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## **FINANCIAL SECURITY OF THE ENTERPRISE: KEY INDICATORS OF ENSURING AND DEVELOPMENT**

### ***Summary***

*A system of key indicators for assessing the financial security position of enterprises was proposed. On the basis of the existing methodological approaches, a set of models for assessment of financial security level of the enterprise on the basis of factors of financial stability and profitability have been developed, which became the basis for the proposed matrix of identification of the financial security's position of the enterprise. The generalized matrix of zoning of financial security of the enterprise became a reflection of the result of aggregate interaction of the main internal financial factors of functioning of the enterprise. Consideration of mutual components of the internal and external financial environment for further development of the enterprise was the basis of the matrix of strategic directions of the financial development of the enterprise within the framework of the dominant sphere of «ensuring financial security». Also, the tools of assessment of the main components of the effectiveness of the enterprise are proposed, their interrelations are described and the impact on the financial security of the enterprise is determined.*

### **Introduction**

Functioning of enterprises in modern economic conditions is caused by the influence of a large number of destabilizing factors. The various challenges of recent years (negative dynamics of processes in social and economic sphere, pandemic, political & war conflicts, etc.) not only increase the degree of uncertainty of the enterprises activity, but also significantly increase the need to develop tools (mechanisms) to minimize the impact of economic risks in the future. In view of the indisputable importance of financial success of the activity, in the modern uncertain world the leader in the sphere of transformation of activity of enterprises becomes precisely the financial

component of management, aimed at achievement of fundamental results of functioning: financial stability, profitability, and, as a result, financial security.

An important direction in forming the system of financial security management of enterprises is improvement of the substantiation processes and introduction of indicators of its maintenance and development. The key factor contributing to the development of good governance guidelines are modern technologies of financial analysis and planning. Systematization of the main factors of activity and assessment of their influence on the financial security position of the enterprise allows not only to determine its criterion level, but also to justify possible alternative scenarios of financial development of the enterprise.

The pandemic clearly made it clear that the existing financial security assessment system of an enterprise cannot meet the new needs and adequately respond to new challenges. Outdated ways of working and organizing financial management do not always meet the modern digital needs of business and should be carried out more and more deeply. In this unique position it is effectively adjusted, quickly adapted to digital reality system of assessment of the financial security position of enterprises and formation of strategic directions of financial development of the enterprise within the framework of the dominant sphere «ensuring financial security» can ensure adoption of the considered, long-term solutions and to create conditions for overcoming any crisis is stronger not only in the financial aspect but also in the strategic development plan. So, the *purpose of the research* is to substantiate methodological approaches to the determination of indicators of financial security of the enterprise and to develop a system of indicators of its ensuring and development.

### **Part 1. Identification of financial security position of the enterprise based on the factors of financial stability and profitability**

The most important prerequisite for the stable operation and sustainable growth of the enterprise in the context of digitalization is the availability of an informative and effective system for ensuring its financial security.

The financial security of the enterprise is a complex economic category, which reflects the cumulative result of the interaction and interplay of factors and elements of the internal nature of its activities under the influence of environmental factors.

In the applied sense, the financial security of the enterprise, according to the authors, should be considered as a system of indicators, which, on the one hand, allow to determine quantitative and qualitative determinative level of its maintenance due to influence of the main factors, and on the other – serve as a guarantee of financial support of successful functioning of the enterprise in the future. In general, the financial security of the enterprise is conditioned by the efficiency of management of the processes of financing its activity in general and each of the types (operational, investment, financial) aimed at achieving

fundamental indicators of the success of the enterprise: financial stability and profitability.

