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**ESTIMATION OF PROFITABILITY OF UKRAINIAN ENTERPRISES:
MACROECONOMIC ASPECT**

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Annotation. In the paper conducted a retrospective analysis of the profitability of Ukrainian enterprises in terms of certain types in the context of ensuring macroeconomic stability and strategic development of the economy. The focusing on the features of overcoming enterprises of various types of systemic crisis phenomena.

Key words: profit, risk, crisis, business entrepreneurship, dynamics

The stability of the national economy and prospects for its strategic development, as well as economic security of society depends on many factors, among which the leading place, in our opinion, occupy the processes that occur in the micro level, namely in the business environment.

In this case, macroeconomic characteristics mentioned above are determined not only by the absolute level and dynamics of relevant financial and economic indicators, such as net profit, the level of profitability, value added, productivity, number of employees, indicators of investment activity, etc., but also the structure of the business environment.

In this context, in our opinion, the emphasis should be made to the distribution of entrepreneurial structures in terms of large, medium and small [1].

These business entities, despite the fact that in general have one main purpose of activity, namely profit, are characterized by strong and weak parties, and therefore have different functions on meso- and macro level, which causes the need to carrying out the relevant retrospective analysis and study of their current state.

Evaluating the role of various business structures in providing macroeconomic development, in our opinion, special attention should be paid to the functioning of these subjects in the conditions of crisis phenomena and the actions of various risks, especially systemic, since it is precisely the effectiveness of the national economy structure, its viability as a whole, as well as the prerequisites for qualitative transformations in the economy are formed.

In general, sensitivity of business entities to various risks is determined by many factors. One of the most important of them is the size of the subject.

This thesis is absolutely logical, since the size of the enterprise as a whole determines its flexibility and the possibility of rapid adaptation to changing external conditions, the value of reserves (financial, material, personnel) necessary for overcoming unfavorable circumstances, the possibility of attracting external sources of funding, etc. [2]

The practical nature of the study of the above processes involves the formation of a complex of relevant indicators (indicators).

As indicators that allow not only to evaluate the level of performance of individual business entities, but also to determine their macroeconomic role, it is advisable to use profits (net, to tax), profitability of activity, value added, volumes of sales, investment costs. In our opinion, this context is most informative in this context.

The dynamics of net profit of Ukrainian enterprises as the most generalized indicator of performance in the micro level is shown on figure 1 [3].

