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## MANAGEMENT FINANCIAL STABILITY ENTERPRISES

*The article deals with the issue of managing the financial stability of the enterprise. It was determined that the management system functions taking into account certain organizational structures, principles, methods, financial instruments, legal norms in order to establish optimal parameters of the structure and volume of financial assets. It was determined that the goal of managing financial stability is to ensure balance between the internal system of the enterprise and its external environment.*

**Key words:** *financial stability, mechanism management, financial state.*

**Formulation of the problem.** In the modern conditions of development of the market environment, financial stability is becoming more and more important value because it stands out a condition of vital activity and the basis of any stable condition enterprises. This requires the development of a mechanism for improving and managing the company's financial condition for increase efficiency him activities, after all significant number existing in Ukraine machine-building enterprises has unsatisfactory financial state, what is explained incorrect structure lack of capital turnover funds etc.

**Analysis of recent research and publications.** Issues related to the development of a financial stability management system are considered by such scientists as: Advokatova N.O., Batchenko L.V., Belyak A.O., Gonchar L.O., Korchevska L.O., Naumova L. Yu., Orekhova K.V., Poddyerogin A.M., Tridid O.M. etc.

However, considering modern economic management approaches financial stability enterprises in need, first of all, new theoretical and methodical justification

**the purpose** articles is theoretical justification formation process and implementation stages systems management financialsustainability of the enterprise.

**Presenting main material.** Ensuring financial stability and to strengthen its competitiveness, it is advisable to use a set of measures of improve management finance, the main orientation which is:

- in short term perspective elimination manifestations insolvency in case losses competitive advantages;
- in medium term – elimination reasons what generate insolvency and adaptation to competitive business conditions environment;
- in long-term - ensuring the financial stability of the enterprise against external influences factors competitive environment [7].

In the process of analyzing the financial stability of the enterprise, special attention should be paid to internal factors, which depend on activity enterprises and on which it has opportunity to influence and which ones manage.

Process implementation main goals software financial stability enterprises, and exactly achievement satisfactory financial state and preservation or ensuring the appropriate level of financial stability of the enterprise for which the enterprise was b profitable, solvent, competitive and investment attractive should to be directional on solution basic goals:

Such way using systems management by goals allows financial management more effectively identify available problems and elaborate activities oftheir elimination, covers

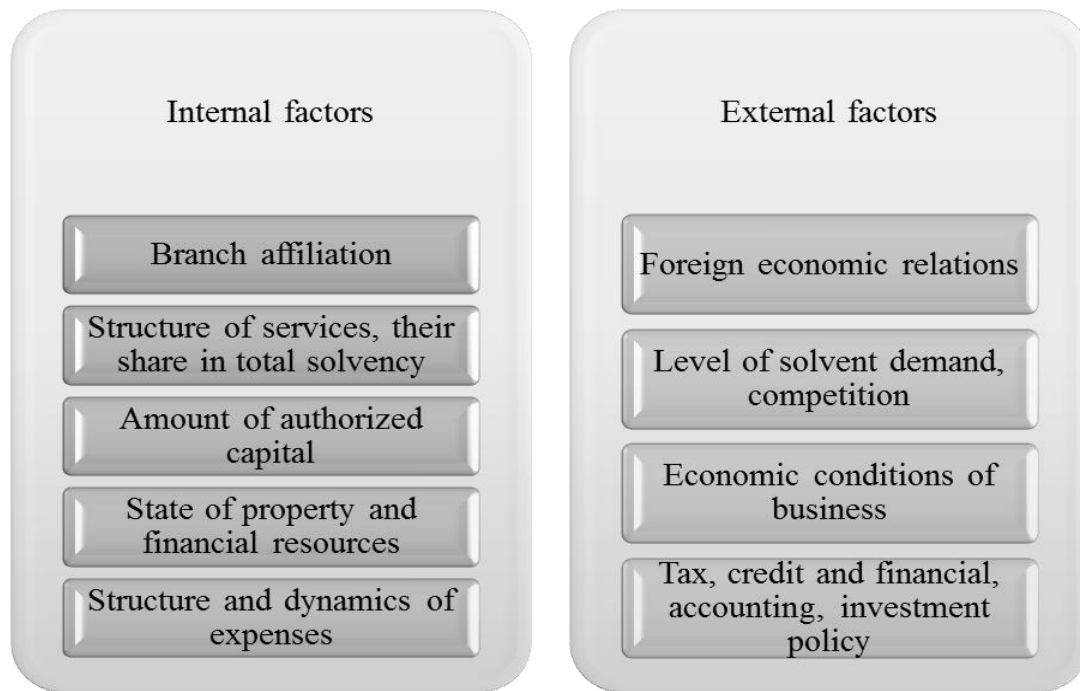


Fig. 1. Factors impact on financial stability enterprises

allspectrum problems connected with management financial stability on essentially because as discovered before management by her consists of not only in optimization structures financial resources, but and has to provide long-term effectiveness using available and potential resources [9].

