Research on the Impact of FinTech on the Digital Transformation of Enterprises

Liu Liqi[1*], Wang Benchao[2]
[1]International Finance college, Shanghai Lixin University of Accounting and Finance, Shanghai, China
[2]International Education college, Shanghai University of Finance and Economics, Shanghai, China,
**Corresponding Author.*

Abstract: The core of enterprise digital transformation lies in integrating traditional business with advanced technologies to create a more efficient and flexible production and operation model. Supported by Financial Technology (FinTech), enterprises have gained new opportunities for digital transformation. To study the impact of FinTech on enterprise digital transformation and explore the direction of such transformation, this paper adopts methods such as literature analysis to analyze the performance of enterprises in the transformation process. Furthermore, it summarizes and concludes from the perspectives of optimizing the transaction environment, improving the efficiency of financial services, enhancing marketing service solutions, and boosting production and operation decision-making capabilities, aiming to provide assistance for the innovative development of enterprises.

Keywords: FinTech; Enterprise Management; Digital Transformation; Impact

1. Introduction

FinTech refers to the application of advanced technologies and tools to provide more accurate, efficient, convenient, and secure solutions for enterprise production, operation, and other work. Currently, the People's Bank of China has issued the FinTech Development Plan (2022-2025), which puts forward tasks such as "deepening the application of core technologies and activating digital momentum" and provides scientific arrangements for the development and application of FinTech. Entering the digital-intelligent era, digital transformation has become an increasingly important strategic direction for enterprises. The development and innovative application of FinTech have also provided new ideas and tools for enterprise digital transformation. Therefore, enterprises should conform to the trend of the times, leverage the advantages of FinTech to promote the transformation and upgrading of production, operation, and other work, adapt to the development environment of the digital economy, and maintain a favorable position in market competition.

2. Improved the Transaction Environment and Optimized the Management of Digital Assets

Blockchain technology can establish a multi-party trust mechanism, featuring traceable and immutable on-chain data, which has broad application prospects in multi-node scenarios across regions, departments, and fields. In the financial sector, the application of blockchain technology enables decentralized financial transactions and data transmission. This not only effectively reduces intermediate links in market transactions, improves the transparency and security of transactions, but also creates a clear and transparent transaction environment for enterprises. Based on this, in daily production and operation, enterprises can use blockchain to communicate with upstream and downstream enterprises, form secure, transparent, and immutable data to establish mutual trust and reduce fraudulent behaviors; they can also use technical support to simplify cross-border transactions and supply chain management, realize automated and rapid settlement through smart contracts, and simultaneously achieve automatic transaction and management of digital assets, thereby gaining more new business opportunities in domestic and international markets and expanding their influence.

Against this backdrop, in the process of digital

transformation, enterprises should, on the one hand, actively apply blockchain technology to deeply empower their production and operation. Relying on secure and efficient information sharing platforms, they should promote internal technological innovation, cross-regional cooperation in production and operation, and data interconnection, thereby solving key problems in production and operation and achieving high-quality development. On the other hand, they should use blockchain technology to drive data assets, explore the value behind data, and enhance the efficiency of data resource utilization. Enterprises usually possess a large number of digital assets, including images, videos, documents, press releases, design files, etc. To improve the management efficiency of these digital assets, enterprises should use decentralized information platforms to realize the tagging, classification, and search of assets, ensuring centralized management of digital assets. At the same time, with the support of financial technology, they can "feed" digital assets to large language models and train generative artificial intelligence assistants to provide timely and effective solutions for internal financial operations of enterprises and effectively release the value of digital assets[1].

3. Enhanced the Efficiency of Financial Services and Reduced Enterprise Operating Costs

The wide application of emerging technologies such as big data, cloud computing, blockchain, and artificial intelligence in fields such as credit financing, payment and settlement, and risk prevention and control has promoted the innovation of FinTech and expanded financial service channels. Currently, platforms such as Alipay and WeChat Pay have become indispensable payment methods in people's lives. This convenient payment method not only improves user experience but also brings more sales opportunities to enterprises. In addition, payment technology also provides enterprises with various flexible payment methods such as online payment, cloud payment, and QR code payment, accelerating the trend of users shifting to online shopping.[2]

Enterprises are inseparable from financial services in their production and operation. Under the influence of FinTech, enterprises have undergone profound changes from operation and management to development decision-making. Through the application of FinTech, enterprises can access financial services such as payment, loans, and insurance more conveniently, reducing their operating costs and risks. Based on this, in daily production, operation, and management, enterprises can, on the one hand, realize fast and accurate financial services through mobile payment, online loans, and other methods. This settlement method effectively reduces the labor and time costs of enterprises and improves the efficiency and quality of services. For example, in the competitive market environment, financial institutions use technology to proactively grasp the development needs of enterprises and implement a response mechanism of "enterprises place orders, financial departments assign orders, and financial institutions accept orders", which provides better financial support and guarantee for enterprise development. Guided by this mechanism, enterprises can also apply for loans according to their actual needs, obtain funds through online platforms, and continuously deepen communication and connection with financial institutions, aiming at mutual promotion and mutual progress to achieve their own transformation and development. On the other hand, enterprises can also use supply chain finance to accelerate the circulation of products from the production link to the sales link. As an important part of modern finance, supply chain finance plays a crucial role in promoting the integration of industry and finance, ensuring the stability of industrial and supply chains, and advancing the modernization of industrial chains. FinTech can provide enterprises with services such as supply chain management, financing, and credit verification through supply chain finance platforms, improving the efficiency and controllability of the supply chain, ensuring that enterprises can quickly obtain funds and realize the orderly progress of production and operation. For example, enterprises can apply for loans from banks based on formal contracts, logistics documents, and acceptance records related to products. Banks can then verify the authenticity of the information through information systems and issue loans based on the enterprises' "future income". This can connect the supply and production links, enabling enterprises to achieve digital transformation under convenient

and efficient financial services.