The most popular approach to assessing the level of financial security of the enterprise is the coefficient method, which includes the assessment and analysis of key financial indicators [1; 3; 18; 21], and also the integrated method, based on the use of different sets of financial indicators and determining the appropriate weights for each of them [12; 15; 22]. In turn, Koleda N. & Lāce N. [10], Mbatha M. & Ngibe N. [16], Nguyen V. & Nguyen T. [17] offer to assessing the financial security of the enterprise in the context of internal and external factors that affect the financial security of enterprises; Sylkin O. et al. [23] and Valaskova K. et al. [25] use to diagnose the financial security of the enterprise classical methods of assessing the probability of bankruptcy, but modify and improve them.

There are also several authors' methods for assessing financial security: alternative approach to assessing the level of financial security of the enterprises based on use the model of modified and adjusted financial statements[2]; model for assessment of the financial security level of the enterprise based on the desirability scale [8]; empirical model based on the Cobb-Douglas power function [28].

The determining indicator of financial security of the enterprise in most well-known models is the level of its financial stability, on which attention is focused Dokiienko L. [2; 3], Drobyazko S. et al. [4], Hrynyuk N. et al. [9], Korepanov G. et al. [11], Kozachenko A. [14], Tursunov B. [24], Zabolotnyy A. & Wasilewski M. [26], and the level of profitability that is analyzed by Jha M. & Rangarajan K. [7], Kotkovskiy V. et al. [13], Kvasnytska R. [15], Romanyshyn V. & Bernatska A. [20], Zavidna L. [27]; Duc Cuong Pham et al. [5] and Rahi A. et al. [19] consider them in conjunction. And these two indicators – financial stability and profitability – we propose to take as a basis in this article.

To assess the impact of financial stability into the financial security of the enterprise, the authors proposed a three-step algorithm that allows: to assess the level of financial security of the enterprise depending on the level of overall financial stability; to assess the level of financial security of the enterprise depending on the level of financial stability of operating activities; to identify the position of financial security of the enterprise due to the influence of its above levels. The compatibility of the scales of assessment of the financial security level of the enterprise on the basis of subordination of components of financial stability as one of the fundamental factors of influence, in the opinion of the authors, allows identifying the financial security position of the enterprise by means of matrix tools (table 1).

The basis of the indicative scale developed by the authors of the determination of the overall financial stability level of the enterprise is the value of the basic indicators of this aspect of the enterprise activity: the coefficient of financial autonomy ( $C_{FA}$ ), financial stability coefficient ( $C_{FS}$ ) and the

coefficient of capital maneuvering ( $C_{CM}$ ). On the basis of identification of the financial situation, depending on the possible variants of deviation of the above-mentioned indicators from the general recommended values ( $C_{FA} \geq 0,5$ ;  $C_{FS} \geq 0,75$ ;  $C_{CM} \geq 0,2$ ), the overall financial stability level of the enterprise is determined, which, in turn, allows to estimate its financial security level within the limits of the scale «absolute – normal – satisfactory – low».

