Research on the Influence of Digital Finance on the Investment Efficiency of Enterprises in the Context of the New Era-Based on the Perspective of Digital Transformation

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Abstract: When analysing the impact of digital finance on the investment efficiency of enterprises with the samples of A-share listed companies in Shanghai and Shenzhen and Guizhou Moutai Wine Company Limited in 2014-2024, I can analyse the enterprise financial reports and big data, and solve the problem of how to reduce the information asymmetry between the financial institutions and the enterprises as well as within the enterprises by using digital finance to alleviate the financing constraints. However, the development of digital finance may intensify competition among firms and may reduce the investment efficiency of firms that lack the ability to transform digitally.

I am familiar with the basic principles of big data storage and processing technologies, and understand their application in data management of Moutai Group. However, further study is needed on the details of the deep integration of new technologies in their innovative application scenarios.

I broaden the research coverage by using the latest Shanghai and Shenzhen A-share data as the research sample. This expansion enriches the scope of research on the impact of corporate digital transformation on investment efficiency. At the same time, I systematically analyse the academic literature at home and abroad, from which I summarise how the digital transformation of enterprises affects their investment efficiency of existing research dynamics of digital transformation as a novel perspective to explore the issue of corporate investment efficiency improvement.

In terms of risk management, as the rapid development of financial technology makes the financial market trading unstable, I can judge the impact of the digital financial market on the efficiency of corporate investment by analysing the financial report data of the Moutai Group and the latest Shanghai and Shenzhen A-shares, but due to the time spent on the research as well as the large amount of time needed for the data processing, there may be a certain degree of impact on the accuracy.

I will communicate online and offline with the heads of the Investment Department and Finance Department of Moutai through email microblogging and field research, and help me understand the latest information in order to analyse and collate it by providing them with an analysis of how the Moutai Group is applying digital financial technology in the field of investment, as well as its future long-term investment strategy.

A sample of Shanghai and Shenzhen A-share listed companies and Guizhou Moutai Wine Co. in 2014- 2024 is used to analyse the impact of digital finance digital finance on corporate investment efficiency. The article emphasises the importance and value of this study, describes its originality and uniqueness, explains the sound research methodology employed, and outlines the research objectives and expected outcomes.

With the continuous advancement of digital transformation, digital finance, as an emerging financial industry, has a profound impact on the investment efficiency of enterprises. Digital finance uses the Internet, big data, artificial intelligence and other technologies to break the time and space limitations of traditional finance and improve the convenience and universality of financial services. [1] In the context of digital finance, enterprise financing methods have become more diversified, financing costs have been reduced, and investment decisions have become more timely and precise, thus improving the investment efficiency of enterprises.

The theoretical foundations of financial big data include its concepts, characteristics and

application value. Big data is defined as large scale, multiple types, fast processing speed and low value density. In the financial field, data are massive, diverse and real-time, and need to be processed and analysed quickly. Big data provides financial institutions with accurate information that helps in better decision making, improved risk management, precision marketing and product innovation. It helps financial institutions understand market trends, customer needs and potential risks, thereby improving efficiency and competitiveness.[2]

Moutai Group's application of big data covers a wide range of areas including business operations, risk management and investment analysis. The company uses big data to provide personalised services and optimise business processes, thereby enhancing customer experience. In terms of risk management, big data helps identify and assess risks so as to formulate effective prevention strategies. In investment analysis, Moutai Group uses quantitative trading platforms to optimise asset allocation and improve returns. These examples demonstrate the practical benefits and innovation potential of big data in the financial sector.

Keywords: Impact of Digital Finance on Corporate Investment Efficiency; Big Data Storage and Processing Technologies; Imeliness and Precision of Investment Decisions; Application of ; Digital Financial Technology in Enterprises; Analysis of Financial Report Data

1. Introduction

The purpose of this article is to delve into how digital finance can optimise the investment decision-making process through advanced technologies, such as big data analytics, artificial intelligence and blockchain, and to highlight its role in transforming traditional financial practices.

