

providing a mechanism of adaptation of enterprises to changes in external and internal environment in which it operates constantly, with threats and warnings (or neutralization of the negative effects of) the financial risks.

2. Based on the structural approach to construction of management process in the context of financial safety of the enterprise for each subsystem – financial management, financial risk management, threat management, - its objectives and management tasks should be formed.

3. Our proposed approach to setting goals and objectives of management of financial security of the company allows to define clearly the objects and management stages for each of its subsystems, methods and management tools to obtain more accurate assessment of the level of financial security of the company.

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INTERNATIONAL FINANCIAL POLICY: THEORETICAL ASPECTS

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The article contains the theoretical aspects about the international financial policy. The characterization of aims and objects, the importance of the policy and its main structure are regarded.

The political activity of the country makes an impact on all the spheres of social life. The development of this sphere and increase of the level of population's life define the successful functioning of economy which is regarded as an object of the political activity. Finance also plays a very important role in the structure of market relations and presents a special form of economic relations connected with the creation and distribution of monetary funds.

The strategy made by the country and tactics of financial organization at the present stage of society development represents the financial programme, or financial policy [1, p. 70].

The financial policy is an independent sphere of economic policy of the country which is carried out due to the developed complex of actions at the current period of time aimed at the mobilization of financial resources. Many scientists present different interpretations of the term «financial policy», that is why the definitions of it are quite ambiguous. At the same time the financial policy is characterized by definite aims and objects, and it also contains the important components that organize the economic policy of the country.

Some scientists distinguish one more important element of the economic policy – the policy in the field of international finance, or international financial policy. The choice of it is one of the most important conditions of the successful development of the country.

Nowadays the international financial policy is an inevitable part of the economic policy of the country. It is also the basis of formation of international policy and geopolitical situation in the world.

Making concrete decisions, which are concerning international financial policy, must take into account all the complexity and depth of colligation of all economic processes. The realization of financial policy is represented as the result of the direction and ordering of economic changes, which, first of all, depend on its length, nature and coordination with other spheres of economic activity.

The successful international financial policy inside the country contributes to the development of the national economy, but the mistakes during its realization lead to negative results, and thus, reduce the further development of the national economy. Unpopular financial policy must be replaced by the new one.

The successful realization of the international financial policy includes the following factors:

- Stable state of the inner financial and economic policy of the country;
- High level of economic knowledge by people who are responsible for making decisions in the field of international finance;
- Flexible mechanism of financial policy work;
- Planning and signing of international financial agreements;
- Standard acts publication;
- Favourable nature of international economic relations.

The main aim of the international financial policy is the mobilization of financial resources aimed at the development of population's prosperity of the country.

One of the main objects of the international financial policy is ensuring of corresponding financial resources, the realization of interstate programmes of economic and social development [2].

The base of the international financial policy contains the management of credit, currency and financial relations in the sphere of international relations connected with international division of labor, formation and discharging of debts and participation in the activity of international organizations, including international financial companies [3].

Nowadays the international financial policy of some countries is aimed at the increase of productive forces, and, as a result, the country tends to take a worthy place at the arena of international markets of raw materials, goods, labor force and funds.

Any country protects its interests due to monetary and custom policies. Their main peculiarity includes the commitment of the state in the field of broadening or reducing of export or import, and also saving and increasing of international reserves. In accordance with that the certain system of customs payments or concrete customs treatment is carried out by the state.

The state also can protect its interests and increase the authority of the country taking an active part in the activities of international organizations, funds formation and financing of various joint programmes.

It is also important that the financial policy of some countries (for example, the United States of America, the European Union, Russia, China, Japan) is aimed at the providing help to other countries that have particular financial problems. Such a kind of help is presented in the form of credits or conversion of already existing external public debt, including keeping to certain economic and political conditions imposed by the state (or organization) that provides help. Despite that, such conditions are not always beneficial for the borrowing country.

The main elements of the international financial policy are the following:

- Tax policy;
- Credit policy;
- Monetary policy.

Monetary policy also includes the following methods:

- Discount policy – manoeuvring of discount rate of the Central bank, influence on price level, rate of national currency;
- Policy of currency intervention – purchase and sale of foreign currency by state organizations with the aim of the influence on the rate of national currency;

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- Devaluation and revaluation of national currency;
- Policy of currency restrictions – the complex of actions aimed at the limitation of currency operations;
- Policy of convertibility;
- Diversification of exchange reserves – regulation of exchange reserves structure by including different foreign currencies aimed at the ensuring of international calculations and their protection from currency risks [4].

According to the nature of activities and recommendations the international financial policy can be divided into long-term (structural) and current policies.

The long-term (structural) policy contains structural changes of the international financial mechanism (in the system of international calculations, regulation of currency parities and rates, the role of gold in international relations, set of reserve (market) currencies, international means of payment and calculation; in targets of international and regional financial organizations, methods of balancing of accounts and balance of payment corrective, reconsideration of priorities of tax and credit policies) [4].

Current policy includes daily operative regulation of foreign exchange market and capital market opportunities, international investment activity, taxes. Such a regulation is carried out in order to support the balance of external account and ensure the stability and accurate functioning of national, world and regional currency systems [4].

Thus, the international financial policy is regarded as a multilevel structure of economic policy of the country, which is aimed at the ensuring of stable economic situation of the country and its further development at the arena of world market. It is also one of the most important elements of the successful development of the state characterized by the certain set of aims, objects and functions. That is why the international financial policy plays a significant role in the functioning of the economic policy of the country and the world economy, in general.

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INVESTMENT ATTRACTIVENESS AND THE WAYS OF ITS IMPROVEMENT

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This article contains theoretical and analytical material of such concept as “investment attractiveness”. The definition of “investment attraction” and the technique of its determination in the organization are analyzed. The main directions of improvement of investment attractiveness in the organizations and enterprises were suggested.

Investment attractiveness is a set of objective and subjective characteristics of the investment object, explaining the investment potential in aggregate effective demand for investment in this country, region, sector, company (corporation)[1].

To assess the investment attractiveness, it is necessary to analyze the dynamics of the next indicators:

- 1) assets turnover;
- 2) return on equity;
- 3) financial stability indicators;
- 4) liquidity of assets.

Based on the results of calculations it can be concluded about the functioning of the company, its sustainability and success. Let's consider these indicators in more detail.

1. Asset turnover.

Asset turnover is a financial indicator of the intensity of use of the totality of available assets by the organization. Specific regulation for the turnover indicators does not exist, because they depend on industry