

Research on Financial Investment Management Measures of Investment Companies under the New Situation

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Abstract

Investment company is a kind of financial intermediary, which can integrate the funds of individual investors, invest in other securities assets, and obtain greater investment income as much as possible. The business scope involved is extremely wide. In the context of the new situation, the changing market economic environment has gradually expanded the business scale of investment companies. Although it can provide a lot of opportunities for investment companies to carry out financial investment management, it also brings more severe challenges. Therefore, this paper analyzes the effective ways of financial investment management measures in detail, so as to lay a solid foundation for further improving the benign development of financial investment companies.

Keywords

New Situation; Investment Companies; Financial Investment; Management Measures.

1. Introduction

Strengthening the continuous improvement of the financial investment management level of investment companies can not only effectively expand the business scale of investment companies, but also provide guarantee for the long-term and stable development of investment companies. Under the background of increasingly fierce financial market environment at home and abroad, strengthening the effective implementation of financial investment management measures has become the key reform content and main development direction of investment companies under the new situation. Through the effective implementation of various measures of the humanized service concept, we can continue to innovate the sustainable development model of traditional economic business, improve the professional ability and comprehensive quality of the talent team, ensure the effective implementation of various policies and systems, and give full play to the guarantee role of policies and systems in investment management. On this basis, it is necessary to analyze the problems existing in the investment management process in detail, clearly understand the causes of relevant problems, take corresponding measures to properly solve relevant problems, comprehensively improve the effectiveness of investment management, and help the investment companies achieve the goal of sustainable development.

2. Strengthen the Active Implementation of the Concept of Humanized Service

Under the background of increasingly fierce competition environment in domestic and foreign financial markets, the competitive ability and economic profit space of investment companies in the field of asset management are gradually shrinking, so that the customer group has not only become an important element to improve the comprehensive competitiveness of investment companies, but also a solid force to promote investment companies to achieve the goal of sustainable development. Especially in the process of continuously improving the investment management system and

gradually increasing the power of capital supervision, investment companies should always take serving the real economy and serving customers as the goal orientation, ensure that the constructed humanized ecological development system is highly perfect, actively establish an advanced development concept with customers as the core, attach great importance to the innovation of personalized financial services and financial products, and focus on strengthening the active development of target customer groups. In this process, the investment companies should classify and manage the customer groups, provide highly personalized financial services and financial products based on the actual needs of customers at different levels, and strengthen the implementation of various businesses of the investment companies by continuously improving customer satisfaction. At the same time, the investment companies should also take the customers' personalized service as the core and establish a supporting customer-manager mechanism, so as to establish a customer group within the investment companies and ensure that the customer-centered business service management concept is effectively strengthened and implemented.

In order to ensure the effective implementation of customer service and relevant measures, investment companies must strengthen the active training of professionals, ensure that relevant staff have good coordination and communication skills, high comprehensive quality, master various business knowledge and skills, and provide targeted services to customers in combination with various financial products of the investment companies. In addition, they should clearly divide the responsibility scope, authority and obligation of the account manager, and improve the active construction and training of the talent team of the account manager, so that the account manager can not only have superb product sales skills, innovative service spirit and brand publicity awareness, but also do a good job in tracking the service of high-quality customer groups, so as to make the service direction of the financial products of the investment companies more diversified [1].

3. Strengthen the Positive Innovation of the Sustainable Development Model of Economic Business

Investment companies should always take innovation as the ideological guidance, strengthen the acquisition of the business basis of non-performing financial assets, and always focus on the relevant aspects of non-performing financial assets in the process of developing business scope, so as to ensure that the restructured business growth and operation development system is highly perfect and scientific. This way can not only lay a solid foundation for comprehensively consolidating the service to the real economy, but also an important measure to serve the real economy, and improve the sustainable development level of investment companies from the root.

Specific innovation measures should be fully reflected in all aspects of the operation and development of investment companies, such as business focus direction, business development concept, product service innovation, business model innovation and marketing strategy innovation. It can be started from the following aspects. First, take non-performing financial assets as the main business basis, improve the positive innovation of business products and financial services, and cooperate with local leading investment companies, banks and other institutions to establish funds for special management of non-performing assets. Second, all business activities carried out by investment companies must be based on controllable risks and legal compliance, and comprehensively build a sustainable, scalable and reproducible non-financial non-performing assets business operation mode. Third, strengthen the full play of key advantages, and make reasonable choices for projects with good development prospects and high-quality assets in combination with the full use of important means such as asset merger and asset acquisition [2].

