Research on FinTech Reshaping Enterprise Investment and Financing Modes from the Corporate Finance Perspective

Zihan Wang

Business School, Monash University, Melbourne, VIC 3145, Australia

Abstract. The traditional financial system has long suffered from structural drawbacks. Issues such as an imperfect information disclosure mechanism and a simplistic risk pricing model have persisted for a long time, thereby artificially raising the transaction costs in the investment and financing processes of real enterprises, restricting the flexibility of enterprises' capital operations, and hindering the cultivation and growth of enterprises' long-term value. Based on the theories of corporate finance, information asymmetry, and transaction costs, this paper deeply analyzes the internal logic of how fintech enables the upgrading of enterprises' investment and financing, and also outlines the specific paths for its implementation. Leveraging the technological advantages of digitalization and intelligence, fintech has broken through the time and space limitations and mode barriers of traditional financial services, effectively expanding the financing channels for enterprises, avoiding subjective human biases in investment decisions, and effectively alleviating the financing difficulties commonly faced by small and medium-sized enterprises. It continuously optimizes the allocation efficiency of capital in the market. However, during the process of industrial implementation, the deep integration of fintech and the real economy still faces numerous obstacles. Problems such as uneven digital literacy among market entities, imperfect data governance systems of financial institutions, technical loopholes in algorithm models, and lagging iterations of industry regulatory systems all to some extent weaken the enabling efficacy of digital finance. In response to these practical challenges, this paper builds a collaborative optimization framework involving enterprises, financial institutions, and regulatory authorities, providing effective theoretical support and practical references for digital finance to deeply penetrate the real economy and empower industrial development, and helping real enterprises achieve stable and high-quality long-term development.

Keywords: Corporate finance, financial technology (Fin Tech), Corporate finance, investment decision-making, capital allocation.

1. Introduction

Investment and financing management is the core research area of corporate finance, directly determining the efficiency of enterprise capital allocation, the ability to resist risks, and the upper limit of long-term development. With the increasingly fierce domestic market competition, the completeness of the investment and financing system has gradually become a key factor in distinguishing the business quality and development potential of enterprises. The development model of the traditional domestic financial market is relatively fixed, and financial institutions mainly provide standardized services, which are difficult to adapt to the individualized capital demands of different industries and enterprises of different scales. The shortcoming of service adaptability is particularly prominent in small and micro enterprises and start-up innovative enterprises.

Currently, enterprises still rely heavily on traditional channels such as bank credit, equity and bond financing, and a multi-level inclusive financing system covering all market entities has not yet been fully formed. Most small and micro enterprises and innovative enterprises mainly operate with light assets, have insufficient fixed asset reserves, and are unable to meet the collateral and credit requirements of traditional credit. The problem of information mismatch between financial institutions and enterprises is widespread. Financial institutions are unable to accurately identify the real operating conditions and growth potential of enterprises and can only avoid default risks by raising entry barriers and strengthening risk control constraints, resulting in long-term difficulties for small and medium-sized enterprises in terms of narrow financing channels, high financing costs, and insufficient credit lines. At the same time, traditional enterprise investments mostly rely on lagging

financial data and manual experience for judgment, with limited information dimensions and strong subjectivity in decision-making, which easily leads to blind investment, resource misallocation, and idle funds [1].

The mature implementation of big data and artificial intelligence digital technologies has driven the rapid iteration of the fintech industry, providing a new path to solve the pain points of traditional investment and financing. Digital financial services break through the time and space and model limitations of traditional finance, giving rise to diversified business forms such as supply chain finance, online credit granting, and intelligent investment research, which can precisely adapt to the small, frequent, and short-term financing needs of small and micro enterprises and effectively optimize the capital layout of enterprises and improve the efficiency of capital operation [2]. However, there are still two-way contradictions in the empowerment of the real economy by fintech, such as unbalanced digital transformation, incomplete institutional risk control systems, and lagging industry regulation, which prevent the full release of the effect of technology empowerment. Based on this, this paper, relying on classic theories of corporate finance, systematically analyzes the internal mechanism, practical difficulties, and optimization paths of fintech reshaping the investment and financing model of enterprises, providing theoretical references and practical basis for real enterprises to achieve high-quality development through digital finance.

