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## **МЕХАНІЗМ ВАРТІСНО-ОРИЄНТОВАНОГО УПРАВЛІННЯ ФІНАНСАМИ ПРОМИСЛОВИХ ПІДПРИЄМСТВ**

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## **МЕХАНИЗМ СТОЙМОСТНО-ОРИЕНТИРОВАННОГО УПРАВЛЕНИЯ ФИНАНСАМИ ПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЙ**

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## **MECHANISM OF COST-ORIENTED FINANCIAL MANAGEMENT OF INDUSTRIAL ENTERPRISES**

In the context of globalization and increasing competition, there is a need for continuous improvement of the financial management system of industrial enterprises as the main component of the effective functioning of domestic production, in particular industry, which is the basis of the country's production potential. Sustainable economic growth, increasing financial potential and competitiveness of domestic enterprises in domestic and foreign markets depend on the effectiveness of management decisions, which can be most effectively done through the introduction of cost-oriented financial management which means a set of organizational and managerial measures aimed at increasing their value, which is ensured by increasing the efficiency of financial operations in the areas of operational, financial, investment activities.

The article considers the conditions of formation and implementation of the system of cost-oriented financial management of industrial enterprises, examines the effectiveness of cost-oriented management tools and other components that form the structure of the relevant management mechanism. The content and essence of the components, their functional properties that ensure the effective functioning of this mechanism have been revealed. The components of the subsystems of the specified mechanism are the following: cost-oriented controlling; cost-oriented budgeting; centers of financial responsibility; management accounting tools; management analysis; forensic procedure and information support subsystem. Depending on the concentration of efforts on the main activities of the industrial enterprise, which form the financial resources, namely: operational, financial and investment, the options of financial strategies have been considered, which can be implemented by cost-oriented management mechanism based on the goal and objectives due to the starting performance of the enterprise as an object of management.

The efficiency of introduction of the mechanism of cost-oriented management into practice of financial and economic activity of the industrial enterprise has been also considered.

**Keywords:** industrial enterprise; cost-oriented management mechanism; financial and economic activities; economic efficiency; financial activity; investment activity; operational activity.

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