1.1 The Meaning of Digital Transformation and the Role of Digital Finance

Understand the definition and scope of digital transformation, the key drivers of digital finance in the digital transformation process and the role of digital transformation process. Moutai Group has developed longer term goals and future development strategies using big data, blockchain and other technologies in the early stages of digital transformation. [3] Digital transformation relies on digital-related technologies to enhance corporate productivity and reduce production costs. The main factors driving the transformation process are examined, while the important role of digital finance in the overall transformation process is described.

1.2 Deepening Understanding of Investment Efficiency

Interpreting the definition and assessment criteria of investment efficiency, exploring various factors affecting investment efficiency, and analysing the data of Moutai Group's corporate financial reports from 2021-2023, it can be shown that the overall return on investment of the enterprise has remained stable, of which the weighted average return on net assets adjusted in 2022 increased by 3.93 percentage points in the same year, and Moutai Group's return on the cylinder is much higher than the same industry's average level, as shown in Table 1.

Table 1. Description of the Company's Main Accounting Data and Financial Indicators for the Recent Three Years at the end of the Reporting Period

Key financial indicators	2023	2022		Year-on-year increase/decrease (%)	2021 years	
		After adjustment	Before adjustment		After adjustment	before adjustment
Basic earnings per share(RMB/share)	54.49	49.93	49.93	19.16	41.74	41.76
Diluted earnings per share(RMB/share)	59.49	49.93	49.93	19.16	41.74	41.76
Basic earnings per share after deducting non-recurring profits and losses(RMB/share)	59.51	49.99	49.99	19.05	41.84	41.86
Weighted average rate of	34.19	30.26	30.26	Increase by 3.393	29.89	29.90

return on net assets(%)				percentage point(s)		
Weighted average rate of return on net assets after deduction of non-recurring profits or losses	34.20	30.29	30.29	Increase by 3.91 percentage point(s)	29.95	29.97

1.3 The Contribution of Digital Finance in Enhancing Investment Efficiency

By analysing Moutai Group's practical application cases in digital finance, such as the contribution of artificial intelligence systems to Moutai Group's production, big data technology and blockchain technology to help enterprises make reasonable investments and avoid lower investment returns due to information asymmetry, as well as focusing on how digital finance can optimise access to capital, improve the investment decision-making process, and through automation and real-time analytics Enhance the efficiency of financial operations, as shown in Table 2.

Table 2. Explanations for the Differences between Quarterly Data and those Disclosed in Previous Periodical Reports

	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jun-Sept)	Q4 (Oct-Dec)
Operating revenue	32,295,763,804.41	25,321,102,842.88	29,543,366,111.76	36,939,611,012.94
Net profits attributable to shareholders of the Company	17,244,968,587.32	12,548,939,490.51	14,605,907,505.71	18,316,628,154.73
Net profit attributable to ordinary shareholders of the company after deducting non-recurring profit and loss	17,243,064,446.83	12,519,757,284.58	14,630,409,785.50	18,398,641,180.81
Net cash flows from operating activities	-6,876,059,093.79	6,864,895,152.49	9,416,500,950.05	27,293,258,821.28

Explanations for the differences between quarterly data and those disclosed in previous periodical
reports

1.4 Digital Finance Strategies to Enhance Investment Efficiency

Reducing Moutai Group's investment in overcapacity through digital technology and better analysing and assessing overcapacity so as to reduce investment in these areas. In Moutai Group's quarterly reports for 2022, the company's net cash flows from operating activities increase quarter by quarter,
reflecting the key challenges and constraints Moutai Group encounters in leveraging digital finance to improve the effectiveness of its investments, such as data security, technological infrastructure, and resistance to change, and providing strategies to address them accordingly.
The question was chosen mainly because the topic covered is closely related to the impact of fintech on financial institutions. By analysing the impact of digital finance on the investment efficiency of firms, in the case of the financial sector, it is crucial to understand how different organisations are responding to the disruption of fintech. With the continuous advancement of digital transformation, digital finance, as an emerging financial industry, has a profound impact on the investment efficiency of enterprises. Digital finance utilises technologies such as the internet, big data and artificial intelligence to break the time and space constraints of traditional finance and improve the convenience and inclusiveness of financial services. [5] Technology is changing the way financial services are provided. This study will help to explore how financial institutions such as Maotai Corporation, whose firms operate in a variety of areas such as investments and personal financial services, are responding to the challenges of the fintech wave, enhancing their competitiveness, and catering to the needs of specific customer segments. It will also provide insights into how different regulatory frameworks have influenced these responses, thus providing a solid basis for examining relevant case studies, as shown in Table 3.