Except that management financial stability enterprises represents is an integral part of the financing mechanism of business entities. Within the framework financial stability management systems of the enterprise consist of separate financial relations regarding the attraction, distribution and use of financial assets, settlements with the state, organizations, employees and other counterparties [10].

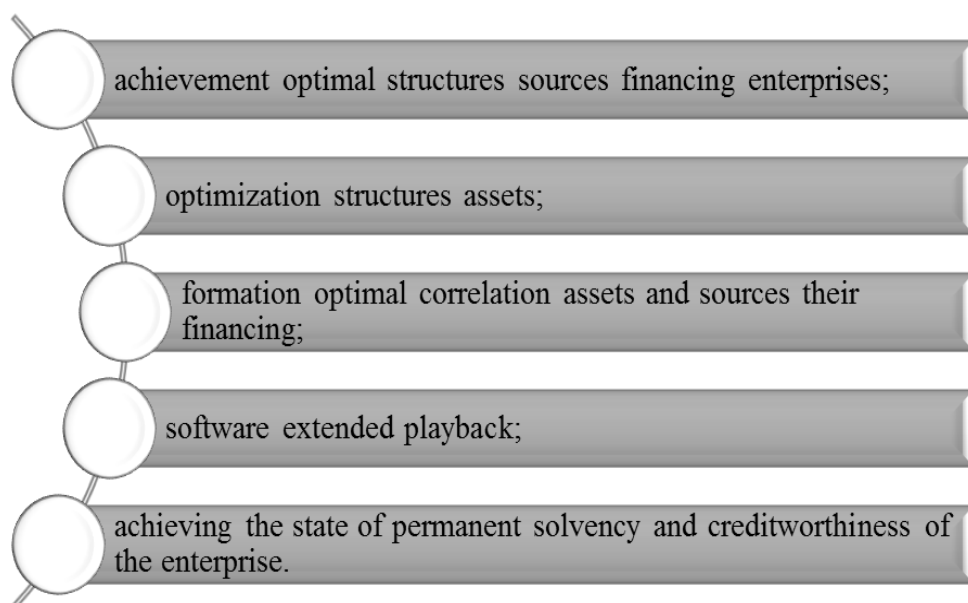


Fig. 2. Goals of managing the financial stability of the enterprise.

System management financial stability enterprises is based on some principles (Fig. 3) [2]:

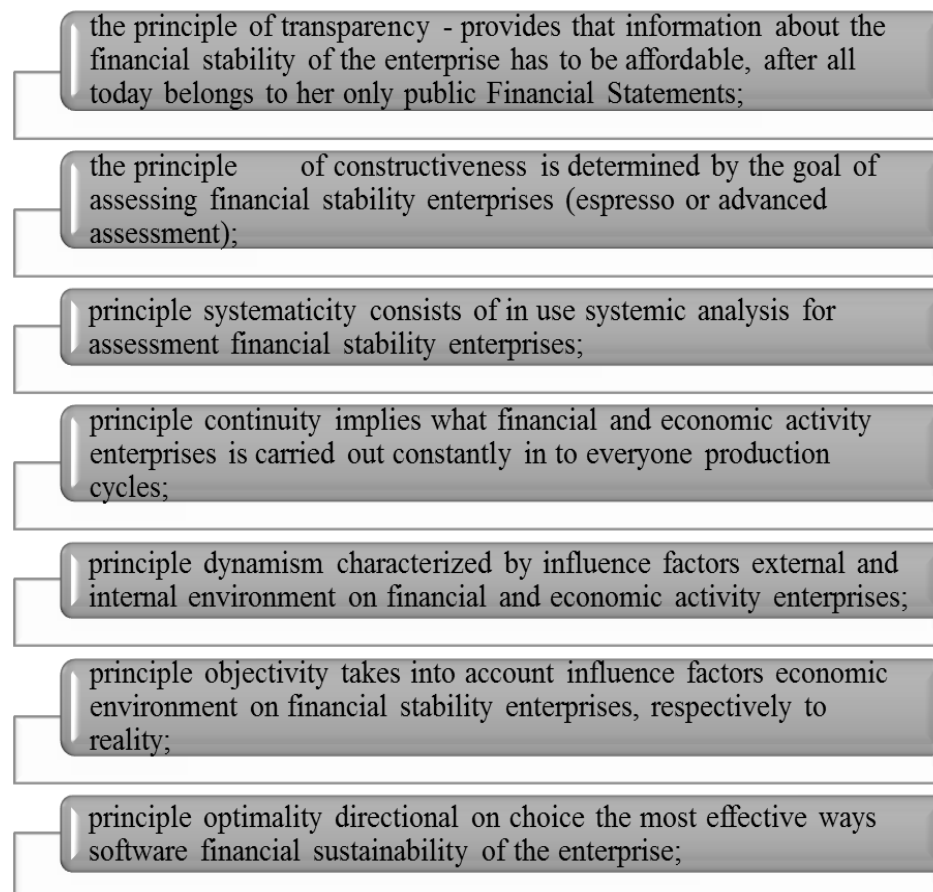


Fig. 3. Principles of managing the financial stability of the enterprise.