Table 1

**Matrix for identifying the financial security position of the enterprise based on the factor of financial stability**

				Absolute financial stability of operating activities	Normal financial stability of operating activities	Relative financial stability of operating activities	Financial instability of operating activities
		<i>Contents of the financial situation</i>		$\begin{cases} \pm C^{owc} \geq 0 \\ \pm C^{owc+ap} \geq 0 \\ \pm C^{owc+stl} \geq 0 \end{cases}$	$\begin{cases} \pm C^{owc} < 0 \\ \pm C^{owc+ap} \geq 0 \\ \pm C^{owc+stl} \geq 0 \end{cases}$	$\begin{cases} \pm C^{owc} < 0 \\ \pm C^{owc+ap} < 0 \\ \pm C^{owc+stl} \geq 0 \end{cases}$	$\begin{cases} \pm C^{owc} < 0 \\ \pm C^{owc+ap} < 0 \\ \pm C^{owc+stl} < 0 \end{cases}$
		<i>Contents of the financial situation</i>	<b>Financial security levels</b>	<b>Absolute</b>	<b>Normal</b>	<b>Satisfactory</b>	<b>Low</b>
Absolute financial stability	$\begin{cases} C_{FA} \geq 0,5 \\ C_{FS} \geq 0,75 \\ C_{CM} \geq 0,2 \end{cases}$	<b>Absolute</b>	<b>Position of absolute financial security</b>	Position of high financial security	<b>Position of normal financial security</b>	Position of acceptable financial security	Position of satisfactory financial security
Normal financial stability	$\begin{cases} C_{FA} \geq 0,5 \\ C_{FS} \geq 0,75 \\ C_{CM} < 0,2 \end{cases}$	<b>Normal</b>	Position of high financial security	<b>Position of normal financial security</b>	Position of acceptable financial security	Position of satisfactory financial security	Position of satisfactory financial security
Relative financial stability	$\begin{cases} C_{FA} \geq 0,5 \\ C_{FS} < 0,75 \\ C_{CM} < 0,2 \end{cases}$	<b>Satisfactory</b>	Position of normal financial security	Position of acceptable financial security	<b>Position of satisfactory financial security</b>	Position of satisfactory financial security	Position of satisfactory financial security
Financial instability	$\begin{cases} C_{FA} < 0,5 \\ C_{FS} < 0,75 \\ C_{CM} < 0,2 \end{cases}$	<b>Low</b>	Position of acceptable financial security	Position of satisfactory financial security	Position of satisfactory financial security	Position of satisfactory financial security	<b>Position of low financial security</b>

Source: created by the authors

The approach proposed by the authors to determining the financial stability level of the enterprise's operations is based on a multilevel scheme of sources of coverage of the needs of enterprises in working assets for the formation of reserves. Indicators of inventories providing (Z) by possible sources of their formation: own working capital ( $C^{own}$ ); accounts payable ( $C^{ap}$ ) and short-term loan capital ( $C^{stl}$ ) are calculated depending on the amount of participation and the order of selection of specific types of financial resources. Possible variants

of comparison of different source values with the sum of reserves expressed by indicators:  $\pm C^{\text{own}}$ ;  $\pm C^{\text{own+ap}}$ ;  $\pm C^{\text{own+stl}}$ , allow to identify financial situations according to their degree of stability. The financial stability of operating activities level of the enterprise is determined by the importance and ratio of separate sources of resources in each particular case of financing, which is the basis for the assessment of the financial security level of the enterprise at the same scale «absolute – normal – satisfactory – low».

The combination of possible variants of the financial security position determines the location of the enterprise on the matrix area and reflects the importance of influence of components of financial stability:

I. The enterprise is located on the target line of change of position on condition of similarity of levels of the main components of the developed matrix and meaningful conformity of a condition: position of absolute financial security (absolute financial stability and absolute financial stability of operating activities), position of normal financial security (normal financial stability and normal financial stability of operating activities), position of satisfactory financial security (relative financial stability and relative financial stability of operating activities), position of low financial security (financial instability and financial instability of operating activities).

II. The enterprise is located on the plane of the matrix, depending on the combination of different types of financial stability and, accordingly, different levels of financial security, which form a certain position of its financial security: position of high financial security (absolute financial stability – normal financial stability of operating activities; normal financial stability – absolute financial stability of operating activities); position of normal financial security (absolute financial stability – relative financial stability of operating activities; relative financial stability – absolute financial stability of operating activities); position of acceptable financial security (relative financial stability – normal financial stability of operating activities; financial instability – absolute financial stability of operating activities; absolute financial stability – financial instability of operating activities; normal financial stability – relative financial stability of operating activities); position of satisfactory financial security (financial instability – normal or relative financial stability of operating activities; normal or relative financial stability – financial instability of operating activities).

In order to assess the degree of impact of profitability of the enterprise on the its financial security level, the authors used a group of profitability indicators, which are divided into subgroups of indicators of return on capital and profitability of activities. The consideration of the mutual interaction of the main components of this fundamental factor at the financial security level was the basis of the model developed by the authors of the assessment of the financial security level of the enterprise depending on profitability of activities level. To assess the total impact of return on capital and profitability of activities level into the certain level of financial security a matrix to identify

the financial security position of the enterprise based on the factor of profitability was developed by the authors (table 2).

