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## **TRENDS IN THE DEVELOPMENT OF FINANCIAL SUPPORT FOR THE CORPORATE SECTOR IN UKRAINE**

Ukraine's course for EU integration places great demands on financial market institutions. Globalization provides a number of additional opportunities for capital market players.

The key segments of the financial market are the capital market and the credit market. The structure of the financial market is determined by the ratio between these segments. The study of global practice of enterprise financing and the structure of financial markets allows us to distinguish two models of the financial market, according to the financial support of the real sector of economy:

- Anglo-Saxon (market based financial system);
- continental European model (bank based financial system).

The criterion for the classification of any country to these models of financing is the ratio of capitalization of the stock market and the total amount of issued bank loans. The model of capital market takes place in the country in case of excess of the market capitalization over the amount of issued credits and a model of the credit market in reverse situation. Both types of financial market structure have their advantages and disadvantages. The key problem, which should be clarified by analyzing the necessity of implementation of any structure of the financial market is to determine the causal relationships between the model of the financial market, the economic development of the country and its global competitiveness [1, p. 205].

To the development of the financial market and its individual segments is given considerable attention in the works of Ukrainian and foreign scientists. Thus, the impact of the financial market and its individual segments on economic growth in developed countries have been studied in the works of H. Kazerer, R. Levine, S. Rapp, E. Demirguk-Kant, T. Beck [2; 3], the place of banks in the formation of the financial market model is analysed in the works of I. Shkolnyk, V. Naumenkova and V. Mishchenko [4; 5]. The analysis of scientific sources in the relevant field shows that the study focused primarily on the specifics of the model of funding, which takes place in economically developed countries, government regulation of financial markets and some of its segments, the problems of formation of the financial market infrastructure to stimulate the development of capital markets or banking system. However, scientific works almost have not paid attention to the substantiating of the most adequate model of the financial market for the transition economies and its impact on economic growth of the country and its global competitiveness.

Thus, for countries that belong to the emerging markets, the question of choice model of financing structure is crucial because underdeveloped financial markets are often the main reason for the low level of competitiveness of the country as a whole.

Another threat to a failed organized capital market is the threat of shadowing financial flows. In this case, we can talk about the development of the model of so-called shadow banking. FSB defines the shadow banking as an alternative to the bank financing of the real sector of the economy. This model is a way to diversify bank loans and create conditions for healthy competition in the financial market. The results of FSB research show that the share of shadow banking in the largest economies of the world is in average 11% of all financial assets and amounted to an average of 70% of GDP in 2016. Moreover, in countries with the largest increase in shadow banking, there is the highest GDP growth [6].

In Ukraine, shadow banking is also popular, especially it began to grow intensively in 2014–2017. At the same time both the official and the expert assessment of the value of the hidden crediting of corporate enterprises are not currently available. It can be assumed that the share of shadow credit operations in the corporate sector is insignificant, thus it couldn't provoke a crisis in the financial market. The phenomenon of shadow credit should not be attributed to the shadow economy. It should be interpreted as an alternative funding model. It is an alternative to the generally accepted bank-centric model and the capital market model. This model is sometimes denoted as a market-based finance. In our opinion, the most appropriate definition for alternative to traditional methods of financing would be not "shadow banking", but "alternative financing". From the view of the world trends alternative financing is rapidly increasing and has a significant share in the structure of financing. In order to prevent the shadowing of the relevant sphere, it is reasonable to work out loyal mechanisms of its state regulation and control.

Let's find out whether the dominant model of financing in the country and the structure of the financial market affect its amount, quality characteristics and global competitiveness. As noted above, the financing model of the real sector of the economy (Anglo-Saxon or continental) is determined by the structure of the financial market. The Anglo-Saxon model assumes predominant financing of the real sector of the economy through the capital market. As already mentioned, the capital market is understood as the security market, including the stock market and the bond market. The key indicators of capital market development are its capitalization and liquidity. The capital market of a particular country is defined as a unit that includes bonds issued at the local level, directly or indirectly placed by local issuers of bonds in international markets and the local stock market [3]. Due to the possible financial consequences for investors, this model is more risky for them compared to bank crediting. Market prices for securities determine costs and capital and regulate the process of its allocation.

The model of enterprise financing also determines the possibilities of control over their activities and the features of corporate governance. Banks can influence the quality of corporate governance and business activities through lending decisions and credit limits. The capital market affects enterprises through the mechanism of pricing

of securities. Management decisions of corporations are made taking into account the possible impact of their consequences on the market share price. The capital market model is more developed in liberal economies. Examples of countries where this model dominates are the United States, Great Britain, Denmark, the Netherlands, Sweden, and in most European countries the financing model predominates and is based on bank crediting.

Numerous scientific studies show that for countries like Ukraine, with low incomes and low development of corporate culture, the best alternative is the continental financing model. Nowadays, financial market in Ukraine has all the features of bank-centric model with the elements of explicit and implicit state support [4, p. 64–70].

However, analytical data show that compared to other countries where the credit market model prevails, Ukraine has rather small share of bank loans with a repayment period of more than 1 year (only 48%), and the level of reliability of the banking system ranks the last place in the global competitiveness index (2019). Thus, all segments of the financial market should be developed in Ukraine, because despite the dominance of bank loans in the financing structure, in terms of quality they do not meet the needs of the economy in investment capital, and the banking system itself is uncompetitive globally.

Discussions about which financing model is more effective should be focused on effective combination of these two models to achieve a positive economic effect. Both models fail from time to time and lead to a financial crisis, but the competitiveness of the country's financial market is determined by its amount and liquidity. The latter depend on the quality of regulation of capital and credit markets, their availability, reliability and overall investment attractiveness.

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## **ІНФОРМАТИЗАЦІЯ ЯК ОДИН ІЗ ОСНОВНИХ МЕГАТРЕНДІВ РОЗВИТКУ ФІНАНСОВОГО МЕНЕДЖМЕНТУ**

За сучасних умов розвитку економіки характерно, що в рамках фінансового менеджменту, інформатизація охоплює як окремо функціонуючі провідні підприємства країн світу, так і різні види їх діяльності, а також галузі економіки. Цифрові технології не лише забезпечують єдине інформаційне поле на підприємстві, але і вибудовують єдине середовище в масштабах світу.

На зміну базовим концепціям, на основі яких здійснюється управління фінансовими компаніями, приходять нові підходи і моделі, які враховують зміну інформаційної парадигми фінансового менеджменту, що поєднує теоретичні розробки і дослідження в галузі фінансів, управління, обліку і аналізу.

Головною ознакою інформатизації як одного із основних мегатрендів економічного розвитку є широкомасштабне використання інформаційно-комп'ютерних технологій у всіх сферах життя людини, перехід до інформаційного суспільства.

Вплив інформатизації на систему фінансового менеджменту полягає в ущільненні простору та зменшення витрат часу на проведення міжнародних фінансових операцій, «віртуалізації» фінансових інструментів та об'єктивному підвищенню потреби у захисті від кіберзагроз.

Новий напрямок розвитку фінансового менеджменту визначає розробку і впровадження інноваційних підходів у підвищенні ефективності компанії на ринку, отримані теоретичні знання можуть бути конвертовані в нові технологічні рішення та концепції.