Going out from proposed systems management financial stability enterprises, purpose is formation such management financial stability enterprises, which one must provide balance between internal system industrialthe enterprise and its external environment, taking into account the preservation of integrity in the process of structuralchanges, implementation functional actions and extended playback capital

The management system (Fig. 4) functions taking into account certain organizational structures, principles, methods, financial tools, legal norms with purpose installation optimal parameters of the structure and volume of financial assets, with their involvement from different sources and in various forms for increase competitiveness and innovative activity enterprises at compliance given equal financial stability [11].

This system helps to mobilize and distribute the necessary financial assets for implementation activity enterprises by the main ones directions and provide stability under the influence of external factors, including the tax system and credit and banking sphere. To the elements of the financial stability management system include conditions and sources of attracting financial assets, methods of their formation, which are used at defined income and costs enterprises.

The system of managing the financial stability of the enterprise is defined as regulation processes involvement, distribution and using external and internal financial assets of the enterprise in accordance with its strategic goals within certain frameworks principles, financial methods, financial levers and regulatory environment, considering operative, tactical and strategic assessment financial stability enterprises [12].

The complexity of the organization of the management system of the financial stability of the enterprise in significant measures is conditioned diversity interests parties, which have directly or indirectly relation. Simultaneous compliance interests everyone interested parties in activity enterprises represents by myself complicated the task however exactly her decision in generally determines the effectiveness of the mechanism of managing the financial stability of the industrial enterprises [13].

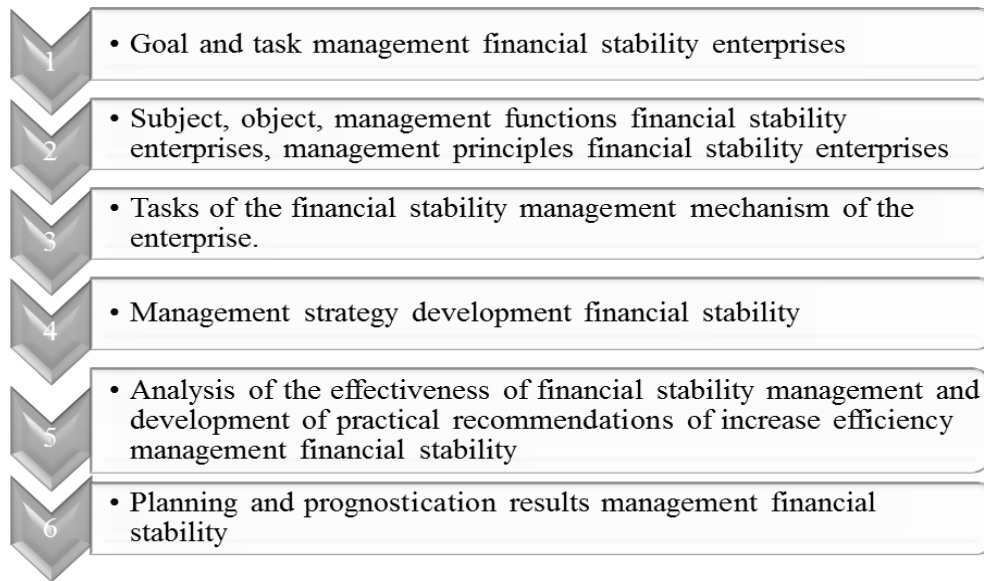


Fig. 4. System management financial stability

**Conclusions.** Such way considered theoretical aspects formation management systems financial stability enterprises will allow comprehensively and systematically solve problems software financial stability enterprises, rationalize process management financial resources and financial stability subjects management

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**СЛИВИНСЬКА ЄВГЕНІЯ ЮРІЇВНА. УПРАВЛІННЯ ФІНАНСОВОЮ СТІЙКОСТЮ ПІДПРИЄМСТВА.** У статті розглянуто питання управління фінансовою стійкістю підприємства. Визначено, що система управління функціонує з урахуванням певних організаційних структур, принципів, методів, фінансових інструментів, правових норм з метою встановлення оптимальних параметрів структури та обсягу фінансових активів. Визначено, що метою управління фінансовою стійкістю є забезпечення балансу між внутрішньою системою підприємства та його зовнішнім середовищем.

**Ключові слова:** фінансова стійкість, механізм управління, фінансовий стан.