

ABSTRACTS

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FINANCIAL STRATEGY AND ECONOMIC SECURITY MANAGEMENT OF AUTOMOTIVE CORPORATIONS

Corporate entities that are complex economic systems function in a mode of strategic foresight, the possibility of changing states that in modern conditions changes repeatedly, and the rate of change approach to critical, when it becomes difficult to keep track of them, correct, direct and manage.

This causes the interest to the formation of a special subsystem, which can be defined as «development management». As for automotive enterprises the urgency of this system's development is high, given their strategic focus, the need to address the investment-innovative tasks, the problem of increasing the economic security level.

Financial stability is the main condition for financial liabilities. Today, most companies are below the normal level of financial stability. The level of its own resources usage is also low. Current assets turnover is growing mainly due to off-balance, the debt ratio and resources connectivity is increasing. Liquidity level decreases, the coverage ratio falls. Problems with liquidity exacerbate payment-settlement situation.

In improving the management systems it is necessary to bear in mind not only reorganizing management, but also the benefit from creation or transformation of certain functions of the unit for achieving the enterprises' strategic goals.

It is also necessary to take into account that Ukrainian companies' financial strategies' orientation should consider areas of public policy efforts, related to long-term trends in the economic development of the country and rely on them to adjust their strategies.