

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ  
СХІДНОУКРАЇНСЬКИЙ НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ імені В. ДАЛЯ  
ФАКУЛЬТЕТ ЕКОНОМІКИ І УПРАВЛІННЯ  
КАФЕДРА ФІНАНСІВ ТА БАНКІВСЬКОЇ СПРАВИ  
КАФЕДРА ПУБЛІЧНОГО УПРАВЛІННЯ, МЕНЕДЖМЕНТУ ТА МАРКЕТИНГУ**

**ЛУГАНСЬКА ОБЛАСНА ДЕРЖАВНА АДМІНІСТРАЦІЯ  
ДЕПАРТАМЕНТ ФІНАНСІВ**

**ЛУГАНСЬКА ФІЛІЯ ДЕРЖАВНОЇ УСТАНОВИ “ІНСТИТУТ ЕКОНОМІКО-  
ПРАВОВИХ ДОСЛІДЖЕНЬ ІМЕНІ В.К. МАМУТОВА НАЦІОНАЛЬНОЇ АКАДЕМІЇ  
НАУК УКРАЇНИ”**

**СХІДНОКАЗАХСТАНСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ ІМЕНІ  
Д. СЕРИКБАЕВА (КАЗАХСТАН)**

**ДЕРЖАВНА ВИЩА ШКОЛА ІМЕНІ ПАПИ РИМСЬКОГО  
ІОАННА ПАВЛА ІІ (ПОЛЬЩА)**

**НАЦІОНАЛЬНИЙ ІНСТИТУТ ЕКОНОМІЧНИХ ДОСЛІДЖЕНЬ (МОЛДОВА)  
УНІВЕРСИТЕТ БІБЛІОТЕКОВЕДЕННЯ ТА ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ  
(БОЛГАРІЯ)**

## **ТЕЗИ ДОПОВІДЕЙ**

**XI Міжнародної науково-практичної конференції**

**"ПРІОРИТЕТИ РОЗВИТКУ ФІНАНСІВ, МЕНЕДЖМЕНТУ ТА  
МАРКЕТИНГУ: ТРАДИЦІЇ, МОДЕЛІ, ПЕРСПЕКТИВИ"**

**28 травня 2024 р.**



**Київ 2024**

УДК 005 : 336 : 339

Рекомендовано до друку Вченою радою  
Факультету економіки і управління  
Східноукраїнського національного університету імені Володимира Даля  
(Протокол № 10 від 30 червня 2024 р.)

## **ОРГАНІЗАЦІЙНИЙ КОМІТЕТ КОНФЕРЕНЦІЇ**

### **Голова організаційного комітету:**

*Костирко Л.А.*, д.е.н., професор, завідувач кафедри фінансів та банківської справи Східноукраїнського національного університету імені Володимира Даля.

### **Співголови організаційного комітету:**

*Заблодська І.В.*, д.е.н., професор, директор Луганської філії Державної установи "Інститут економіко-правових досліджень імені В.К. Макутова Національної академії наук України";

*Івченко Є.А.*, д.е.н., професор, декан факультету економіки та управління СХУ ім. В. Даля;

*Хандій О.О.*, д.е.н., професор, завідувач кафедри публічного управління, менеджменту та маркетингу.

*Відповідальний секретар – Мартинов А.А.*, к.е.н., доцент кафедри фінансів та банківської справи СХУ ім. В. Даля.

### **Члени організаційного комітету:**

*Чернодубова Е.В.*, к.е.н., доцент кафедри фінансів та банківської справи СХУ ім. В. Даля;

*Тищенко В.В.*, к.е.н., доцент кафедри фінансів та банківської справи СХУ ім. В. Даля;

*Тищенко О.І.*, к.е.н., доцент кафедри фінансів та банківської справи СХУ ім. В. Даля;

*Бучнів М.М.*, к.е.н., доцент кафедри публічного управління, менеджменту та маркетингу СХУ ім. В. Даля;

*Христенко Л.М.*, к.е.н., доцент кафедри публічного управління, менеджменту та маркетингу СХУ ім. В. Даля;

*Ткаченко Н.Е.*, к.е.н., доцент кафедри публічного управління, менеджменту та маркетингу СХУ ім. В. Даля.

