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# Research on Performance Appraisal of Finance in Business Administration

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**Abstract:** With the rapid development of social economy, a variety of enterprises have emerged, and business leaders pay more and more attention in the enterprise business management methods. Business management is more like a macro control of enterprise business strategy. Based on theories of management, economics, accounting and so on, modern management concepts and methods are used to effectively manage and make decisions on enterprise and its strategic development, so as to ensure its healthy, sustainable and stable development. Finance is the equivalent circulation of value and profit realized by enterprises after the integration of existing resources. To some extent, it can be said that finance is the optimal inter-temporal allocation of resources in an uncertain environment. This paper explores ways to improve the efficiency of business management from the perspective of corporate financial performance assessment, in order to promote the healthy development of business management.

**Keywords:** Business administration; Performance appraisal; Assessment system; Financial

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## 1. Introduction

In order to enhance its market competitiveness and achieve steady and rapid development, the enterprise continues to optimize and reform its internal management mode, and seeks a way to survive through continuous innovation and practice. In the implementation of strategic business management at the same time, in the financial aspects of reasonable and effective performance assessment, is to ensure the normal and even good operation of the enterprise is an important condition. From the current operation and management situation of most enterprises, most of the enterprise management personnel are relatively weak in comprehensive quality, lack of awareness of effective work and responsibility, in the process of business management, can not play the role of a model, to a large extent, hindering the possibility of enterprise development. Therefore, the establishment of an effective performance appraisal system plays a decisive role in the smooth development of management work.

## 2. Overview of Financial Performance Appraisal in Business Administration

Reality each enterprise in the process of business

management, performance appraisal to the financial aspect of importance is different, so for the actual financial performance appraisal work situation and effect, and the corresponding vary, the following is in the process of enterprise business management overview of financial performance appraisal status, as well as to the effective implementation of the role of the appraisal system of evaluation, In order to let people know more about the reality of business administration<sup>[1]</sup>.

(1) The current situation of financial performance appraisal in business administration

The reform of the social and economic system has gradually made finance become the mainstream industry of social development, penetrating into all aspects of people's production and life, promoting the reform of the system and affecting the development of the society. At present, under the common influence of many factors, financial performance appraisal has received people's common attention and has been developed and utilized step by step. But in the process of using, there are some problems, which restrict the smooth progress of business administration. For example, in the process of business

administration, the relevant enterprise staff lack a certain comprehensive management quality, so that, in the actual work, can not be good use of the business administration and financial management knowledge, to effectively deal with the problems. For example, the performance appraisal system is not perfect, and the evaluation method is relatively single, resulting in unclear assessment standards, unreasonable evaluation system and other situations, which make the performance appraisal work can not be smoothly carried out. The application of a single assessment method or method will limit or even hinder the enthusiasm of employees to participate in the work actively. The evaluation mechanism based on the assessment of professional ability is easy to ignore the comprehensive evaluation of the mental and physical strength of employees, while the evaluation results of the evaluation mechanism based on knowledge reserve are often lack of a certain scientific and reasonable. The fact that they cannot “exchange what they need” in practice is also the main factor that leads to the difficulty of performance appraisal.

(2) The effective role of financial performance appraisal in business administration

The rational formulation of assessment system and the establishment of effective assessment mechanism will play a role in promoting the smooth development of business administration. Mentioned the inspection way of single has a certain influence on management work, if can promote the formation of many for d evaluation mechanism, from the perspective of a variety of personnel evaluation, will be beneficial to employee attitude adjustment and, on the basis of work efficiency, promote the enterprise and staff grow up together, at the same time to improve enterprise’s core competitiveness, It is convenient for enterprises to discover various problems in management and make corresponding adjustments, and finally realize a virtuous circle of enterprise development<sup>[2]</sup>.

