

DIRECTIONS FOR IMPROVING THE EFFICIENCY OF EVALUATION OF LIQUIDITY AND SOLVENCY OF ENTERPRISES

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The article is devoted to actual issues of increasing the efficiency of liquidity assessment and solvency of the enterprise. The advantages and disadvantages of using the existing methodological apparatus for assessing liquidity and solvency of the enterprise are explored. It is proved that almost all methods have their disadvantages and advantages, and therefore it is necessary to use the existing methodical apparatus for determining the liquidity and solvency of the enterprise and to develop new approaches to their estimation, which would operate not by the results of past events (data of the previous financial statements), but would allow the forecast of the level of relevant indicators at least for the near future. Thus it is established that the calculation of absolute indicators does not preclude accurate representation of the measure of liquidity of the enterprise, and due to non-consideration of the quality of assets and liabilities can distort the results of the analysis. Regarding the aggregate approach in the literature, one can find contradictions between the assets to which a group belongs, which makes it difficult to compare the results of the analysis

both between different enterprises with each other, and the results for one enterprise, but at different periods of its evaluation. It is substantiated that the limitation of the use of the method of financial coefficients is related to the lack of unity in the interpretation of the names of the indicators itself, the order of their calculation, norms, and in the overlap of analysis with an excessive number of indicators that can be calculated with a significant lag in time. It has been determined that one of the main problems of the analysis of liquidity and solvency of enterprises is not only the lack of unity in the interpretation of names, the order of calculation and norms of the indicators used, but also the limitation of most technologies of the analysis of liquidity and solvency, which, accordingly, creates the need for additional scientific search for solutions to these problems. The proposals for improving the efficiency of the methodology of liquidity and solvency assessment of the enterprise are substantiated by the refinement of the aggregate approach and the expansion of the number of solvency ratios due to the use of the Liquidity Coverage Ratio and Net Stable Funding Ratio.