

MANAGEMENT OF FINANCIAL SECURITY OF ENTERPRISES IN MODERN CONDITIONS

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The ability of the enterprise to develop stably and to carry out effective economic activity is determined by the stability of its financial status, the efficiency of financial activity, and the ability to withstand internal and external negative factors, which in general characterize the level of its financial security. In order to ensure sustainable and efficient economic development, capacity building, as well as achieve the desired results of financial and economic activity, the company must take care of the proper level of its security, especially financial.

Despite the wide range of financial security definitions existing in the economic literature, there was still no consensus among the scientific community regarding its interpretation. Most of the definitions currently existing are attempts to characterize the category of financial security in the context of a specific topic.

The main external threats and threats of financial safety of the enterprise are indicated, namely, the purchase of shares, debts of the enterprise by unwanted partners; the presence of significant financial liabilities in the enterprise; crisis of monetary and financial-credit systems; instability of the economy; imperfection of the mechanisms of formation of the economic policy of the state. Internal threats include mistakes in management in the field of financial management of the enterprise. One of the significant threats to financial security of enterprises is economic instability in the state.

The strategy of financial security management aimed at creating adaptive mechanisms of long-term impact on changes in the external and internal environment, elaboration of a high level of resistance to existing and potential threats is considered.