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**STATE POLICY OF SOCIAL AND ECONOMIC STABILIZATION IN
THE CONTEXT OF DECLINING FINANCIAL AND ECONOMIC
EFFICIENCY OF ENTERPRISES**

Constant transformations, diversity and variability of the economic environment are the main reasons for negative changes in the company's activities. Such changes have a significant impact on the state of the enterprise and, consequently, on its stability. An analysis of the activities of enterprises in recent years has shown that many of them have suffered losses and bankruptcies. Of course, this process can be attributed to the difficult economic situation that has occurred in the country in recent years. However, as practice shows, most of the loss-making enterprises did not pay enough attention to monitoring socio-economic stabilization.

It is necessary to proceed from the fact that socio-economic stabilization is not an end in itself, but a means of ensuring sustainable economic growth and raising the level and quality of life of the population. Therefore, it is important not only the current state of the economy, but also what social methods it has achieved: benefits, subsidies for investment in people, science, infrastructure, by depleting resources for their own development or based on improving the efficiency of economic entities, creating a competitive environment . This process is important in studying the ability the company to counteract the negative effects of external and internal environment.

Keywords: *stabilization system, financial and economic activity, modern conditions, economic factors, efficiency, public policy, social partnership, reforms.*

Formulation of research problem. The implementation of the task of ensuring social and economic stabilization depends on clear and timely introduction of more suitable methods for specific conditions of the company's activities [25]. Obviously, different methods for determining social and economic sustainability have been developed, differing in the number and nature of the stages. Common to them is the recognition of the need to use indicators of social and economic stabilization, designed to most accurately characterize economic sustainability [2]. These mechanisms will improve the method of assessing the internal components of the enterprise's activities in terms of the level of stability margin over time.

In particular, by structuring the analytical underpinning of the assessment of the sustainability of an enterprise using the analytical underpinning of the assessment of the sustainability of an enterprise, mechanisms have already been developed to assess the balance between the objectives of the enterprise, its internal and external environment [12]. A positive characteristic of such mechanisms is that they include a set of methods for collecting, analysis, generalization and synthesis of information about the state of the internal and external environment of the enterprise and the goals of its activities.

Research status. An analysis of the essence and content of socio-economic stabilization shows that this problem has been relevant for many years both at the state level and at the enterprise level. In view of the large number of scientific publications on the concept of socio-economic stabilization at the macro and micro levels, it should be noted that socio-economic stability is not sufficiently developed in terms of substance and analysis [21]. From the outset, scientific approaches in different periods of development of management approaches and economic thinking should be analysed to better understand the essence of social and economic sustainability.

Formation of theoretical aspects on the basis of fundamental research of scientists description of ensuring socio-economic stabilization is a key condition for the functioning of the enterprise. In scientific literature there are many interpretations of the concept of «social and economic stabilization», such ambiguity is explained by the specific specificity of different branches of the economy where this concept is

used [9]. The versatility of the interpretation of «social and economic stabilization» leads to the generalization of scientific approaches in order to clarify its current definition, taking into account the peculiarities of enterprise activity.

Purpose of the article – substantiation of the significance and role of financial and economic aspects of stabilization the work of enterprises and the effective implementation of state socio-economic policy at the present stage.

Presentation of the main material. In general, stabilization is the ability of a system to retain some of its properties due to perturbations or uncertainties in some of the parameters of the system itself or the environment, as well as epidemiological threats [23]. Depending on the field of application, the components of sustainability are of different importance, for industrial enterprises the technical, innovative, scientific, human resources and information components are important, and for agro-industry - environmental and innovation aspects.

Enterprise stability is the quality of all its subsystems in the process of long-term relationship with the external environment [7]. In parallel, system stability is defined as its ability to return to equilibrium after a disturbance. However, it should not be forgotten that stability does not imply the preservation of an enterprise at a level only, but also makes it necessary to ensure its further development. Ensuring the social and economic stabilization of the enterprise should be implemented as a coherent system of protecting the social and economic interests of the enterprise against negative factors, based on certain principles and with clearly defined goals and objectives [17].