Table 2

**Matrix for identifying the financial security position of the enterprise based on the factor of profitability**

			High profitability of activities	Normal profitability of activities	Sufficient profitability of activities	Critically low profitability of activities	
		<i>Contents of the financial situation</i>	$\begin{cases} GPM \geq R_{TP} \\ OPM > R_{MP} \\ NPM > 0 \end{cases}$	$\begin{cases} GPM < R_{TP} \\ OPM > R_{MP} \\ NPM > 0 \end{cases}$	$\begin{cases} GPM < R_{TP} \\ OPM \leq R_{MP} \\ NPM > 0 \end{cases}$	$\begin{cases} GPM < R_{TP} \\ OPM \leq R_{MP} \\ NPM \leq 0 \end{cases}$	
		<i>Contents of the financial situation</i>	<b>Financial security levels</b>	<b>Absolute</b>	<b>Normal</b>	<b>Satisfactory</b>	<b>Low</b>
High return on capital	$\begin{cases} ROI > WAC \\ ROA > R_L \\ ROE > R_D \end{cases}$	<b>Absolute</b>	<i>Position of absolute financial security</i>	Position of high financial security	Position of normal financial security	Position of acceptable financial security	
Normal return on capital	$\begin{cases} ROI \leq WAC \\ ROA > R_L \\ ROE > R_D \end{cases}$	<b>Normal</b>	Position of high financial security	<i>Position of normal financial security</i>	Position of acceptable financial security	Position of satisfactory financial security	
Sufficient return on capital	$\begin{cases} ROI \leq WAC \\ ROA \leq R_L \\ ROE > R_D \end{cases}$	<b>Satisfactory</b>	Position of normal financial security	Position of acceptable financial security	<i>Position of satisfactory financial security</i>	Position of satisfactory financial security	
Critically low return on capital	$\begin{cases} ROI \leq WAC \\ ROI \leq R_L \\ ROE \leq R_D \end{cases}$	<b>Low</b>	Position of acceptable financial security	Position of satisfactory financial security	Position of satisfactory financial security	<i>Position of low financial security</i>	

Source: created by the authors

In view of the information format of the final financial efficiency of the invested resources, the basis of the developed indicative scale for determination the return on capital level the authors assign the importance of the main indicators of the degree of return of formed resources (capital): return on invested capital (ROI), return on assets (ROA) and financial profitability or return on equity (ROE). Depending on the possible options for comparing the actual values of indicators with well-known criteria for each of them: weighted average cost of capital (WACC), lending rate (RL) and deposit rate (RD), financial situations are identified, which allow to determine the return on capital level of the enterprise and are the basis for assessing the level of its financial security on the appropriate scale «absolute – normal – satisfactory – low».

To determine the profitability of activities level of the enterprise, the authors developed an indicative scale based on the values of the main interrelated and interdependent indicators: gross profitability margin (GPM), operating profitability margin (OPM) and net profitability margin (NPM). The profitability of activities level of the enterprise is determined on the basis of identification of the financial situation depending on the possible options for comparing the actual values of the enterprise indicators with general economic criteria for each of them: profitability at the point of target profit ( $R_{TP}$ ), profitability at the point of minimum profit ( $R_{MP}$ ) and efficiency at break-even point (0). The content of financial situations that determine the profitability of activities level, determines the financial security level of the enterprise within the values of the corresponding scale «absolute – normal – satisfactory – low».