2. The Intrinsic Mechanism By Which Fintech Reshapes The Investment and Financing Model of Enterprises

The theory of information asymmetry and the theory of transaction costs are important theoretical foundations for interpreting the empowerment of fintech by enterprises in the modern corporate finance system. Reviewing the development history of traditional financial markets, two core issues have long constrained the high-quality development of the industry. The low efficiency of market information transmission and the high transaction costs throughout the entire process of financing and investment have jointly caused the structural rigidity of traditional financial services. The channels through which traditional financial institutions obtain enterprise operating information are single and the dimensions are limited, making it difficult to accurately determine the true profit level, credit status, and development prospects of enterprises. The credit approval and risk pricing work overly rely on fixed asset mortgage and standardized financial data. This extensive risk control model not only increases the due diligence and operational pressure on financial institutions but also isolates a large number of small and medium-sized enterprises with excellent operations, prominent growth potential, but lacking collateral, from the formal financial service system [3].

The large-scale implementation of fintech in the capital market has completely restructured the information transmission rules and transaction operation logic of traditional financial markets. Digital technologies such as data aggregation and integration, intelligent algorithm modeling, and round-the-clock dynamic monitoring have effectively broken down the barriers to market information circulation. The information gap between banks and enterprises continues to narrow, and the risk assessment, credit judgment, and project analysis work of financial institutions can better align with the real market conditions.

2.1 Structural Reshaping of the Financing Model

The traditional credit assessment system's heavy reliance on fixed assets and real estate mortgages is the core reason why domestic small and micro enterprises have long been trapped in financing difficulties. From the actual operation state of the market, a large number of technology-based and service-oriented small and micro enterprises possess core technologies, stable customer resources and continuous profit margins, and have good market development prospects [4]. The light-asset operation characteristics of these enterprises generally lack sufficient collateral assets and thus find it difficult to obtain credit support from commercial banks. As a result, the business scale and development speed of these enterprises are continuously restricted. The popularization of fintech has

fundamentally resolved this structural industry pain point and completely restructured the financing operation logic of small and micro enterprises.

The widespread application of big data and artificial intelligence technologies provides technical support for financial institutions to expand the dimensions of enterprise credit assessment [5]. Institutions can integrate multi-dimensional non-financial information such as enterprise tax records, business flow, supply chain transaction details, intellectual property qualifications, and online performance status to build a comprehensive and dynamic enterprise credit evaluation system. The new assessment mechanism breaks the traditional credit model's fixed mindset of "emphasizing collateral and neglecting credit", and replaces the rigid and single physical collateral credit model with real-time updated digital dynamic credit. The tax loans and supply chain credit loans launched by major domestic commercial banks are all typical cases of this model's application. These online credit products do not require physical asset pledges. Enterprises can complete credit approval and fund disbursement solely based on stable business conditions and compliant tax payment records, which highly adapts to the short-term, frequent, and small-scale regular financing needs of small and micro enterprises [6].

2.2 Intelligent Upgrade of Investment Decision-Making Model

The accuracy of an enterprise's investment decisions directly affects the efficiency of capital allocation and the long-term investment return rate, and is a core indicator for measuring the quality of a company's capital operation. The completeness of information reserves and the professionalism of analytical tools are two key factors that determine the quality of investment decisions. Based on the situation of market research, the investment assessment work of most domestic enterprises still relies on lagging financial data and the subjective experience of management. Limited information reserves and weak risk prediction capabilities make it difficult for enterprises to accurately identify the potential risks and long-term development value of projects. Problems such as investment mistakes, resource misallocation, and idle funds occur frequently in the investment end of enterprises [7].

The large-scale promotion of intelligent investment research tools has completely revolutionized the traditional, extensive investment decision-making model of enterprises. Enterprises can rely on financial technology means to integrate massive information such as macroeconomic trends, industry policy directions, market public opinion dynamics, upstream and downstream operating data, and real-time operational indicators of projects. The system efficiently completes the determination of project value and risk screening through data modeling and intelligent quantitative analysis. The intelligent analysis mode can avoid the subjective biases and limitations of manual assessment, significantly improving the objectivity and scientificity of investment decisions. Currently, this operation mode has been widely implemented in multiple fields such as manufacturing, the Internet industry, and innovative enterprises, effectively improving the inefficient business phenomena such as blind expansion and repeated investment in the industry [8].

3. The Practical Challenges Faced By Enterprises in Leveraging Fintech for Investment and Financing

3.1 The Digital Literacy Levels of Enterprises Are Stratified, And the Risks of Irrational Investment and Financing Are Prominent

China's industrial digital transformation has not yet achieved a synchronized development pattern. Differences in enterprise scale have directly led to uneven progress and widespread industry divergence [9].

Large industrial enterprises, with strong financial resources and well-established internal management systems, generally enjoy broad coverage and high maturity in their digital infrastructure. By forming dedicated technical and financial operations teams, these companies leverage digital

financial tools to optimize capital allocation, unlock the intrinsic value of digital transformation, and effectively enhance overall operational quality [10].