**Електронна адреса оргкомітету: *confsnui.ua*.**

**Відповідальна за випуск: *Костирко Л.А.***, докт. екон. наук, проф., завідувач кафедри фінансів та банківської справи СХУ ім. В. Даля.

Тези доповідей XI Міжнародної науково-практичної конференції «Пріоритети розвитку фінансів, менеджменту та маркетингу: традиції, моделі, перспективи» 28 травня 2024 р. – Київ: вид-во СХУ ім. В. Даля, 2024. – 424 с.

У збірнику подано тези доповідей учасників XI Міжнародної науково-практичної конференції «Пріоритети розвитку фінансів, менеджменту та маркетингу: традиції, моделі, перспективи» 28 травня 2024 року. На конференції було розглянуто широке коло питань, пов'язаних із дослідженням проблем, потенціалу та напрямків розвитку фінансової системи України, менеджменту та маркетингу.

Матеріали номеру друкуються мовою оригіналу.

## THE INFLUENCE OF CURRENT ASSETS ON THE POSITION OF FINANCIAL SECURITY OF THE ENTERPRISE

Bunda O.M., Silivonchyk A.V.,  
Kyiv National University of Technologies and Design,  
Kyiv, Ukraine

Companies try to carry out their activities in a way that achieves high results but at the same time relatively low costs. The first step is to achieve stable liquidity in the enterprise. The greatest attention should be focused on current assets, which play an important role in the company's operations, as they contain certain components that need to be constantly monitored, analysed and formulated to eliminate certain negative factors.

Many economists, both foreign and domestic, such as Blank I.A., Butynets F.F., Vashchenko L.O., Hrabovetskyi B.Y., Ivakhnenko V.M., Korobov M.Y., Kryvytska O.R., Moroz Y.Y., Poddierohin A.M., Savytska H.V., Sulimenko L.A., Tiutiunnyk Y.M., Tsal-Tsalko Y.S., Sheludko V.M., Sheremet O.O. and others, studied the concept of assets, their position, efficiency of use and assessment of financial security of the enterprise, devoting to this their scientific works.

Many scholars interpret the category of "assets of an enterprise" based on the provisions of accounting. In particular, the definition of assets contains several key provisions:

1) assets arise as a result of past events, which means that a business transaction or other event that increases the rights to benefit or control over it has already taken place;

2) control is exercised by the enterprise, which gives it the ability to control future benefits expected to be obtained from the use of resources;

3) the future economic benefits embodied in the assets represent a potential that contributes to cash inflows.

Each enterprise, taking into account the nature of the use of the property (economic resources) and the specifics of its activities, divides its assets into

- non-current assets;
- current assets [1, p. 46].

Non-current assets are a set of property values that are repeatedly used in the process of economic activity of an enterprise. Typically, they include resources with a period of use of more than one year (or one operating cycle, if it is longer than one year).

Non-current economic resources of an enterprise include fixed assets, capital investments, other non-current tangible assets, intangible assets, long-term financial investments, long-term accounts receivable, and other non-current assets.

Current assets are a set of property values that serve the ongoing economic activity of an enterprise and are fully consumed within one operating cycle if it is less than a year, so their entire value is immediately transferred to the goods manufactured from them.

Typically, these include production inventories, work-in-progress, finished goods, products, accounts receivable, cash and its equivalents on hand and in bank accounts.

When reviewing financial statements, in this case, the "Balance Sheet (Statement of Financial Position)", the first item in Section II "Current Assets" is inventories. In accordance with the National Regulation (Standard) of Accounting No. 9 (hereinafter referred to as (NR(S)A) "Inventories", the following definition of inventories is formulated, namely:

Inventories are assets that: are held for further sale (distribution, transfer) in the ordinary course of economic activity; are in the process of production for the purpose of further sale of the production output; are held for consumption in the course of production, performance of works and provision of services, as well as management of the enterprise [2].

Scholars focus a lot of attention on accounts receivable, as it is a significant component of current assets. According to NR(S)A No. 10 [3] "Accounts Receivable", accounts receivable is the amount owed by debtors to an enterprise as of a certain date.