Accumulating all the parameters of socio-economic stability, one can imply the state of the enterprise, characterized by a set of certain parameters and the ability to restore them in dynamic environmental conditions, including epidemiological threats. The evolutionary approach is no less important, it involves the consideration of socio-economic stabilization in accordance with its life cycles at the enterprise [5]. Social and economic stability is an important part of the enterprise-wide development cycle, which makes it possible to monitor trends in economic resilience within a particular enterprise and to analyse their causes and consequences.

A large number of elements of one system are in complex interaction with each other, so the multi-structure behavior of the system can be described by a hierarchy of simplified models with few of the most significant features [10]. The key objective is to establish not only the relationship between the components, but also the nature and degree of influence of the change of one component over another or vice versa, which implies a comprehensive study of the concept of socio-economic stabilization, factors and mechanisms for achieving it.

Most often scientists understand stabilization as a certain «state» of the enterprise during which the operation is ensured [1]. The unifying element of all interpretations is counteracting the influence of negative factors on the activity of the enterprise. Therefore, it is recommended to understand socio-economic stabilization as an important characteristic of an enterprise's activity, the provision of which will allow counteracting the negative impact of instability factors and ensuring the normal functioning of the enterprise, the efficiency of the activity and the development of the enterprise, which under crisis conditions serves as a condition for the synthesis of the enterprise with the external environment [19].

In general, the goal of implementation this process is to find such a point in the activity of the enterprise at which all indicators and characteristics are in balance, however, this development did not pay much attention to the external component of the enterprise's activity. It is necessary not only to identify current trends in socio-economic stabilization, but also to monitor their future evolution through analysis of market dynamics, life-cycle models, portfolio models of strategy analysis, cost analysis and assessment of competitiveness or a combination of both [16]. Accordingly, the mechanisms should be aimed at analyzing the socio-economic stabilization of enterprises according to the criteria of expediency and power of transformational changes.

This is achieved through the use of single, group and general indicators, their established values and correlations between them, since it significantly saves time on research [3]. A feature of the proposed methodology is the ability to compare indicators of an end-to-end business process and balance their changes over time, determine the level of their interdependence not only within one enterprise, but also

at the level of intergroup and intersectoral economic research. It is impossible to disagree with this, because the economic activity of an enterprise is influenced by its general position in the market in a particular industry.

Since socio-economic stability cannot be ensured by only one mechanism, it is necessary to develop a set of information and analytical tools. Therefore, in order to create an effective system for ensuring socio-economic stability, it is necessary to have detailed and objective information and, accordingly, be able to apply it correctly [4]. The mechanisms involved in this should be not only informational in nature, but also embody quite specific and logical actions aimed at achieving the goal.

State norms and standards should be the primary reference in the selection of mechanisms to ensure social and economic stability. Therefore, public regulatory instruments are basic and subsequent micro level instruments should be tested for harmonization. State mechanisms are implemented by the legislative and executive branches of government to address various problems with a view to ensuring the sustainable development not only of the country but also of enterprises as key elements of the state economy [15]. Financial mechanisms and multifunctional instruments are used in the planning and implementation of socio-economic stabilization tasks.

After all, the success of an enterprise's chosen strategy aimed at ensuring social and economic stability depends on the periodic evaluation and training of its personnel, a separate link in the analysis of a company's economic sustainability is a balanced system of characteristics. However, methodological approaches to a balanced system of indicators, taking into account the specificity of enterprises, as well as issues related to the selection of management tools for this process, are not sufficiently developed [1]. At the micro level, among management tools, monitoring is more used in managing economic sustainability.

Along with monitoring, it is recommended to use diagnostics and control, because information that cannot be provided or fully provided by one tool will be supplemented by another. The combined use of methods and tools contributes to the development of monitoring technology in order to timely identify and respond to changes in indicators characterizing socio-economic stability.

The choice of further actions on the way to ensuring socio-economic stabilization depends on the tools of functional orientation. You can get clear information not only about the current state of the enterprise, but also build a forecast, which contributes to the timely identification of negative deviations and the development of measures to eliminate them [11]. The financial mechanisms of multifunctional application differ in the specifics of the application at each individual enterprise, but this does not change their task, namely ensuring socio-economic stability.

The current stage of economic development is characterized by rapid changes, instability, uncertainty and permanent crises, including epidemiological threats. Therefore, in order to ensure economic sustainability, each enterprise should strive for the normal functioning of activities, maintaining the efficiency of activities and developing [6]. For hundreds of years, the world economy has accumulated and systematized experience in identifying crisis conditions, however, in order to develop effective measures to overcome the crisis, it is necessary to have timely and reliable information.