In contrast, small and medium-sized enterprises (SMEs) typically lag behind large enterprises in digital development. Most SMEs lack sufficient digital foundations, with inconsistent standards for data collection and aggregation, and insufficient supporting digital management mechanisms. This developmental gap continues to perpetuate imbalances in the industrial sector's digital transformation. These enterprises find it difficult to meet the basic entry requirements for big data credit assessment and intelligent risk control, and cannot enjoy the development convenience brought by inclusive digital financial services [11]. Some small and micro enterprise management teams have traditional concepts of fund management and have insufficient understanding of the interest calculation rules, implicit costs, and compliance risks of online financing products. When facing short-term capital turnover pressure, they are prone to irrational investment and financing behaviors such as multiple borrowings, frequent turnover, and excessive indebtedness, which further increase financial burdens and accumulate liquidity risks. The shortage of professional talents in digital risk control and intelligent investment research fields further hinders small and micro enterprises from deeply exploring the core value of data, and the enabling advantages of fintech cannot be effectively implemented and transformed.

3.2 The Data Governance of Financial Institutions is Inadequate, And There Are Inherent Flaws in the Algorithmic Risk Control

Standardized, high-quality and complete enterprise data is the core prerequisite for fintech to precisely empower the real economy, and it is also an important basis for financial institutions to conduct credit assessment and risk pricing. Industry research data reveals that there are obvious shortcomings in the data governance system of the domestic financial industry. Various enterprise-related data such as tax, business registration, judicial, market supervision, and transaction flow are scattered and disconnected [12]. The industry has not yet formed unified standards for data collection, verification and sharing, and data silos are widespread. This market situation makes it impossible for financial institutions to obtain comprehensive, true and effective enterprise operating data, making it difficult to build a precise and three-dimensional enterprise credit profile, and directly reducing the accuracy of credit review and risk pricing.

Apart from the imperfect data governance system, the technical limitations of intelligent risk control algorithms also continue to restrict the high-quality development of the industry. Market general intelligent algorithms are formed based on traditional industry historical data, having high accuracy in identifying risks of mature traditional industries, but they are difficult to adapt to new business models of emerging industries and light-asset start-up enterprises, and cannot accurately determine the operating risks and growth potential of such enterprises. Some financial institutions have an operating tendency of emphasizing innovation but neglecting risk control, blindly iterating various digital financial products, and not strictly verifying the transaction authenticity of supply chain finance and online credit businesses [13]. False transactions and illegal profit-making are occasionally seen in the industry. The imperfect online risk control system and lagging post-event recovery mechanism have led to the continuous accumulation of industry financial risks, disrupting the stable operation order of the financial market.

3.3 The Regulatory System Lacks Adaptability, And Data Security and Compliance Risks Have Become Prominent

FinTech possesses characteristics such as rapid iteration speed, high cross-border integration degree, and flexible and diverse business models, which are significantly different from traditional financial industries. The update pace of domestic industry regulatory systems is relatively lagging behind, and there is a significant mismatch between financial innovation practices and industry regulatory rules. A large number of new investment and financing business models have long been in a regulatory gray area. Currently, the industry has not established a unified digital investment and

financing operation standard. Key links such as algorithm compliance review, data legal application, and full-process risk control all lack detailed implementation standards. The modern prudential regulatory system has obvious institutional loopholes.

Data security is the bottom line for the compliant development of the digital finance industry, and related risks run through the entire business process. Enterprise operation data, transaction information, and business privacy all have potential risks of leakage, resale, and illegal abuse in each stage of collection, transmission, sharing, and application. The domestic cross-departmental and cross-industry data collaborative sharing mechanism is not yet complete, and the regulatory punishment for data violations is insufficient and the constraint effect is weak.

4. Financial Technology Enables The Optimization of Enterprise Investment and Financing Processes

4.1 The Enterprise Consolidates Its Digital Foundation and Builds a Scientific Investment and Financing Management System

A well-developed digital infrastructure is a prerequisite for enterprises to connect with digital financial services and prevent investment and financing risks. Small and medium-sized enterprises need to actively abandon the extensive traditional fund management model, accelerate the digital upgrade of business systems and financial systems, and build a standardized internal data management platform. Enterprises need to standardize the entire process of collecting, organizing, and preserving core business data, ensuring the authenticity, completeness, and timeliness of the data, and laying a solid foundation of data for digital credit assessment and intelligent investment decision-making [14].