Table 3. Explanations for the Differences between Quarterly Data and those Disclosed in Previous Reports (Quarterly Key Financial Data in 2022)

	Q1 (Jan.-Mar.)	Q2 (Apr.-Jun.)	Q3 (Jul.-Sept.)	Q4 (Oct.-Dec.)
Operating revenue	38,755,812,096.89	30,820,207,348.88	33,692,335,242.67	44,425,250,305.70
Net profits attributable to shareholders of the listed Company	20,794,882,754.55	15,185,532,336.22	16,895,801,973.35	21,857,854,486.63
Net profit deducting non-recurring profits and losses attributable to shareholders of the listed company	20,778,475,545.61	15,168,973,659.84	16,868,191,551.41	21,936,923,668.66
Net cash flows from operating activities	5,244,796,293.93	25,142,381,901.03	19,614,828,823.70	16,591,240,702.43

2. Devising a Plan

2.1 Planning Overview

The title of this study is 'Research on the Impact of Digital Finance on the Investment Efficiency of Enterprises in the Context of the New Era--Based on the Perspective of Digital Transformation'. In this report, the samples of A-share listed companies in Shanghai and Shenzhen and Guizhou Moutai Wine Company Limited from 2014 to 2024 are used to analyse the impact of digital finance on corporate investment efficiency Comparison of financial statements of Moutai Group in different years and stock exchange market quotations are used as an important basis for analysis. The main objective of this study is to analyse aims to delve into how digital finance can optimise the investment decision-making process through advanced technologies, such as big data analytics, artificial intelligence and blockchain, and highlight its role in transforming traditional financial practices. Firstly, the current situation of Moutai Group's investment efficiency is analysed, followed by exploring how digital finance affects corporate investment efficiency on the basis of combing domestic and international relevant literature and theoretical foundations. The conduction path affecting the relationship between the two and the possible intervening variables are further investigated. Meanwhile, the different impacts of digital finance on enterprise investment efficiency are analysed at both enterprise and regional levels.[6] Finally, based on the analysis of the current situation of digital finance development and enterprise investment efficiency and the results of the model regression, comprehensive suggestions on the future development direction of digital finance, government policy guidance and enterprises' own improvement are proposed. Data sources include questionnaire surveys and in-depth exploratory user interviews on customers' experiences with Fintech products. [7] The study adopts a combination of qualitative and quantitative methods: qualitative insights are gained through case studies, focus group discussions and literature review on the impact of Moutai Group on investment efficiency through digital finance; and rigorous quantitative conclusions are obtained through questionnaire surveys and user interviews. Therefore, it is of great practical significance to study the effect of digital finance on enterprise investment efficiency to promote economic growth and financial stability. The aim of this paper is to analyse the impact of digital finance on corporate investment efficiency through the lens of digital transformation. By examining various aspects of this relationship, we can gain insights into the benefits and challenges that may arise from the adoption of digital finance by enterprises, as shown in Table 4.

Table 4. Analysis of Accounting Item Changes Related to the Income Statement and the Cash Flow Statement

Item	Amount in the reporting period	Amount in the same reporting period of last year	YoY Change(%)
Operating revenue	124,099,843,771.99	106190154843.76	16.87
Operating costs	10,093,468,616.63	8,983,377,809.96	12.36

Sales expenses	3,297,724,190.94	2,737,369,434.78	20.47
General and administrative expenses	9,012,191,073.63	8,450,274,065.03	6.65
Financial expenses	-1,391,805,826.72	-934,523,406.02	N/A
R&D expenses	135,185,680.40	61,923,213.59	118.31
Net cash flows from operating activities	36,698,595,830.03	64,028,676,147.37	-42.68
Net cash flows from investment activities	-5,536,826,334.90	-5,562,445,704.34	N/A
Net cash flows from financing activities	-57,424,528,979.83	-26,564,141,388.96	N/A