Options for combining the above profitability levels are reflected in the formation of a set of quadrants that reflect the financial security position of the enterprise depending on the profitability factor. Subject to the substantive compliance of the main components levels of the developed matrix, the enterprise will be located on the target line of change of positions: position of absolute financial security (high return on capital and high profitability of activities), position of normal financial security (normal return on capital and normal profitability of activities), position of satisfactory financial security (sufficient return on capital and sufficient profitability of activities), position of low financial security (critically low return capital and critically low profitability of activities).

The combination of different levels of return on capital and profitability of activities determine the set of possible options for a particular financial security position of the enterprise: position of high financial security (high return on capital – normal profitability of activities; normal return on capital – high profitability of activities); position of normal financial security (high return on capital – sufficient profitability of activities; sufficient return on capital – high profitability of activities); position of acceptable financial security (sufficient return on capital – normal profitability of activities; critical return on capital – high profitability of activities; high return on capital – critical profitability of activities; normal return on capital – sufficient profitability of activities); position of satisfactory financial security (critical return on capital – normal or relative profitability of activities; normal or relative return on capital – critical profitability of activities).

The above-based interdependency of financial security positions of enterprises and the unified tools of its level measurements depending on fundamental factors of influence allowed the authors to develop a matrix of financial security zoning of the enterprise (table 3).

Provided complete identity of financial security, the enterprise is located in areas that form the target zoning line: financial danger zone (low/satisfactory security), sufficient financial security zone (acceptable/normal security), absolute financial security zone (high/absolute security).

Differences in the financial security positions determine the formation of certain areas of enterprise's financial security: potential financial security zone (position of low or satisfactory financial security depending on the financial stability factor – position of high or absolute financial security depending on the profitability factor; position of high or absolute financial security depending on the financial stability factor – position of low or satisfactory financial security depending on the profitability factor); optimal financial security zone (position of acceptable or normal financial security depending on the financial stability factor – position of high or absolute financial security depending on the profitability factor); guaranteed financial security zone (position of high or absolute financial security depending on the financial stability factor – position of acceptable or normal financial security depending on the profitability factor); satisfactory financial security zone (position of acceptable or normal financial security depending on the financial stability factor – position of low or satisfactory financial security depending on the profitability factor; position of low or satisfactory financial security depending on the financial stability factor – position of acceptable or normal financial security depending on the profitability factor).

Table 3

**Matrix of financial security zoning of the enterprise**

<i>Profitability factor</i>	<i>Financial stability factor</i>					
	Position of absolute financial security	Position of high financial security	Position of normal financial security	Position of acceptable financial security	Position of satisfactory financial security	Position of low financial security
Position of absolute financial security	<i>Absolute financial security zone</i>		Optimal financial security zone		Potential financial security zone	
Position of high financial security						
Position of normal financial security	Guaranteed financial security zone		<i>Sufficient financial security zone</i>		Satisfactory financial security zone	
Position of acceptable financial security						
Position of satisfactory financial security	Potential financial security zone		Satisfactory financial security zone		<i>Financial danger zone</i>	



Position of low financial security			
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Source: created by the authors

The proposed above-mentioned financial security zoning of the enterprise is, in the opinion of the authors, a reflection of the result of total interaction of the main internal financial factors of its functioning.

## Part 2. Formation of financial development strategic directions of the enterprise within the dominant sphere «ensuring of financial security»

The strategic development of the enterprise, according to the authors, also is closely connected with its financial security. Today, none of the scientists considered in detail the possibilities and necessity of combining such extremely important financial components of the enterprise activity as financial security and financial strategy of the enterprise. And that is why in this scientific research we focus on this for the first time.

Consideration of mutual components of internal and external financial environment for further development of the enterprise was the basis of the matrix of strategic directions of financial development of the enterprise within the framework of the dominant sphere of «ensuring financial security» (table 4).