For some high-quality investment companies that have difficulties in capital flow and capital turnover, appropriate asset rescue can be carried out. It can effectively alleviate the capital turnover difficulties of the client companies, ensure that the asset liability structure of the investment companies is optimized and improved, and improve the scientificity and rationality of the asset structure setting. This can not only provide strong support for the transformation and upgrading of various economic

businesses of the investment companies, but also provide professional, personalized and targeted solutions to the investment companies to solve various investment problems, comprehensively improve the financial service level of the investment companies, and simultaneously improve the satisfaction and experience of the client companies [3].

4. Strengthen the Continuous Improvement of the Professionalism of the Talent Team

Strengthening the active construction and training of talent team is not only one of the effective ways for investment companies to improve their core competitiveness, but also an important means for investment companies to achieve the goal of sustainable development. Investment companies should strengthen the active construction and training of compound and professional high-quality talents, which can be started from the following aspects.

First, strengthen the enthusiasm for the introduction of external talents, inject fresh blood into the investment companies, organically integrate various measures for the introduction of external talents and internal talent training, deliver a large number of high-quality applied talents to the front-line platform of the investment companies, and play the role of professionals in the business innovation and financial restructuring of the investment companies. On this basis, actively implement the performance appraisal mechanism and the survival of the fittest mechanism, form a positive competitive atmosphere and good working attitude within the investment companies, and always follow the principle of performance-priority to ensure the effective improvement of the economic benefits of the investment companies [4].

Second, investment companies should regularly carry out vocational education and professional training related activities for on-the-job staff. The management of the investment companies should always pay attention to the daily work status and problems existing in the actual work of employees, and formulate targeted training plans and training work systems based on the actual training needs of employees and the specific business conditions of the investment companies. It is also necessary to reasonably set the training time and place, use diversified means to stimulate employees' enthusiasm for participation, improve the matching degree of training content and training needs, and ensure that the training plan is effectively implemented and the training results can achieve the expected objectives [5].

5. Strengthen the Implementation of Policies and Give Full Play to the Guarantee Role of Policies

For investment companies, the innovation of traditional business concept, the comprehensive construction of various business operations, and even the effective implementation of various business activities are inseparable from the corresponding rules, regulations and policy support formulated by the CBRC and the Ministry of Finance. From the initial stage of the establishment of the financial investment companies, with the continuous development of the companies, various policies and systems issued and implemented by the domestic CBRC are also being optimized and improved, and the corresponding capital supervision is also increasing, so as to correctly guide the investment companies to carry out diversified, innovative, legal and compliant operation [6].

The support effect of various policies has been highly combined with the financial development of investment companies, and has shown good results. For example, investment companies have gradually developed from traditional single economic business to diversified business, and in order to better serve the real economy, they have gradually focused on the acquisition and disposal of non-performing assets. The implementation of this concept can point out the direction for investment companies to achieve sustainable innovation and development. Therefore, investment companies should always take the latest policies and regulations formulated by government departments as the guiding basis, actively cooperate with the regulatory authorities to play the role of policy guarantee and capital supervision, and ensure that the constructed policy system can meet the needs of

legalization and marketization, and adapt to the specific operation mode of investment companies. On this basis, it is necessary to ensure that the policy system formulated has the characteristics of keeping pace with the times, and create a good environment for the investment companies to innovate various businesses [7].

6. Conclusion

In the context of the new situation, investment companies should fully grasp the opportunities brought by the key period of deepening the reform of the economic development system. They should not only start from the ideological level and correctly recognize and attach great importance to the significance of improving the level of investment management, but also start from the action level to continuously optimize, innovate and adjust the financial asset management. On this basis, we can continue to integrate the modernization concept and diversification measures into the asset management work to ensure that the investment companies can fully adapt to the increasingly competitive financial market environment and contribute to further promoting the healthy and stable development of the investment companies.

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