4. Assisted Enterprises in Achieving Precise Marketing and Personalized Services, and Improved Market Competitiveness

In the current market environment, users' personalized needs are becoming increasingly strong. This requires enterprises to deeply understand users' preferences and tendencies and develop more accurate and effective marketing plans. With the support of FinTech, enterprises can use user information obtained from system platforms to easily create user "portraits" and build a service model that is more in line with user needs, thereby enhancing the user consumption experience, gaining user recognition, and achieving advantages in market competition[3].

Specifically, on the one hand, enterprises can achieve accurate user "portraits" by combining FinTech. With the support of FinTech, enterprises can effectively collect user-related data, such as key information including consumption behavior, credit records, and risk preferences, laying the foundation for creating "portraits"; they can clean disorganized data by removing duplicate, incorrect, and invalid data to ensure the accuracy of the final analysis results, while using analysis tools to conduct in-depth mining of data to identify key behavior patterns and characteristics; enterprises can segment users based on data analysis results, clarify the characteristics of different groups in dimensions such as demographic information, behavior, and psychological traits, understand the matching degree between different groups and the enterprise's target users, and then develop corresponding marketing service strategies for the target groups. On the other hand, enterprises can optimize marketing service plans based on user "portraits". Through the analysis of user "portraits", enterprises can deeply understand users' actual needs and pain points regarding products, and optimize existing products or develop new product functions to better meet user needs; they can design more personalized marketing content and promotion activities by understanding the preferences and behavior habits of different user groups, thereby improving user participation and conversion rates; they can predict customer needs in advance, set up corresponding customer service channels or provide special offers, and give users more care to maintain the stability of the user group and ensure the effectiveness of marketing service plans.

5. Realized the Mining and Utilization of Massive Data Resources and Improved Decision-Making and Management Levels

In the process of digital transformation, how to mine and utilize big data resources is a core issue that enterprises need to solve. In addressing this problem, FinTech can help enterprises collect, organize, and analyze data through big data analysis and artificial intelligence technologies, provide accurate market insights and decision support, and assist enterprises in optimizing operations and strategies.[4]

Based on this, enterprises should first, guided by needs, make full use of various credit information and obtain decision-making basis through bank-enterprise docking. Second, they should fully apply technologies such as big data, use FinTech to establish and improve mechanisms for risk identification, monitoring, sharing, and disposal, and enhance risk prevention capabilities. Based on data analysis and artificial intelligence, FinTech can more accurately assess the credit risk of enterprises, thereby reducing financial risks while providing more suitable loan plans. At the same time, enterprises can also intuitively recognize the risks existing in their production and operation based on the data analysis results provided by financial systems, and then accurately formulate feasible risk control plans with the assistance of technology to ensure the safety and stability of production and operation. Next, enterprises should leverage the digital technology capabilities of financial institutions to carry out digital upgrades on core business links such as system architecture, product operation, risk management, and scenario operation, smooth the link of data collection and analysis, and ensure that managers can obtain reliable decision-making basis. Finally, enterprises should focus on all links of production and operation, make scientific decisions based on data analysis results, and use the feedback formed by FinTech to evaluate the implementation effect of decisions. They should adjust and optimize in a timely manner according to the development needs of enterprises to ensure that enterprises can more calmly respond to the complex market

competition environment.[5]

6. Conclusion

In summary, the digital transformation of enterprises supported by FinTech is a main approach for enterprises to achieve high-quality development in the intelligent era. Based on the application of digital technologies such as the Internet, big data, and artificial intelligence, enterprises can use FinTech to deepen internal reforms, achieve comprehensive improvements in information transmission capabilities, data resource management capabilities, service capabilities, and decision-making capabilities, and thus better adapt to the development rhythm of the digital economy. In the future, enterprises should further advance digital transformation with the support of FinTech, accelerate the transformation of production equipment and the migration of business systems to the cloud according to their actual conditions, continuously promote business innovations such as digital management, intelligent production, and networked collaboration, reshape production methods and enterprise forms, continuously stimulate the vitality of innovative development, and improve their market competitiveness.

References

[1] Hou Hua. The Impact of FinTech on the Digital Transformation of Commercial Banks and Countermeasures Research[J]. China Circulation Economy 2025, (15): 96-99.

[2] Liu Xiaolin, Li Jigang. Research on the Influence Mechanism of Supply Chain Finance on the Digital Transformation of Enterprises [J]. Financial Research, 2025, (07): 43-53.

[3]Zhong Xuesi, Wei Zijie, Liu Jinlin. Research on the Impact of Supply Chain Finance on the Digital Transformation of EnterprisesEvidence Based on Textual Analysis of Listed Companies [J]. Friend of Accounting, 2025, (17): 62-71

[4]Gu Junjian, Hu Siyu, Wang Chongjin. The impact of digital inclusive finance on the digital transformation of enterprises [J. Journal of Wuhan University of Technology (Information and Management Engineering Edition), 2025, 47(03): 366-37 383.

[5] Liu Fang, Zhang Zhaomei. The impact of supply chain finance on corporate financial risk under digital transformation [J]. Science and, 2025, 25(09): 270-276.

