

Strategies for Improving Financial Professional Ability in the Digital Age

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Abstract: The purpose of this paper is to explore the career development and ability training strategies of financial professionals in the digital age. With the rapid development of digital technology, the financial field is facing unprecedented challenges and opportunities. This paper analyzes the influence of digitalization on financial professionals, analyzes the current professional development status of financial professionals, focuses on determining the core competencies required by financial professionals in the digital era, such as technical skills, data analysis and communication and cooperation, and discusses the corresponding ability training strategies^[1]. At the same time, it also studies the changes in the roles and responsibilities of financial professionals brought about by the digital transformation of enterprises, with a view to providing useful reference for related work.

Keywords: Digital age; Finance major; Career development; Ability training; Data analysis

With the advent of the digital age, the financial profession is facing unprecedented great changes^[2]. The rapid development of digital technology has had a far-reaching impact on financial work and brought new opportunities and challenges to financial professionals. Under this new background, the professional development and ability training of financial personnel is particularly important. This paper aims to study the professional development status of financial professionals in the digital age, analyze the impact of digitalization on the financial field, and explore the core competencies that financial professionals need in the digital age.

1. The impact of the digital age on the financial profession

In the digital age, the improvement of financial professional ability is very important for financial personnel. In order to adapt to the changes in financial work brought about by the development of digital technology, financial personnel need to adopt a series of strategies. They need to master automation and intelligent technology, skillfully use automation software to improve the efficiency of financial processing, and at the same time understand intelligent software to obtain more in-depth analysis and decision support. Financial personnel need to cultivate data-based decision-making ability, use data analysis tools and technologies to mine the information and value in data, and provide scientific decision-making basis for enterprises. In addition, they should use cloud computing and online collaboration tools to strengthen cross-time zone cooperation, realize real-time cooperation on a global scale, promote efficient sharing of financial data, strengthen awareness of information security and privacy protection, strengthen security control, and ensure the security of financial data and business information.

2. Financial professionals career development status quo

Nowadays, the professional development of financial professionals has a series of characteristics. On the one hand, with the rapid development of the global economy, the demand for financial professionals in different industries and enterprises has shown a trend of differentiation and diversification, which is no longer limited to traditional financial affairs, but also growing in areas such as cost finance, tax planning, data analysis and internal audit, which requires financial professionals to choose suitable career directions according to their own interests and advantages, and continue to expand their knowledge and skills. In the digital age, financial work is no longer isolated, but closely integrated with other fields. Financial professionals need interdisciplinary knowledge such as law, economics and information technology, so as to better understand and cope with complex economic environment and market changes. Internationalization is becoming more and more important. With the global economic integration and the increase of multinational enterprises, it is very important for financial professionals to understand the financial standards, tax policies and business environment of different countries and master international financial reporting standards. They need to broaden their international horizons and accumulate experience to adapt to fierce competition.

3. The core competence of financial professionals in the digital age

In the digital age, the core competence of financial professionals includes many aspects to cope with the ever-changing working environ-

ment and needs. One is the application ability of digital technology. Financial professionals need to skillfully use digital technologies such as financial software, data processing tools, spreadsheets and databases, so that financial work can be more efficient and accurate, and large-scale data processing and analysis can be realized. At the same time, they should have the ability to quickly learn and adapt to new technologies to enhance their competitiveness in the digital age. The second is the ability of data analysis and decision-making. The generation and accumulation of a large amount of data bring new opportunities to the financial field. Financial professionals should have the ability of data analysis, and can mine valuable information from massive data to provide scientific basis for enterprise decision-making. Through data analysis, they can better understand the financial situation and operation of enterprises and provide more accurate financial prediction and risk assessment. The third is problem solving and innovative thinking^[3]. Financial work in the digital age is often faced with complex and changeable problems. Financial professionals need to have good problem solving ability and innovative thinking, and be able to analyze and solve practical problems and propose innovative solutions, which is crucial for their professional development in the digital age. The fourth is the ability of communication and cooperation. Financial work often requires close cooperation with other departments and teams. Financial professionals should have good communication skills and cooperation spirit, and can effectively communicate and coordinate with people with different backgrounds and professions. Excellent teamwork ability will help them better play their advantages in the digital age and realize resource sharing and collaborative innovation. The fifth is interdisciplinary knowledge and lifelong learning. In the digital age, finance majors and other fields cross each other^[4]. Financial professionals need to master certain interdisciplinary knowledge, understand laws, economics, information technology and other related knowledge, which is conducive to their better understanding and response to complex economic environment and market changes. Moreover, the digital age is changing rapidly.

4. Financial professionals' ability training strategy

The ability training strategy of financial professionals is very important, and its purpose is to meet the challenges and needs of the digital age, so that they can adapt to the new environment and continuously improve their ability, and create more opportunities for the development of enterprises and individuals. This includes strengthening digital technology training, covering the application of financial software, the use of data analysis tools, the understanding of artificial intelligence technology, etc., and there are many forms to choose from, such as online learning, offline training courses and workshops; Promote interdisciplinary learning and cross-train with law, economics and information technology to enhance comprehensive ability; Provide continuing education opportunities and support participation in industry seminars to update knowledge and maintain competitiveness; Actively build a learning organization, create a learning atmosphere and encourage sharing and promotion^[5].

5. Digital transformation of enterprises and the role of financial professionals

In the process of digital transformation of enterprises, financial professionals play a crucial role. Digital transformation means using digital technology to optimize business processes to improve efficiency and enhance competitiveness. In this case, financial professionals need to undertake many important responsibilities. They should be responsible for the management and analysis of more data generated by digital transformation, and skillfully use data analysis tools to sort out, summarize and deeply analyze a large number of financial and business data, so as to extract valuable information and insight and provide key basis for enterprise decision-making; We should also be familiar with digital financial software and data analysis tools to make the preparation and analysis of financial reports more automatic and accurate, accurately generate financial statements and deeply interpret financial indicators and trends in them, so as to provide high-quality financial analysis and decision support for enterprise management; They need to pay close attention to the changes of relevant laws and regulations to ensure that the financial activities of enterprises are legal and compliant, and participate in the risk management of enterprises, identify and evaluate potential risks and take measures to prevent and control them; Financial professionals should actively participate in the formulation and implementation of digital decision-making, provide important insights and suggestions from the perspective of financial data, and help enterprises formulate scientific digital strategies and optimize resource allocation.

6. Conclusion

In the digital age, financial professionals are facing important challenges in career development and ability training. The rapid development of digital technology has brought new opportunities and challenges to financial work. Financial personnel need to have the core abilities of digital technology application, data analysis and decision-making, innovative thinking and communication and cooperation. In order to cope with these challenges^[6], it is suggested to adopt some capacity-building strategies, such as strengthening digital technology training, providing practical opportunities, carrying out interdisciplinary learning, establishing tutor system, providing continuing education opportunities, building learning organizations and emphasizing moral and professional responsibilities. Only by constantly improving their own abilities can financial professionals stand out in the digital age and make greater contributions to the development of enterprises.

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