

FEATURES OF EFFICIENT USE OF FINANCIAL RESOURCES

V.N. Karazin National University, Kharkiv

Abstract. *The purpose of the study is to analyze the modern economy and areas of foreign economic activity and market relations of Ukraine, to identify problems and prospects for development.*

The article presents the characteristics of financial resources of Ukraine, the pyramid of human needs, the right to invest funds. The relevance of the study of theoretical aspects of the economy and financial resources of Ukraine is substantiated.

The main problems of the current economic situation in the country both in the world and in the domestic market are indicated.

Summarized and suggested ways to improve the distribution of financial resources of Ukraine by taking certain measures.

Keywords: financial resources, pyramid of human needs, internal, external, investing money.

The development of foreign economic activity and market relations increases the responsibility and independence of industries and individual entities in the preparation and adoption of management decisions. Today the problem is not only the accumulation of financial resources, but also their rational distribution in various spheres of life. First of all, it depends on the objectivity, timeliness and comprehensiveness of the assessment of possible options for the accumulation and use of financial resources of the enterprise. After all, all costs incur additional costs: interest on loans and other payments for labor and production. Therefore, it will be quite relevant to consider this issue in more detail.

Financial resources are funds that are managed by organizations, industries and individuals. They are internal (own) and external (involved). External, in turn, are divided into: own and borrowed. The group can be defined by establishing the form of capital in which it is invested by external participants in the development of the organization: as entrepreneurial or as loan capital. Each individual case requires an individual study, taking into account all possible risks [1].

One way or another, everyone has the right to decide for themselves how to spend money. But everything is in a certain dependence (the ratio between centralized and decentralized financial resources), so you need to adapt to this rhythm of life and try to find rational ways to achieve better results.

Everyone knows about the famous pyramid of human needs, compiled by the American psychologist A. Maslow in the middle of the twentieth century, but not everyone follows it. Maslow believed that first a person must meet the simplest needs without which its existence is impossible (food, housing, clothing, etc.), and only then move on to the next level. But now we are in a hurry to get to the last step, leaving ourselves the conditions of necessity [2].

Everyone has an infinite number of desires and needs that he tries to satisfy throughout his life. But we must understand that our requirements have a certain order of importance. Maslow showed exactly how to act to meet their needs and be able to live well. If cash flows move according to Maslow's levels, then there is harmony not only on a psychological level, but also financially.

All our lives are connected with money, because we have somewhere to live, something to eat and drink, and so on. In addition, we need to be confident about our safety, and for that we need to have some funds for contingencies. Even love, respect and education depend on financial

resources. Under normal circumstances, each family must be well-off and have its own working capital. So you can move to the very top of the pyramid, but the main principle is already clear.

A common mistake: investing money in a "quick income tool", hoping that then we can use these funds to close the loan. And the probability that this idea will succeed 0 percent, because free cheese is only in a mousetrap, that is, tools that guarantee a quick and easy profit, are very risky. It is also important to understand that you can not invest without resolving the issue of money [3].

In order to spend your money wisely, you need:

- 1) to identify goals for the short term;
- 2) to determine the available amount of finances and the actual inflow of funds in the near future;
- 3) to prioritize the use of financial resources at the moment;
- 4) to assess possible losses and risk;
- 5) to choose the best option for the use of funds on the basis of selected criteria;
- 6) to develop other options in case of adjustment of the selected.

To increase the level of performance at the enterprise, we can offer the following solutions: efficiently distribute profits, ie the main part of it to direct to increase their working capital; additionally mobilize financial resources, namely - to attract all available free funds; to lease certain fixed assets and sell unused property; reduce costs (try to rationally manage receivables and adhere to settlement and payment discipline, etc.) [4].

Thus, the proper allocation of financial resources will allow to direct the necessary efforts to areas that are poorly developed. The implementation of these measures can significantly improve the standard of living and efficiency of organizations. Following the order of priority, you can accumulate reserves and learn to rationally allocate financial resources.

REFERENCES

1. Kravtsova A. M. Otsinka protsesiv formuvannia ta vykorystannia finansovykh resursiv mashynobudivnykh pidpryemstv za kintsevymy rezultatamy. Visnyk Khmelnytskoho natsionalnoho universytetu. Ekonomichni nauky. 2011. № 5. S. 17–21.
2. Marchenko A.A. Formuvannia ta vykorystannia finansovykh resursiv sub`iektiv: avtoref. dys. ... kand. ekon. nauk: 08.04.01. Kyiv, 2008. 16 c.
3. Otenko I. P. Analiz ta otsinka potentsialu: naukove vydannia. Kharkiv : Vyd. KhNEU, 2010. 348 c.
4. Poida - Nosyk N.N., Hrabarchuk S.S. Finansovi resursy pidpryemstva. Finansy Ukrainy. 2008. № 1. C. 96-104.

Petriaiev Oleksii Oleksandrovykh – Ph.D, Associate Professor of the Marketing, Management and Entrepreneurship Department of V.N. Karazin Kharkiv National University, Ukraine, Kharkiv, e-mail: dochent78@gmail.com.

Mariia Nesen Andriivna – 3d year students, Department of Marketing, Management and Entrepreneurship, V.N. Karazin Kharkiv National University, Ukraine, Kharkiv, e-mail: nesenmaria5@gmail.com.