Table 4

### The financial development strategic directions matrix of the enterprise within the dominant sphere «financial security»

Indicators of the dominant sphere		The internal financial environment position		
<b>Financial security position</b>	Overall financial stability level	<i>Strength</i>	<i>Neutral</i>	<i>Weak</i>
	Financial stability of operating activities level			
	Return on capital level			
	Profitability of activities level			
<b>The external financial environment impact</b>	<i>Opportunities</i>	<b>FS-1</b> «Strength and opportunities»	<b>FS-2</b> «Stability and opportunities»	<b>FS-3</b> «Weaknesses and opportunities»
	<i>Threats</i>	<b>FS-4</b> «Strength and threats»	<b>FS-5</b> «Stability and threats»	<b>FS-6</b> «Weaknesses and threats»

Source: created by the authors according to [1]

Generalization of the enterprise internal financial environment position depending on the its financial security levels and positions allows to identify

the location of the enterprise on the positions scale «strength – neutral – weak» and forecast the directions of financial development under the influence of environmental factors:

1. The strong position of the internal financial environment of the enterprise is formed due to the absolute or high level of its financial security. Depending on the influence of prevailing external factors, the enterprise may be located in certain quadrants: quadrant FS-1 «Strength and opportunities» – creating opportunities for the enterprise to implement an aggressive financial strategy. To maintain its position, the company should support a strategy of «accelerated growth»; quadrant FS-4 «Strength and threats» – neutralization of external threats due to the high financial security level of the enterprise is possible by choosing between offensive and moderate financial strategies. To maintain and improve the enterprise's position should use strategies of «accelerated growth» and «limited growth».

2. The neutral position of the internal financial environment is characterized by the stability of the enterprise due to a normal, sufficient or acceptable financial security level. The influence of environmental factors determines the positioning of the enterprise in the following quadrants: quadrant FS-2 «Stability and opportunities» – the ability of the enterprise to implement an offensive aggressive financial strategy aimed at strengthening the main financial position due to environmental factors. Strategies for «accelerated growth» and «limited growth» are used to maintain and improve the enterprise's position; quadrant FS-5 «Stability and threats»: depending on the degree of threats, the enterprise may implement either a moderate or conservative financial strategy aimed at eliminating adverse environmental factors. Strategies of «limited growth» and «reduction» are used to maintain and improve the enterprise's position.

3. The weak position of the internal financial environment of the enterprise is due to a satisfactory or low financial security level. External factors determine the location of the enterprise in the following quadrants: quadrant FS-3 «Weaknesses and opportunities»: the need for the enterprise to implement a moderate financial strategy, in the process of which the weaknesses of the internal financial position will be eliminated due to favorable external factors. A strategy of «limited growth» is used to maintain and improve the company's position; quadrant FS-6 «Weaknesses and threats» – threats guide the enterprise to choose exclusively «defensive» anti-crisis financial strategy, which corresponds to the corporate strategy of «reduction».

Successful implementation of financial development strategic directions of the enterprise within the dominant sphere «financial security» depends on the effectiveness of internal factors management of the enterprise effectiveness and their impact on financial security. In this context, to justify the financial security strategy, the authors propose a model of diagnosis and management of financial security of the enterprise on the basis of the matrix of financial equilibrium by Franchon G. and Romanet Y. [6], which involves determining

the forecast values of special summary indicators: a result of economic activity ( $R_{EA}$ ), a result of financial activity ( $R_{FA}$ ) and the result of economic and financial activities ( $R_{FEA}$ ) (table 5).

Table 5

**Model for financial security diagnostics and management of the enterprise on the basis of a matrix of financial equilibrium**