### 3. The Analysis of Financial Performance Appraisal Strategy in Business Administration

Facing the financial industry with complex environment, adopting corresponding and effective performance appraisal strategy is an important means to realize financial control and optimize the financial market. Some problems are easy to appear in the process of enterprise management, which can be effectively solved through the application of reasonable performance appraisal measures. Therefore, to realize the fairness and justice of performance appraisal in finance, and to realize the application of diversified evaluation standards, can effectively

improve the business management environment and provide strong support for business administration.

(1) Improve the ideological awareness of financial performance appraisal and correctly view the purpose of appraisal

In the process of business management, enterprises should improve the ideological consciousness of the leadership, clarify the standards and objectives of performance appraisal, and give full play to the role of performance appraisal on the basis of the recognition of employees, so that it can provide effective guarantee for the development of enterprises. Enterprises have the responsibility to let employees understand and know the objectives and standards of performance appraisal, and make reasonable explanations on the scientificity and feasibility of the appraisal content. At the same time, enterprises make strict requirements on relevant staff, prevent the occurrence of blindly following the trend, and fundamentally improve the performance of enterprises<sup>[3]</sup>.

At the same time of clarifying the purpose and standard, it is necessary to enhance the reflection consciousness of personnel, so as to achieve a relatively comprehensive performance evaluation. The rationality of the design of performance appraisal standards is based on the height of employees’ ideology. Only by realizing the participation of all employees can the value of performance appraisal be better reflected. Whole participation to work also can play the role of supervision, using appropriate methods, to reflect the performance of employees, let employees aware of their deficiencies, on the basis of active correct them, for the advantages of the employees at the same time, also can get praise and maintain effectively, promote the enterprise culture propaganda, promote the healthy development of the enterprise.

(2) Improve the assessment system and establish a scientific and reasonable assessment process

In order to make employees understand and support the purpose of assessment, the premise is to ensure the rationality of the assessment system and the scientific rigor of the assessment process. First, in terms of making reasonable appraisal system, the enterprise should be based on fair, fair and open, give full consideration to the reality, to a certain extent, the constraint of employee’s work behavior at the same time, to effectively encourage employees, make employees at work, at the same time feel the humanized management idea, increase the sense of belonging. The establishment and strict implementation of the assessment system provide system support for the personnel engaged in the assessment work and ensure

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the fairness and justice of performance assessment <sup>[4]</sup>.

Second, in the process of develop scientific appraisal process, attention should be paid to the rationality, the standardization, to ensure that it can play a role of supervision and control very well, avoid the staff's emotional impact assessment results, establish and improve the inspection process at the same time, combined with the actual situation of the employees, should be paid attention to collection staff effective proposals for the inspection work, constantly optimize the inspection mechanism and process, Let the performance appraisal carry on the better service for the employee and the enterprise. On this basis, mobilize the enthusiasm of employees to work, so as to create higher value for the enterprise, to achieve better development of the enterprise.

(3) To do a good job in assessment and evaluation, and take appropriate reward and punishment measures

On the basis of establishing and improving the assessment system and process, reasonable reward and punishment measures should also be taken to ensure that the performance assessment has higher management value and more effectively promote the common development and progress of employees and enterprises. For example, in the process of carrying out the assessment work and implementing the reward and punishment system. After the announcement of the assessment results, appropriate rewards will be given to the staff with outstanding performance in terms of ideology, working ability and knowledge reserve, so as to motivate the staff to work better. For employees with poor performance in all aspects, some punitive measures should be taken to make them understand the importance of work, urge them to strive for more outstanding performance in future work, catch up with advanced employees, speed up the process of

enterprise development, and make better income for the enterprise and promote the development of the enterprise from the aspect of personnel basis <sup>[5]</sup>.

#### 4. Conclusions

In a word, in the process of scientific and reasonable business management of enterprises, the implementation of effective performance appraisal system in the financial sector, to create a good financial environment for enterprises, is an important way to promote the benign development of enterprises. All enterprises should pay attention to this content, use modern management means and scientific evaluation mechanism, reasonably control the production and operation of enterprises, improve the competitiveness of enterprises, promote the healthy development of enterprises, and achieve the perfect integration of economic and social benefits.

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