.2. Consolidate the support of talents with precision. Actively attract network information talents to join modern agriculture, and integrate "Internet +" with modern agriculture. Disseminate the concept of peasant professionalism, use the Internet technology environment, and build a sound skills training system. Through the help of science and technology, the poor family members can effectively master a practical skill.

2.3.3. Building smart agriculture. With the development and implementation of smart agriculture, the cultivation and growth of crops are remotely and intelligently monitored, so that the limitations of time and space on agricultural production are further reduced, and the growth and development of crops are scientifically and intelligently controlled, saving a large amount of material resources.

3. Financial sharing and its important value

The wide application of these new technologies has promoted the innovation of the financial sharing model and the continuous upgrading of the financial sharing service center, so that the shared services are widely promoted in the financial management practice of large group companies. Under the "Internet +" collaborative support, financial sharing is an advanced financial management model.

3.1. Financial sharing center

Financial Sharing Center: Concentrate on the construction of various businesses in a common semi-automatic business unit; Like the competition in the external market of the enterprise, the business unit provides corresponding billing services for each department within the enterprise; Set up a dedicated management organization to promote work efficiency, maximize value creation, maximize cost savings, and provide high quality services to internal customers. The financial sharing center is to use advanced technology to realize the networking of various traditional financial processes, and become an important means of reorganizing and reengineering processes, promoting more efficient and standardized unit financial management, and prompting the financial department to maximize value creation. Finally, the long-term strategic goals of the finance department are achieved. At present, many large-scale enterprises have built corporate financial sharing center.

3.2. The important role of building a financial sharing center

In the process of supply-side structural reform in China, enterprises are required to take effective measures to reduce costs and fill their own shortcomings; In the financial sharing center model, the architecture and process design are more simplified, and the specialization and homogenization of the division of labor are realized, which is compatible with the environmental needs of China's economic development. In the case of rapid network development, enterprises are required to make financial changes. There are many defects in traditional financial management, such as severe asymmetry in data and information, difficulty in achieving effective comparison of financial data, and low utilization of financial resources. The central model can effectively fill these shortcomings of traditional financial management. In the context of "Internet +", it is an important reform direction of financial
transformation to conform to the trend of informatization development and actively construct a financial sharing center. The financial sharing center can make management decisions more intelligent, rationally allocate resources in all aspects, achieve efficient management, and promote enterprises to achieve unified management of market and financial activities, and realize the development of regional management to shared management. In the context of "Internet +", the system of data storage, financial processing, risk identification, assessment and management accounting is centralized in a unified platform, and information technology is shared in time to realize information interconnection and synergy.

3.3. Functional mode of shared services
The functional mode of financial sharing is the mode of providing services to customers. As the financial work is handled from decentralized to centralized, then centralized to shared, and finally to service outsourcing, the functional mode of shared services goes through the primary, development and advanced stages. As shown in Figure 3.

![Figure 3. Functional pattern of the shared service](image)

3.4. Financial shared service framework
The key parts and internal links of the financial sharing project together form a financial shared service framework. As a general design guide for follow-up work, the Financial Shared Services Framework helps project participants understand the overall situation, ensuring that the overall project for financial shared services is carried out in an orderly manner. The financial shared service project framework mainly includes six modules: strategic positioning, business process, organization and personnel, information system, operation management, change and risk management; among them, strategic positioning is the overall framework, during the implementation of the entire project, both involve change and risk management. The financial sharing service framework is shown in Figure 4.

![Figure 4. Financial Shared Services Framework](image)

3.5. Value of financial sharing

3.5.1. Financial sharing improves the quality of accounting information
The construction of the financial sharing center enables the accountants to grasp the comprehensive information in a timely and accurate manner, intelligently identify the invoice information by using professional equipment, automatically counts into the accounting system, realizes the automation of the extracted project information, and automatically generates the prefabricated certificate and matching budget system. Finally, the budget balance is generated, and the over-standard budget is intelligently reminded; Automate the synchronization, matching, and certification of accounting information and invoice information, unify document flow, accounting flow and certification flow; achieve accurate check of accounting and tax control information, and automatically correct errors, so that accountants can work. The time has been greatly reduced, and the quality of accounting information has been further improved.

