

METHODICAL APPROACH TO THE EVALUATION OF THE ENTERPRISE ECONOMIC SUSTAINABILITY

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Modern economic researches present a large number of methodical approaches to the assessment of economic sustainability, but there still no common point of view on a set of indicators that define it. The fundamental basis of all scientific approaches to quantitative measurement of economic sustainability is the financial indicators of enterprises and value calculated based on them, which usually are based on analytical accounting model. A number of modern theoretical studies about the evaluation of economic viability postulate the feasibility of using modern tools of cost management, which are examples of absolute values of indices; however, there is the lack of informative interpretation of the implementation of VBM-position models with the identification of the state of economic sustainability.

One of the inherent properties of sustainability of the enterprise is the ability to save parameters that reflect normal (healthy) state of business operation within the balancing of rules in violation of the working conditions. From the point of view of modern theories of efficiency (efficiency, productivity) of enterprise and corporate finance, "financial health" is determined on the basis of the company's ability to manage cash (generate it, engage with the external market and distribute by the centres of conformity, calculated on equity).

Summarizing the results of the implementation of the proposed methodological approach to the evaluation of the status and

level of economic stability / instability of the enterprise, we can do the next meaningful generalizations:

1. Modern methodical basis of scientific approaches to the evaluation of economic sustainability is based on a combination of principles and style analysis of cost accounting and analytical models, such as having sufficient explanatory capacity to identify the causes and consequences of forecasting, as a result of processes to ensure economically sustainable / unsustainable state business.

Keeping this scientific position, the essence of which is not in opposition, but logical combination of two analytical concepts, there is formed a methodical approach to the identification of conditions and levels of economic stability / instability of the enterprise, the basic idea of which is not strictly mathematical formalization of the evaluation procedures, but the formation of strategic logic of analysis and decision-making taking into account specific characteristics of the study sample and needs of business analysis.

2. As the basic distinction between economically "stable – unstable" state it is proposed to use the ability to shape flows of value-added business. The basis of such analytic identification of capacity is VBM model, the choice of which is justified by the business analyst taking into consideration a correspondence to such criteria as consistency, use of credentials, simplicity and clarity, predictability model elements.