2.2 Justification for the Selection of Organization and Customer

The reason why Moutai Group was chosen as the research sample. On the investment side, Moutai Group is constantly pursuing new ways to drive its investment strategy with fintech. This may include the application of artificial intelligence to portfolio management and risk analysis, involving complex algorithms and machine learning techniques that analyse historical market data, asset correlations and economic indicators to optimise portfolio allocations and predict potential risks. In addition, in the insurance sector, Principles of Insurance provides insights into how these organisations are developing fintech insurance products and services for such customer segments, providing the industry with valuable lessons that can be learnt in terms of risk management and customer satisfaction. Insurers should also consider actuarial principles when using fintech. The discipline of actuarial science estimates contingencies and determines premiums through statistical modelling and probability theory. For example, big data analytics can help insurers more accurately predict the frequency and severity of claims, which in turn helps them make better pricing and underwriting decisions.

Customers of businesses and financial practitioners were chosen as target customers because they have specific financial service needs. They place great importance on convenience and personalisation, which makes them a good indicator of the effectiveness of fintech adoption. At the same time, they are sensitive to market changes, which can help us understand how financial institutions are adapting their strategies and performance in serving these particular groups. In addition, studying this business and specific customer segments provides a comprehensive understanding of the impact of fintech on different aspects of the financial market, including product innovation, customer experience, and market competition.[8]

2.3 Ranges of Information

Theoretical framework and empirical references: Academic reports provide a macro-theoretical framework for the application of fintech in the banking sector. They provide knowledge on models of integration of technology (big data, artificial intelligence, blockchain) with financial operations and common risks. The research is enriched by drawing on the experiences of other organisations (e.g. effective big data risk management strategies) and comparative analyses with the financial statements of the Maotai Group for different years and quarters. This helps to avoid duplication, achieve a higher level of professional analysis, and provide a theoretical basis for the branch's strategic decision-making.

Real-time market dynamics and public opinion: Media reports can demonstrate the branch's market activities, such as business adjustments in response to competition (e.g., announcements on Moutai Group's official microblogging site and website), market feedback on R&D investments, and data security and social responsibility performance. Analysing public opinion in these reports allows an assessment of the impact on branch reputation and customer trust. Comprehensive analysis of multiple sources ensures objectivity and accuracy and informs the branch's response strategy.

Targeted Information Gathering: In order to study the impact of digital finance on corporate investment efficiency, an online questionnaire survey was conducted on financial institutions, and the questionnaire was distributed to financial institutions through mailboxes to count the frequency of financial practitioners of different age groups using big data analysis and

leveraging on digital financial financial platforms in carrying out their projects, as well as whether the investment efficiency of enterprises can be improved and the cost of financing can be reduced through digital finance.

2.4 User Interviews

In-depth Exploration: Through the form of interviews with different fields of financial workers, through the tape recorder to record the development and application of digital finance using the Internet, big data, artificial intelligence and other technologies in the country, as well as how to innovate to help the financial industry in the future development.

This study will make comprehensive use of both qualitative and quantitative research methods to comprehensively and deeply explore the impact of fintech on the investment efficiency of Moutai Group to provide rich and reliable data support, and to ensure the scientificity and validity of the research conclusions.

2.5 Investigation Methods

2.5.1 Qualitative research methods

Case Analysis: In-depth analysis of Moutai Group's actual application cases of digital finance, meticulous study of their functional characteristics, market response, as well as the competitive pressure and inspiration brought to Moutai Group. At the same time, we extensively collect the successful or failed cases of other enterprises in the application of financial technology, and extract valuable experiences and lessons from them to provide reference for the development of Moutai Group. For example, analysing the process of digital transformation and innovative applications in manufacturing and service industries provides practical ideas.