3.5.2. Financial sharing promotes financial management to deepen development
The establishment of a financial sharing center will redefine financial work, enable traditional business finance to undertake more management tasks, and focus more on promoting the integration of financial management and various types of business, focusing on business and financial data analysis; Sharing finance enables managers to optimize resource allocation, budget analysis and management; strategic finance optimizes resource allocation based on strategic objectives at different stages.

3.5.3. Financial sharing promotes information transformation
Financial sharing provides samples for sharing in other aspects and becomes an important part of the integration of enterprises and institutions. The government uses "Internet +" to build a big data platform, integrates superior resources on the basis of big data technology and financial sharing, uses informatized data for statistical analysis, serves and supervises the whereabouts of precision poverty alleviation funds, and controls for financial management.

4. Rural precision poverty alleviation financial sharing model
In order to separate the management functions and accounting functions, at the same time, it can strengthen the centralized management and control of the accounting units of the higher-level units. The financial sharing services are led by the financial department of the higher-level units, and concentrate on the accurate poverty alleviation accounting, report preparation, and finance of all units in the higher-level government jurisdiction. Analyze and account for archives and other tasks, and complete the financial management and supervision tasks under the authority of the higher-level government financial department, and assist in the formulation and implementation of financial and accounting policies. Accurate poverty alleviation and financial sharing set up the corresponding departments to complete asset expenses, general ledger statements and fund settlement functions. Each department staff specializes in their duties, and divides various financial businesses into divisions to improve the audit quality and work efficiency of the precision poverty alleviation project business.

Accurate poverty alleviation financial sharing is divided into professional groups by module, including debt claim group, fixed asset group, cost expense group, tax group, fund group and general ledger report group. The tasks of each professional group include regional engineering project accounting, analysis of business based on financial perspective, and recommendations based on relevant issues. In terms of staffing, financial sharing personnel and on-the-job financial personnel are reasonably equipped, and the dynamic adjustment is based on the scale of poverty alleviation projects in the poverty-stricken areas. The organizational form of the Financial Shared Service Center for Accurate Poverty Alleviation is shown in Figure 5.
With the expansion of financial sharing, financial data of each sector will be integrated; financial shared service center and big data technology platform will be combined, financial sharing can be used for data management, and big data technology will be used to collect data for performance analysis and financial forecast analysis. In the accurate financial analysis of poverty alleviation, the use of big data to clean, transform, extract, calculate and other financial data stored in the financial sharing to form a data format suitable for data analysis; Using big data analysis and mining technology, mining valuable data in extracted data and analyzing the logical relationship inside the data; Use big data visualization technology to display forecast results in the form of drawings or tables and turn them into financial language. Through financial data and accurate poverty alleviation results, it provides data support for accurate poverty alleviation assessment, so that the government can truly grasp the distribution of accurate poverty alleviation funds and poverty alleviation effects.

5. Conclusion
We must integrate internet technology and precision poverty alleviation strategy, rely on information technology to build a comprehensive platform for poverty alleviation information, and promote poverty management in precise identification, precise management and precise assistance. Financial sharing is a new financial management model with complete functions and high efficiency. With the transformation of economic forms, China's large-scale enterprise groups are increasing, and the financial shared service model plays an important role in the financial transformation of large-scale enterprise groups. In the national strategy of implementing precise poverty alleviation, it is necessary to draw on and introduce the financial sharing service model, break the traditional government financial management perspective, build a financial shared service center platform, and implement a transparent and reasonable financial sharing service policy. With the help of cloud computing technology, the precise poverty alleviation financial sharing service will gradually become networked, virtualized, and move to the cloud. The operation of mobile terminals will make it more convenient and efficient, and the financial management of precision poverty alleviation will be further improved, and the management of China will be established to a certain extent.

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