

FINANCIAL STABILITY OF THE ENTERPRISE: ESSENCE AND INFLUENCE FACTORS

Chepka V.V.

PhD, Prof.

Kyiv National Economic University
named after Vadym Hetman

Matiash O.K.

Kyiv National Economic University
named after Vadym Hetman

The article deals with different approaches to the interpretation of the essence of the conceptual category “financial stability” of the enterprise by scientists and practitioners. The system of factors influencing the financial stability of the enterprise is outlined. The directions of diagnostics and monitoring of financial stability of the enterprise are analyzed.

It is revealed that the concept of “financial condition”, « financial balance » and “financial firmness” are independent of each other indicators of the enterprise operation.

Financial firmness should be considered as an integrated concept that reflects a stable financial position of the enterprise, in which financial resources are effectively formed, distributed and used, provided financial autonomy, solvency, yield and profitability, development of activities for the current and future periods.

Financial firmness of an enterprise is one of the most important characteristics of its financial condition, which is formed in the

process of production and financial investment activity.

A prerequisite for improving the financial position of enterprises in market conditions is continuous analysis and timely diagnosis of changes taking place in the external and internal environment of the enterprise, as well as timely and most effective response to such changes in order to ensure financial firmness and enterprise solvency.

Current conditions of management characterized by high level of economic uncertainty, achievement of strategic financial goals and ensuring long-term financial firmness of the enterprise is impossible without:

- creation of an effective system of strategic financial management, an integral part of which are mechanisms and risk management systems for reducing financial firmness
- minimization of negative influence of external and internal environment on the activity of the enterprise;
- creation of prerequisites for the effective implementation of planned actions.