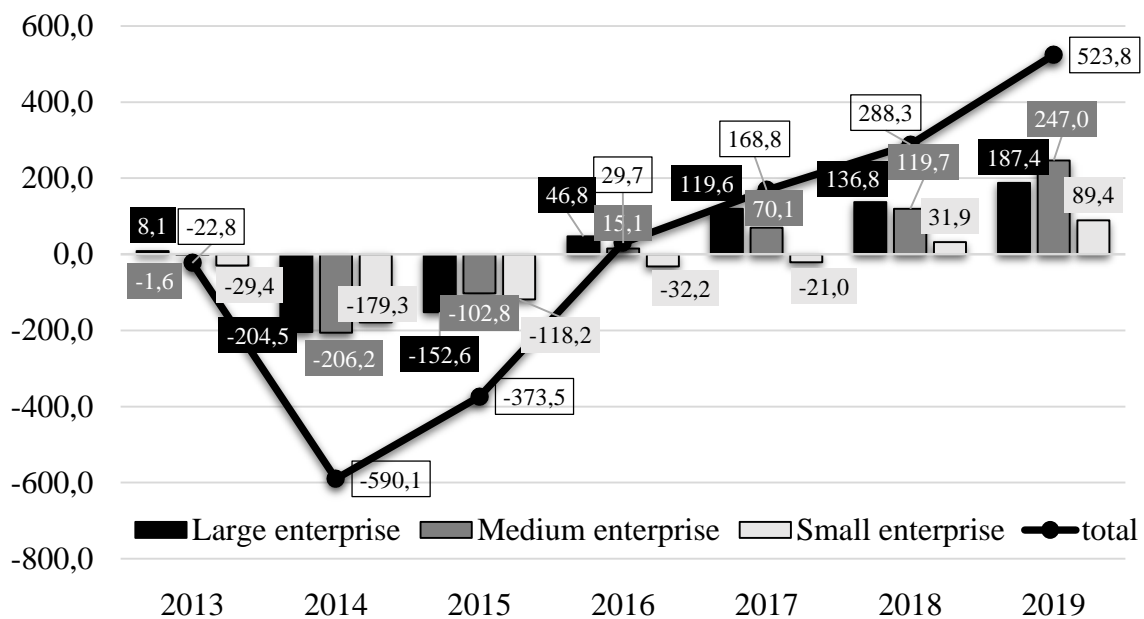


Figure 1 - Dynamics of net profit of Ukrainian enterprises, billion

Analyzing the data presented in the figure 1, it can be noted that the crisis period, the beginning of which can be considered the end of 2013, all enterprises met at the level of zero profitability of activity. Small enterprises (-29.4 billion) were least effectively working, which determined the general slight negative balance in domestic enterprises (-22.8 billion UAH).

In general, Ukrainian enterprises were completely unprepared to systemic crisis phenomena that took place in 2014-2015. Thus, in 2014, the total fall in net profits compared to 2013 amounted to 567.2 billion UAH: the total losses of enterprises in 2014 stopped at 590.1 billion UAH. It should be noted that the catastrophic decline in profits, which ultimately formalized in significant losses, took place on all entrepreneurial structures: losses of large enterprises in 2014 amounted to 204.5 billion UAH, medium-sized 206.2 billion UAH, small 179.3 billion UAH.

Such a change in the profitability of activity gives grounds to assert that it is the systemic risks that enhancing the action of each other (due to the multifaceted action and the animation effect) became the reason for this.

This thesis follows from the fact that unique risks, acting within a large system (national economy) in conditions of oligopolistic or competitive markets do not have a significant impact on the system as a whole, and the implementation of them in

specific enterprises is compensated by increasing the efficiency of activities and obtaining additional benefits. by other business entities.

Comparing the dynamics of net profits in 2014 in the context of enterprises classified in its size, it can be noted that in small enterprises, the fall in net financial results was much smaller than medium and large. 2015 became more informative about assessing the capabilities of enterprises to withstand systemic risks: in general, the losses decreased by 216.6 billion UAH, which gives grounds to talk about the weakening of the action in the economy of systemic risks and raising the level of adaptability to the relevant threats of domestic enterprises.

In 2016, domestic enterprises as a whole managed to overcome crisis processes: the total balance on net profit in Ukraine for the first time since 2013 became positive (29.7 billion UAH). It should be noted that the dynamics of financial results in 2015-2016 by large and medium-sized enterprises are much better than small. Thus, in 2016 large enterprises have reached a positive balance of financial results at 46.8 billion UAH, average 15.1 billion UAH, and only small remained unprofitable with a negative balance -32.2 billion UAH. Thus, it can be stated that between the ability to effectively overcome system crisis and the size of enterprises in modern domestic conditions there is a direct dependence.

The main reason for this is seen in larger opportunities of large and medium enterprises on the implementation of anti-crisis measures due to a significant material and financial base. The dynamics of net profit in 2017-2019 is generally similar to the dynamics of the crisis period: a general rising trend at higher rates of growth of net profit in large and medium enterprises and relatively low growth rates of net profits of small enterprises. Consequently, it can be stated that in Ukraine, small enterprises are more inert than large and medium.

The indicated fact in general is contrary to their natural attributes, namely flexibility and ability to quickly respond to external changes, and are, in our opinion, a sign of the incomplete process of small business formation as an important structural element of the national economy and requires an increase in the effectiveness of state policy mechanisms in this area and implementing programs for

improving professionalism and the overall level of business culture in the field of small business.

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