

THEORETICAL ASPECTS OF THE COMPANY'S FINANCIAL SECURITY

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Under the crisis terms and conditions prevailing in the economy of Ukraine, the essential issue is the issue to ensure the company's financial security, as the company's ability to consistently develop and implement the effective economic activity shall be determined by the stability of its financial state, effectiveness of the financial activity and the ability to withstand the internal and external negative factors, and ensuring these basic principles of activity of the companies of Ukraine will give an opportunity to the Ukrainian economy to go out of the systemic crisis, and set foot on the path of the socio-economic development.

Most researchers keep to the opinion, based on the definition of the state's financial security, extrapolating it to the micro level. In general, the financial security of entities is presented as a mechanism, on the one hand, that ensures the stability of the financial system through using the protective financial instruments, and the other – provides its efficiency through the organization of efficient use of the financial resources.

The key to the progressive development of companies and the main prerequisite for

their sustainable activity is the development of an effective system of assessing the level of the financial security, investigation of major risks, threats and danger that may affect the financial security, and also the strategy formation and mechanism of the financial security management.

Under the terms and conditions of the economic and political instability, the operation of companies largely depends on the rational and effective management system that must be built strategically to ensure the financial stability and competitiveness of the company. It is the low level of the efficiency of the management system of the company's financial security is the reason for occurrence of crisis phenomena that lead to a failure to effectively prevent from negative factors, internal and external, so implementation, first of all, of the precautionary measures to ensure the proper level of the company's financial security will give an opportunity to respond to challenges of the present in time. The ability to confront the existing and emerging threats and dangers that can cause financial harm to the economic entity is the main condition for the company's financial security.