Enterprises need to establish a stable and long-term business philosophy, abandon short-term speculative thinking, and combine their own industry attributes, business models, and cash flow operation characteristics to reasonably control the financing scale, continuously optimize the capital structure, and avoid irrational business behaviors such as blind borrowing and excessive leverage. Intelligent algorithms themselves have inherent technical shortcomings. Enterprises can overcome these by increasing the intensity of digital risk control and the introduction and cultivation of professional talents in intelligent investment research, thereby compensating for the technical deficiencies. Establishing a dual decision-making mechanism of "intelligent data analysis + manual professional review" can continuously improve the precision management level of enterprise capital allocation.

4.2 Financial Institutions Upgrade Their Technological Systems to Balance Business Innovation with Risk Prevention and Control

Financial institutions need to prioritize filling the gaps in data governance, standardizing the collection, verification, and integration of enterprise-related data, and breaking through the barriers of data circulation within and outside the organization. They should address the problem of data silos in the industry from the root cause by regularly cleaning up outdated, lagging, and inaccurate existing data, continuously improving the quality of basic data, and enhancing the accuracy and effectiveness of data analysis [15].

During the process of upgrading the technical system, the iterative optimization of risk control models is particularly crucial. Financial institutions need to abandon the homogenized single assessment logic and combine the differentiated business characteristics of traditional industries, emerging business models, and light-asset start-up enterprises to build a hierarchical and classified credit assessment and risk pricing system, improving the scene adaptability and assessment accuracy of algorithms. For high-risk businesses such as online credit and supply chain finance, institutions need to strengthen the verification of the authenticity of all transactions throughout the entire process, and build a full-closed risk control system covering pre-loan, in-loan, and post-loan stages. Based on

the differentiated development needs of real enterprises, institutions can develop dedicated digital financial products targeted at specific needs, while strictly adhering to the risk bottom line, and continuously improving the inclusiveness and precision of financial services.

4.3 Improve the Regulatory System Framework, And Establish A Solid Foundation for Compliant Development and Data Security

A complete regulatory system is the core support for ensuring the standardized operation and long-term development of the digital finance industry. Regulatory authorities can adapt to the rapid iterative characteristics of the fintech industry and proactively fill in the gaps in the system, refine the operational standards and compliance boundaries for digital investment and financing businesses, and fill the regulatory gaps for new cross-border financial business forms. Regarding new technical risks such as algorithm deviations and model vulnerabilities, the regulatory level can establish a regular compliance review mechanism to regularly verify the rationality of financial institutions' risk control models and pricing algorithms, and eliminate industry such as model arbitrage and illegal operations.

To continuously optimize the industry development ecosystem, regulatory authorities can, under the premise of compliance and confidentiality, build a cross-departmental government data sharing platform, break through the barriers of government data such as taxation, industry registration, credit reporting, and judicial affairs, and construct an efficient and standardized data sharing system to provide data support for financial institutions to precisely control risks and provide precise services to the real economy [16]. The regulatory level needs to continuously strengthen the supervision of the entire data process, increase the punishment for illegal behaviors such as illegal collection, resale, and abuse of data, strictly adhere to the bottom line of enterprise data security and business secrets, and guide fintech to always anchor on the core development positioning of serving the real economy.

5. Conclusion

This paper is based on the core theories of corporate finance and conducts a systematic study on the reshaping effect of fintech on the investment and financing models of enterprises. It specifically analyzes the internal mechanism, practical problems and optimization paths of digital finance empowering enterprise investment and financing. The research results show that, compared with the drawbacks of the traditional financial model such as delayed information transmission, high transaction costs and poor resource adaptability, fintech breaks through the service barriers of traditional finance by relying on big data and intelligent technologies. At the financing level, the digital credit assessment system breaks away from the single constraint of physical collateral, effectively alleviates the financing difficulties of small and medium-sized enterprises and innovative enterprises, and helps enterprises optimize their capital structure and reduce financial operation pressure. At the investment level, intelligent investment research and dynamic risk control tools make up for the experience shortcomings of traditional manual decision-making, improve the project assessment and post-investment management system, and significantly enhance the precision level and utilization efficiency of enterprise capital allocation.

At the same time, the research clarifies the current practical bottlenecks of digital finance empowering the real economy. The uneven digitalization level of enterprises, the defects in data governance and algorithm risk control of financial institutions, and the insufficient adaptability of industry regulation all jointly restrict the deep integration of fintech and the real economy. In response to this, this paper constructs a tripartite optimization system of enterprises, financial institutions and regulatory authorities, which can provide practical references for the standardized development of the industry. This research still has certain limitations. It only explores the overall enabling logic of fintech from a macro perspective and does not conduct quantitative empirical tests based on the heterogeneity of different industries and enterprises of different scales.

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