Focus Group Discussions: Focus group discussions were organised with Moutai Group's customers and internal staff. For customers, they were guided to share their experiences of using fintech products, problems they encountered, and the direction they expect to improve; for employees, they discussed the challenges they faced in business operations and R&D, their views on fintech applications, and their suggestions for future development. Through interactive exchanges, in-depth and diversified views and information are obtained, and potential problems and innovation opportunities are explored.

literature review: Extensive review of academic literature such as references to Peter C. Verhoef, Thijs Broekhuizen, Yakow Bart b (2021), Anandhi bharawaj, Omar A. EI Sawy, Pual A. (2013) related studies, Analyses digital transformation and its impact on business models, proposes three phases of digital transformation and discusses the strategies, assets and capabilities of companies to achieve digital transformation. Argues that this process requires a specific organisational structure that affects performance evaluation metrics and proposes an agenda for future research

2.5.2 Quantitative research methods

Questionnaire: A scientific and reasonable questionnaire was designed and massively distributed to customers and employees of Moutai Group. For customers, inquire about their experience of using fintech products (e.g., online trading platforms, intelligent investment systems, etc.), satisfaction (quantified by setting up a satisfaction scale of 1-5 points), expectations for improvement of product functions (e.g., quantitative evaluation of transaction processing speed, information accuracy, etc.), and concerns about data security (quantified by degree level). For employees, to understand the practical difficulties they encountered in utilising fintech for business operations and research and development (e.g. quantifiable issues such as the complexity of operations, frequency of technical failures, etc.), as well as suggestions for future fintech applications (which can be quantitatively assessed in terms of innovativeness and feasibility). After collecting the questionnaire data, descriptive statistical analyses were conducted using tools such as Excel to calculate the frequency, mean and standard deviation of each indicator, etc., to quantitatively present the attitudes and opinions of customers and employees on the application of FinTech, and to provide representative and universal data support for the study.

Data analysis: Collect internal data of Moutai Group, such as relevant data in the financial statements, and assess the impact of fintech application on the bank's financial position through ratio analysis (e.g. solvency ratio, profitability ratio, etc.); use time-series analysis to study the trend of changes in the business indicators (e.g. the number of customers, the amount of transactions, etc.) before and after the application of fintech and reveal the pattern of the impact of fintech on the enterprise's business

performance The study is also based on time-series analysis. At the same time, we integrate secondary data from official websites, industry reports, databases, research company reports, etc. to analyse the macro environment of the financial market, such as studying the relationship between exchange rate fluctuations, industry trends, changes in economic policies and other factors and the application of fintech in Moutai Group, so as to provide data support and contextual analysis for the study from a macro perspective. When conducting data analysis, we strictly control the data quality to ensure the accuracy and reliability of the data, eliminate invalid data, and reasonably organise and classify the data for in-depth analysis.

The reasons for choosing a combined qualitative and quantitative research methodology are as follows. Qualitative research methodology helps to gain an in-depth understanding of the complex phenomena, mechanisms and influencing factors behind FinTech applications. Through case analyses, focus group discussions and literature reviews, rich background information, multiple viewpoints and theoretical perspectives can be obtained, providing directions and theoretical foundations for quantitative research and helping to identify potential problems and research gaps. Quantitative research methods, on the other hand, can provide objective and quantifiable data support. Through questionnaires and data analysis, precise figures and statistical results can be used to verify assumptions, reveal laws, enhance the persuasiveness and reliability of research conclusions, and make research more scientific and empirical. The two methods complement each other and together provide strong support for a comprehensive and in-depth study of the impact of fintech on the investment efficiency of Moutai Group.

3. Summary

This report uses Kweichow Moutai Group as a case study to explore the impact of financial technology. The first stage involves planning the research questions, goals, methods, etc. The second stage entails conducting research, collecting and analyzing primary and secondary data, and investigating the impact of financial technology on business operations and customer experience; the third stage is to summarize the research findings, draw conclusions, and propose strategic recommendations. The methodology combines firsthand data collected from customer surveys and expert interviews with secondary research based on industry publications and regulatory reports. This approach allows for a multi-dimensional exploration of the company's transformation in financial technology. By systematically analyzing the primary data collected from customer surveys and the secondary data from industry reports, the reliability and depth of the research findings are enhanced.[9]