Debtors are legal entities and individuals who, as a result of past events, owe the enterprise a certain amount of cash, its equivalents and other assets.

Long-term and current accounts receivable are distinguished by maturity.

Current financial investments are investments for a term not exceeding one year that can be freely realised at any time (except for investments that are cash equivalents).

Monetary means (money) include cash, cash balances at banks and demand deposits.

Current assets change continuously and sequentially in the course of economic activity. The monetary form of the enterprise's assets is transformed into tangible assets (inventories), which, in the course of the technological process of economic activity, are materialised into finished products or goods for customers, that are sold accordingly. The entity receives revenue through the settlement system and reimburses (fully or partially) the spent inventories and other consumed resources and generates financial results.

At any given moment of economic activity, an enterprise's current assets are simultaneously in all stages of circulation. While one part of current assets goes into production in the form of inventories, another part of assets is formed as a result of production in the form of finished goods (completed works, provided services), and the third part is sold to customers and converted into cash through settlements. The simultaneous presence of current assets at all stages ensures a continuous process of economic activity and uninterrupted operation of the enterprise [4, p. 231-232].

The availability of current assets is an important component in assessing financial security. In a timely assessment, it is advisable to use the calculation of a system of financial and economic ratios that reflect the various aspects of the structure of assets and liabilities of the balance sheet.

Therefore, in order to assess the financial security of an enterprise, a number of

indicators can be identified and divided into groups, namely:

- 1) indicators of liquidity and solvency (absolute liquidity ratio; quick liquidity ratio; current liquidity (coverage) ratio);
- 2) financial stability indicators (autonomy (independence, concentration) ratio; funding ratio; financial stability ratio);
- 3) indicators of business activity (asset turnover ratio; equity turnover ratio);
- 4) performance indicators (return on assets; return on sales; return on equity).

These indicators are used to comprehensively assess the financial security of an enterprise.

The ability of an enterprise to develop dynamically and carry out effective economic activity depends on the stability of its financial position, the efficiency of its financial activity, as well as its ability to withstand various challenges, risks, and internal and external threats.

The main conditions for ensuring the financial security of an enterprise are as follows:

- alignment of the enterprise's interests with its direct users, customers and staff;
- creation of a strong financial system for the achievement of goals and objectives;
- stable development of the enterprise's financial system.

The main functional objectives of financial security are:

- ensuring financial stability, solvency and independence of the enterprise;
- achievement of high competitiveness;
- maintaining a high level of qualified personnel;
- high-quality legal protection of the enterprise's activities [5, p. 225].

In order to achieve the desired results of financial and economic activity, ensure stable and dynamic economic development, and increase its own potential, an enterprise needs to maintain an appropriate level of security, including financial security.

The financial security of an enterprise implies its financial stability, competitiveness and financial independence, which is an important condition for ensuring the viability of a business entity.

#### References:

1. Tyutyunnyk Y.M., Dorohan-Pysarenko L.O., Tyutyunnyk S.V. (2020). Financial analysis: a textbook. Poltava: Publishing house of PE "Astra", 434 p.
2. Regulation (standard) of accounting 9 "Inventories" as amended and supplemented on 20 October 1999 No. 246 [Electronic resource]. - Access mode: <https://zakon.rada.gov.ua/laws/show/z075199#Text>.
3. Regulation (standard) of accounting 10 "Accounts receivable" as amended and supplemented on 8 October 1999 No. 247 [Electronic resource]. - Access mode: <https://zakon.rada.gov.ua/laws/show/z072599#Text>
4. Financial analysis: Textbook / Yu. Sulimenko (2012) - 5th edition, supplemented - Zhytomyr: Zhytomyr: ZhOO NGO "Union of Economists of Ukraine", 609 p.

5. Bunda O. M. (2023). Financial security of the enterprise in modern economic conditions / O. M. Bunda, M. V. Smolyar // Dominants of socio-economic development of Ukraine in new realities: materials of the All-Ukrainian scientific and practical conference of young scientists and students, Kyiv, 30 March. pp. 224-226