

## **FINANCIAL REHABILITATION OF ENTERPRISES AS A FACTOR IN ITS FINANCIAL SECURITY**

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In difficult socio-economic conditions of domestic enterprises, one of the important issues is the formation of the organizational economic mechanism that will ensure the health of the enterprise, the restoration of effective management and competitiveness.

In this regard, becomes relevant the study of the processes and mechanisms of rehabilitation as a tool of improvement of their functioning.

In the article, the essence of the implementation of the reorganization, the main form of which is a financial-economic mechanism, is considered. A conceptual model of implementation of turnaround management is presented. Methodical recommendations on the implementation of rehabilitation taking into account the criteria of decision-making and innovation component are proposed. The essence of rehabilitation for a variety of aspects of research is revealed, among which highlighted the historical, economic, financial, functional, legal, social, and organizational aspects.

Rehabilitation is a complex and daunting concept and it can be viewed from different angles – historical, legal, financial, economic, functional, and the like.

A generalization of the theoretical developments of scientists in the field of crisis management allows you to create a system of remedial measures with organizational, legal, industrial, financial, economic, and social nature.

The main goal of rehabilitation is to mobilize financial resources for the reconstruction (improvement) of the solvency and liquidity of companies, as well as the financial capital for the implementation of remedial measures.

It is worth emphasizing that the essence of any economic category is revealed in its functions.

Summing up the analysis of the essence of the concept of rehabilitation, it can be concluded that rehabilitation of the company is:

1) by content: the process of structural transformation of the enterprise by the implementation of the measures of organizational-economic, technical-technological, financial, social, and legal nature;

2) by the form of manifestation: the economic and legal process (pre-trial or trial) to rehabilitate the company through the implementation of measures by stakeholders and authorities stipulated by the legislation;

3) by forward looking: to restore and improve the performance of the company, its financial condition (solvency, liquidity, profitability), which leads to an increase of its market value and competitiveness in the long term.

4) by conditional factors: the method of adaptation of the enterprise activities to

changes in the external and internal environments of operation;

5) by funding sources: investments rehabilitation of the insolvent debtor, providing him with financial assistance from the owner of the property, creditors, and other legal and natural persons (including foreign).