
提高海信股份有限公司应收账款管理的对策

摘要

应收账款问题关系着每一家企业的生存与发展，如果不能及时有效的解决企业的应收账款问题那么任何一家企业都很容易面对巨大的财务危机。海信股份有限公司在发展的过程中也面临着应收账款问题的困扰。虽然，海信股份有限公司是我国老牌的家电生产企业，并且在全国范围内已经拥有了自己成熟的口碑与品牌形象。但是，在企业的应收账款问题上，海信股份有限公司也表现出明显的不足与问题。现阶段，海信股份有限公司在应收账款管理过程中存在的不足主要集中在财务风险抵抗力弱，应收账款信息化体系不健全，应收账款管理偏差上。为此，海信股份有限公司可在提高财务风险抵抗力，健全应收账款信息化体系，加快应收账款管理上下足功夫。为海信股份有限公司提供更为丰富的资金链条来帮助其不断地扩大再生产。

关键词：应收账款；资金回笼；运转周期；财务风险

Abstract

The problem of accounts receivable is related to the survival and development of each enterprise. If the problem of accounts receivable of enterprises cannot be solved in a timely and effective manner, then any company is likely to face a huge financial crisis. Hisense Co., Ltd. is also faced with the problem of accounts receivable in the process of development. Although, Hisense Electric is a veteran household appliance manufacturer in China, and has established its own mature reputation and brand image nationwide. However, Hisense Co., Ltd. also showed obvious deficiencies and problems in the issue of enterprise accounts receivable. At this stage, the shortcomings of Hisense Electric in the management of accounts receivable are mainly concentrated in the weak resistance to financial risks, the incomplete information system of accounts receivable, and the deviation of accounts receivable management. To this end, Hisense Group can make great efforts to improve the resistance to financial risks, improve the information receivable information system, and accelerate the management of receivables. Provide Hisense Electric Group with a richer capital chain to help it continue to expand reproduction.

Key words: Accounts Receivable; Capital Return; Operating Cycle; Financial Risk

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