3.1 Reflection on Goals

In the first objective, which explores the connotation of digital transformation and the role of digital finance, this section defines the significance and scope of digital transformation, examines the main factors driving the transformation process, and elucidates the important role of digital finance throughout the entire transformation process. A comprehensive comparison is made regarding Kweichow Moutai Group's digital transformation process. The theoretical foundations of financial big data include its concepts, characteristics, and application value. Big data is defined as large-scale, diverse types, fast processing speed, and low value density. In the financial field, data is massive, diverse, and real-time, necessitating rapid processing and analysis. Big data provides financial institutions with accurate information that aids in better decision-making, improved risk management, precision marketing, and product innovation. It helps financial institutions understand market trends, customer needs, and potential risks, thereby enhancing efficiency and competitiveness.

In the second objective, which aims to improve the data-driven decision-making system, Kweichow Moutai Group has gained some decision-making insights by analyzing data on production efficiency and output value. However, the decision-making system still does not meet expectations. Limited access to datasets hampers the development of more accurate predictive models. For example, the production process remains costly and time-consuming. The root cause lies in the quality of the data, which may be inaccurate or incomplete. Additionally, the analytical techniques currently employed are not advanced enough to effectively extract meaningful and actionable insights. To improve, there is an urgent need to incorporate more sophisticated data cleaning methods and more advanced analytical algorithms to enhance the

efficiency and accuracy of the system.[10]

Looking forward to future research directions for Objective 3, this study explored the integrated application of FinTech in depth and identified some trends, such as the growing demand for personalized financial services driven by artificial intelligence. The study also recognized the importance of data security and privacy. However, the proposed countermeasures are superficial, only mentioning general ideas such as strengthening data protection, without specific implementation plans. Furthermore, the absence of actionable steps, such as deploying AI-based anomaly detection tools, weakened the practicality of these recommendations. In terms of fulfilling social responsibilities, although measures such as supporting local economic development have been proposed, they lack depth and operability, and more in-depth and comprehensive measures are needed to effectively address these issues. Therefore, Objective 3 was only partially achieved due to the lack of detailed implementation plans and operational measures.[11]

In the process of exploring digital transformation in enterprises, while digital finance brings many conveniences to businesses and individuals, its widespread application also poses certain risks. The rapid expansion of digital finance can lead to swift market changes, intensifying competition between traditional financial institutions and emerging financial entities. This competition for market share may give rise to price wars, ultimately impacting the profitability of enterprises. Meanwhile, as digital finance relies heavily on technology and the internet, it faces significant challenges in terms of digital security. Once incidents of data leaks or system failures occur, they can result in information breaches or negatively affect the efficiency of investments for enterprises. Furthermore, since digital finance is an emerging industry, many consumers lack sufficient awareness and understanding of it, leading to poor decision-making in investments. Therefore, while promoting digital finance, it is crucial to enhance consumers' understanding of digital finance and improve the transparency of information.

3.2 Reflection on Stages

In the planning stage of the research on the impact of Moutai Group, the goal setting was highly targeted, focusing closely on the relevant impact. However, some goals, like the short - term full application of financial technology, were too idealistic (Gomber et al., 2017). These overly ambitious targets had to be adjusted during the Developing Phase, leading to minor schedule modifications to accommodate realistic challenges. The overall time arrangement was reasonable, yet there was a minor delay during the information collection stage because of data screening difficulties. The research adopted a clear approach by combining qualitative and quantitative methods, although the details of some methods were inadequately considered in actual operation. [12] In the developing stage, data collection was relatively comprehensive, encompassing both primary and secondary data. Still, data analysis revealed that some secondary data lacked specificity, and primary data suffered from sample bias issues. While the writing process maintained good logical coherence among parts, explanations of complex technical and business issues were not concise and clear enough.