Financial stability zone	The content of the financial situation	Financial security level	Strategy
«Zone of Success» Financial stability	$\begin{cases} R_{EA} > 0 \\ R_{FA} > 0 \\ R_{FEA} \gg 0 \end{cases}$	<i>Absolute</i>	«Slow Growth – Acceleration»
	$\begin{cases} R_{EA} > 0 \\ R_{FA} \approx 0 \\ R_{FEA} > 0 \end{cases}$	<i>Very high</i>	«Slow growth – Stabilization»
	$\begin{cases} R_{EA} \approx 0 \\ R_{FA} > 0 \\ R_{FEA} > 0 \end{cases}$	<i>High</i>	«Optimal growth – Acceleration»
Financial equilibrium	$\begin{cases} R_{EA} > 0 \\ R_{FA} < 0 \\ R_{FEA} = 0 \end{cases}$	<i>Normal</i>	«Slow growth – Inhibition»
	$\begin{cases} R_{EA} \approx 0 \\ R_{FA} \approx 0 \\ R_{FEA} \approx 0 \end{cases}$		«Optimal growth – Stabilization»
	$\begin{cases} R_{EA} < 0 \\ R_{FA} > 0 \\ R_{FEA} = 0 \end{cases}$	<i>Acceptable</i>	«Forced growth – Acceleration»
«Deficit zone» Financial instability	$\begin{cases} R_{EA} \approx 0 \\ R_{FA} < 0 \\ R_{FEA} < 0 \end{cases}$		«Optimal growth – Inhibition»
	$\begin{cases} R_{EA} < 0 \\ R_{FA} \approx 0 \\ R_{FEA} < 0 \end{cases}$	<i>Satisfactory</i>	«Forced growth – Stabilization»
	$\begin{cases} R_{EA} < 0 \\ R_{FA} < 0 \\ R_{FEA} \ll 0 \end{cases}$	<i>Unsatisfactory</i>	«Forced growth – Inhibition»

Source: created by the authors according to [6]

An effective tool for assessing the relationship between the main components of the performance of the enterprise and their impact on the financial security of the enterprise, according to the authors, can serve as a management mechanism based on the application of the so-called capital multiplier ( $C_M$ ), which characterizes the ability of the enterprise to attract borrowed resources without violating the desired financial stability level and financial profitability. Accordingly, the multiplier effect of the enterprise capital ( $M_E$ ) will be to attract and effectively use borrowed capital. The capital multiplier in this model acts as a regulator between the economic return on equity and value added.

According to its economic content, it can be classified as «financial leverage», but if the financial leverage is an indicator of the increase in financial profitability of the enterprise, the capital multiplier is a lever for managing the structure of both equity and liabilities. In other words, it is a tool that should provide the enterprise with the choice of the optimal capital structure. Thus, regulating the capital structure, the enterprise manages, on the one hand, the growth of equity, which provides additional opportunities for borrowed new debt capital, and on the other – its financial stability. To do this, it is necessary to assess the quality of enterprise capital management from the standpoint of maximizing its financial profitability or return on equity (ROE).

In order to determine the possibility of additional attraction of the loan capital under the normal level of financial stability and financial profitability of the enterprise, as well as to assess the efficiency of the use of the loan capital from the position of increase of the own capital, it is necessary to estimate the added value created by the own capital of the enterprise as a result of its use of its capacity to accumulate additional loan capital (VA). The economic content of the added value, in this case, is the difference between the level of profit that the enterprise receives on its own capital and the level of income that is paid as an obligation for the loan capital, which provides compensation for the risk of investment for investors. Undoubtedly, the higher the positive value of VA, the higher financial stability level of the enterprise ( $FST_L$ ), and, accordingly, the higher its financial security level ( $FSE_L$ ):

$$[C_M] \rightarrow \min \Rightarrow [M_E] \rightarrow \max \Rightarrow [ROE] \rightarrow \max \Rightarrow [VA] \rightarrow \max \Rightarrow [FST_L] \rightarrow \max \Rightarrow [FSE_L] \rightarrow \max \quad (1)$$

