

## THEORETICAL ASPECTS OF LIQUIDITY MANAGEMENT AND BUSINESS ACTIVITY OF THE ENTERPRISE

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The article is devoted to the study of the economic essence of liquidity and business activity as the most important characteristics of financial and economic activity of economic entities in a market economy. Before each economic entity there is a question of the need for continuous improvement of economic potential, which requires compliance with the requirements of liquidity and business activity, strengthening the factors of their further growth to ensure their own financial security. The stability of the financial state and the efficiency of enterprise management under the conditions of economic transformation are essentially conditioned by indicators of the business activity and liquidity.

The analysis of scientific approaches of foreign and domestic authors regarding the interpretation of the concepts of "liquidity", "business activity" showed that these categories during the evolution of humanity and the world economy were undergoing significant qualitative changes and played a decisive role in its progress.

Liquidity is the most important indicator of the financial condition of an enterprise, the essence of which manifests itself in the ability to at any time settle with its obligations with the help of property that is on the balance sheet.

Business activity is a complex characteristic of the company's activity, which includes assessment of the intensity and implementation of the plan for all types of indicators of activity, a combination of efforts aimed at increasing the profitability of the enterprise and its investment attractiveness, the search for possible reserves for improving the efficiency of production, analysis of the efficiency of labor, intangible and financial resources, aspiration for leadership in the market.

It is necessary to distinguish between the liquidity of the balance sheet, the liquidity of assets and the degree of liquidity, as well as the level of business activity: sufficient, satisfactory, unsatisfactory. Determination of the problem, and even more so, the crisis situation in assessing the state of business activity, necessitates the urgent regulation of production and economic activity through the adoption of operational management decisions.

It should be noted that not only the availability and using the resource potential of the company acts as a factor in the formation and level of manifestation of its business activity, but also, on the contrary, the dynamics and efficiency of the using enterprise resources, the choice of a vector of economic dynamics for the enterprise, depend on the level and direction of the manifestation of business activity.