It is monitoring that can provide objective information on the level of social and economic stability of an enterprise under crisis conditions. The task of monitoring is systematic observation, evaluation, analysis, control and forecasting of the state of economic stability and recognition of crisis conditions [13]. And if the level of socio-economic stability decreases and approaches critical, then the enterprise is obliged to develop measures to prevent and mitigate negative factors at the stage of their inception.

The functioning of the enterprise depends on the timely recognition of crisis conditions, carried out by monitoring. The monitoring process is a cyclical process of collecting and processing data on the status of the facility and, if necessary, adjusting the reference installations to evaluate the criteria. It should be noted that monitoring has found applications not only in economics, but also in medicine, agriculture, science and production, education, ecology and the exact sciences [22]. Each uses different types and methods depending on the subject of monitoring. Despite differences in the definition of monitoring, there is still a common understanding

among scientists of the monitoring process and the contribution of scientists to the formation of a theoretical basis for monitoring with sufficient weight.

The organizational component of monitoring and the further use of the results and forecasts also require development. Therefore, practice and existing scientific research prove that modern enterprises mainly need sound monitoring of the economic sustainability of the enterprise, which involves the use of modern analytical methods and information technologies [8]. There is no doubt that, according to its functional purpose, the monitoring system is aimed at the formation of systematized structured information, which is the basic basis for making and optimizing management decisions.

Therefore, monitoring of the economic sustainability of an enterprise is proposed to be considered as a system based on the relationship of subsystems that monitor, monitor, evaluate, analyze, record, control and comprehensively implement its functions and form an information basis for the development of organizational, economic and social measures to support stability [18]. From the outset, it is necessary to develop a common technology for monitoring the economic sustainability of an enterprise. For, as we know, ensuring social and economic stability is achieved by clear organizational management, which can be achieved through the implementation of monitoring technology.

Any of the goals set must be expressed in specific indicators, this will allow future studies to differentiate and apply them as criteria for assessing the socio-economic stability of the enterprise. But you need to be aware of the reality of achieving the goals set, taking into account the factors of the external and internal environment, as well as indicators of the personal potential of the enterprise [20]. After monitoring, the results are aligned with the previously planned values of enterprise sustainability indicators.

If the results obtained correspond to the planned ones, then there is a return to the stage of formation of planned sustainability indicators, that is, the stage of determining new benchmarks for the functioning of the enterprise on the basis of sustainable development, this manifests the ability of the management process to reproduce [7]. It is recommended to carry out this kind of monitoring both at the

internal and external levels, each of these levels has its own advantages and disadvantages, which should be taken into account when implementing the monitoring technology.

The data obtained are particularly valuable for the integrated and segment analysis of enterprises, in particular the analysis and forecasting of trends in enterprise development at the micro level and the forecasting of overall economic processes at the regional and national levels [14]. The fact that monitoring results are used quite extensively by external users is due to the following reasons, namely, that the information obtained on a regular basis from enterprise monitoring is comprehensive, the enterprise database in the framework of monitoring is formed regardless of the market situation, the indicators of financial, investment, marketing and other activities of the enterprise are interconnected.

Conclusions. Crisis conditions lead to the destruction of the enterprise, therefore it is important that the level of economic stability is sufficient for normal functioning in these conditions and exit from them. When an enterprise is affected by crisis conditions, it is important to apply methods and measures that will be aimed at resuming effective activities and form the basis of anti-crisis management; domestic enterprises do not always carry out effective and reasonable anti-crisis management. At the same time, successful foreign companies carry out anti-crisis management not only when crisis conditions occur, but also to prevent and prevent such conditions in order to minimize or completely eliminate problems.

Since socio-economic stabilization is an important characteristic of an enterprise's activities in crisis conditions, it depends on a number of factors that directly or indirectly affect it. In addition to analyzing the factors influencing socio-economic stability, it is necessary to systematically analyze the degree of its provision. Ensuring social and economic stabilization is a permanent process, based on which a modification of the abilities of managers is formed, which determines the range of reflexive actions on the turbulence of business conditions and its active character.

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