Or in expanded form:

$$\begin{aligned} \frac{A}{E} \rightarrow \min &\Rightarrow \left[ \left( \frac{EBT + FC}{A} - \frac{FC}{L} \right) \times \frac{A}{E} \right] \rightarrow \max \Rightarrow \frac{NP}{E} \times 100 \rightarrow \max \Rightarrow \\ &\Rightarrow \left[ \left( \frac{NP}{E} - \frac{FC}{L} \right) \times E \right] \rightarrow \max \Rightarrow FST_L \rightarrow \max \Rightarrow FSE_L \rightarrow \max \end{aligned} \quad (2)$$

where  $A$  – the amount of assets of the enterprise,  $E$  – the amount of equity of the enterprise,  $EBT$  – earnings before tax,  $FC$  – the amount of financial costs associated with raising debt capital,  $L$  – the amount of liabilities of the enterprise,  $NP$  – the amount of net profit of the enterprise.

In other words, minimizing the enterprise's dependence on external sources of financing, that is the reducing its financial dependency ratio or capital multiplier ( $C_M$ ), the enterprise thus maximizes the size of its multiplier effect ( $M_E$ ), which provides it with the maximum value of financial profitability (ROE), which, in turn, allows to increase the amount of value added (VA), and, as a result, the enterprise maximizes its financial stability level ( $FST_L$ ) and increases financial security level ( $FSE_L$ ).

## Conclusions

In the current realities of the post-pandemic on the one hand and rapid process of digitization of the enterprise finance on the other hand, each enterprise should focus on the creation of a process of provision and development that will enable rapid response to the challenges that accompany their activities and constantly change and modify. Accordingly, the approach proposed in this scientific research to the determination of financial security indicators of enterprises, according to the authors, is an informative tool of analysis, real assessment of its financial prospects and can serve as a basis for substantiation of strategic directions of financial development of the enterprise within the framework of the dominant sphere of «ensuring financial security».

The advantages of the proposed tools, according to the authors, should be considered:

- for the first time, the proposed aggregate of interrelated indicators of the assessment of the financial security of the enterprise, which are integrated into the system of degree-subordinate indicators «level → position → zone», which allows to qualitatively determinate parameters of financial security ensuring;

- the use of fundamental indicators of the enterprise's success (financial stability and profitability) as the initial factors of the developed system for which the proposed author's substantiation of the limits of the criterion values, which, on the one hand, ensures the assessment of the financial security level by means of a minimum number of indicators, and on the other, determines the practical application at the expense of the accessibility of the information base;

- unification of the scales of assessment of levels and positions of financial security of the enterprise depending on various factors, which allows correct use of them for identification of parameters of financial security of higher order;

- for the first time, the proposed tools for generalizing the position of the internal financial environment of the enterprise depending on the level and position of its financial security, which allows to predict strategic directions of financial development within the framework of the dominant sphere of «ensuring financial security» under influence of external factors;

- for the first time, the proposed mechanism of financial security management of the enterprise on the basis of the matrix of financial equilibrium, which allows to base strategies of financial security provision on the basis of determination of forecast values of generalizing indicators and corresponding level of financial security;

- the use of tools to assess the impact of the main components of the efficiency of activities on the enterprise financial security, which ensures the effectiveness of the mechanism of the financing of its activity as a guarantee of financial security.

The disadvantages of the proposed approach can be attributed:

- the discreteness of calculation of basic indicators of the financial security level assessment of the enterprise which, besides, are limited to a statement of tendencies of the previous periods;

- the limited application of the proposed models for forecasting the values of financial stability and profitability of the enterprise as the basic prerequisites for ensuring financial security of the enterprise;
- the complexity of taking into account the influence of branch peculiarities of the enterprise activity on its financial security.

In general, the tools, proposed by the authors, allow to define and quantify the interconnected system of financial markers of management of financial security of enterprises: strategic goals (absolute/high/normal/sufficient/acceptable financial security level); indicators of strategic goals (target level of overall financial stability and financial stability of operating activities; target level of return on capital and profitability of activities); target strategic standards (absolute/normal/relative financial stability; absolute/normal/relative financial stability of operating activities; high/normal/sufficient return on capital; absolute/normal/relative profitability of activities).

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