3.3 Reflection on Information Sources and Methods

In the research, first - hand data was collected through questionnaires and interviews. The questionnaire design covered various aspects; nevertheless, the presence of a sample bias problem undermined the data's representativeness. Interviews, on the other hand, yielded rich internal information, yet the scope of this information was restricted by personnel roles and time constraints. Regarding second - hand data, the academic and industry reports utilized had some validity and reliability. Still, some industry report information lacked pertinence, and certain academic research trailed behind actual development, thus influencing research judgment to a certain extent. Moreover, reliance on secondary data from studies conducted before 2023 limited the relevance and timeliness of some analysis outcomes. Fortunately, the data sources, mainly official websites and academic databases, were relatively trustworthy. In terms of research methods, the combined use of qualitative and quantitative methods was appropriate for the research topic. The qualitative method delved deep into the underlying causes of phenomena, while the quantitative method offered data support. However, qualitative analysis was subject to subjective influences, quantitative

analysis faced data quality issues, and the integration between the two methods was not tight enough.

4. Advantages and Disadvantages of the Evaluation Report

The research on the impact of fintech on Moutai Group has both advantages and disadvantages. Its advantages lie in that the research topic is closely intertwined with the development trend of fintech and the practical issues faced by financial institutions, endowing it with strong practical significance. The data collection is extensive, and the combined use of multiple methods offers rich data and theoretical underpinnings for the study. Moreover, the report features a complete structure, clear logic, and seamless transitions between different sections. The systematic integration of theoretical models and empirical findings strengthened the internal consistency and credibility of the overall conclusions. However, it also has notable drawbacks. Some research goals remain incompletely achieved, and the research lacks depth and breadth, especially regarding in - depth exploration of fintech application risks. Data analysis has shortcomings; sample bias and data quality problems undermine the reliability of the conclusions. Additionally, the suggestions put forward are not specific enough, and their operability requires improvement (Puschmann, 2017).[13]

5. Suggestions for the Future

For the research on the impact of fintech on Moutai Group, regarding research goals, in the aspect of fintech application innovation, it is necessary to enhance technology research and development and talent training to gradually advance fintech applications. Also, data management and analysis technology should be optimized to boost the effectiveness of data - driven decision - making systems. When looking at future research directions, specific social responsibility fulfillment plans need to be formulated, and research on data security and privacy protection technologies should be strengthened. As for the research process, the primary data collection method should be improved by expanding the sample range to enhance data quality. More targeted secondary data should be screened, and the latest industry trends should be closely monitored. [14] Moreover, the integration of qualitative and quantitative methods should be enhanced to improve the accuracy of the research. Exploring the integration of predictive analytics and customer segmentation tools could also refine strategy development and enhance personalized service delivery. Additionally, future research projects should consider adopting blockchain technology for enhancing data security and AI-driven analytics for more accurate customer behavior predictions.

In terms of the impact of fintech on Kweichow Moutai Group, investment decision-making can be enhanced through AI, thereby improving the company's investment efficiency. In a traditional environment, information asymmetry and inadequate governance mechanisms lead to obstacles in information acquisition and inefficient resource allocation. By establishing a blockchain platform, the security and transparency of transaction data can be ensured, while integrating AI technology for data analysis can optimize investment efficiency and provide more precise assistance for investment decision-making.

Regarding data security, enterprises should adopt the most advanced technologies and continuously research digital encryption techniques. Implementing a multi-layered security strategy and incorporating blockchain technology can enhance data security and transparency. By gradually advancing the above steps, Kweichow Moutai Group can achieve more significant results in fintech application innovation and its impact on corporate decision-making.

6. Personal Evaluation

During the course of conducting research, I have improved my abilities at collecting and analyzing data, as well as in translating theoretical knowledge into actual research projects. I have improved my abilities at critical thinking, identifying problems, and strategic analysis. There are still weaknesses in my abilities to control the goal of research, data analysis and processing, and offering suggestions. If advanced abilities in data visualization and control of interdisciplinary modeling are strengthened, much more complete and meaningful results can be obtained. In the future, I would like to improve my ability to plan and control goals of research, improve my data analysis abilities, and improve the operability of suggestions and control of interdisciplinary

cooperation in undertaking research.

I collected first-hand data poorly and my time management was not good. I learned that I should make emergency plans and not be rigid about implementing a plan. This experience highlighted the importance of developing contingency plans and maintaining flexibility in project implementation.

This project enabled me to learn how this financial industry conducts research, and I would like to find opportunities to implement my theories in practice in the future. This project increased my endurance and enabled to better handle complicated projects. This project laid the foundation for my future work.

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