

processes and reporting; providing recommendations on improving risk management procedures.

Conclusions. Financial risk management in the context of the transformation of accounting standards requires a comprehensive approach that combines modern methods of accounting, auditing and risk management. Increasing the transparency and standardization of financial reporting is a necessary condition for successful integration into the world economy, but it also requires enterprises to adapt their risk strategies to new realities.

Tataryntseva Y.L.
PhD, Associate Professor
Department of Accounting and Finance
National Technical University “Kharkiv Polytechnic Institute”
Ge Min
master of accounting and finance department of NTU “KhPI”
Zhang Jie
master of accounting and finance department of NTU “KhPI”
Kharkiv, Ukraine

OPTIMIZATION OF CAPITAL STRUCTURE IN FINANCIAL LEASING COMPANIES: DEVELOPMENT OF FINANCING MODELS FOR INNOVATIVE PROJECTS

Management of the capital structure of financial leasing companies acquires special importance in the conditions of growing competition and rapid changes in technological and market conditions. A balanced capital structure allows enterprises to ensure stable financing of their activities, reduce the cost of capital and minimize the risks of insolvency. In financial leasing companies that act as intermediaries between lenders and users of leasing services, the issue of effective capital management is particularly important, as their ability to attract resources on favorable terms and maintain competitiveness in the market depends on it. At the same time, there is a need to develop specialized financing models that provide effective support for innovative projects that require significant financial investments and have an increased level of risk.

The development of financing models for innovative projects in financial leasing companies involves taking into account the specifics of their activities and the features of the innovation environment. Innovative projects, as a rule, have a long payback period and increased uncertainty regarding future cash flows. This requires the introduction of financial instruments that allow balancing the risks between project participants. Financial leasing companies can be effective tools for

financing such projects, as they are able to provide access to long-term financing through diversification of capital sources. One of the key aspects is the development of models that take into account the risk profile of innovative projects and allow optimizing the combination of equity and loan capital.

Special attention should be paid to the influence of the capital structure on the cost of financing. A high level of debt capital can contribute to an increase in financial risk, which leads to an increase in the cost of loans and a decrease in the return on equity. At the same time, excessive focus on equity can limit the company's ability to expand its financial base. Thus, optimizing the capital structure is an important task for ensuring the financial stability and competitiveness of the leasing company.

The innovative component in financial models involves the integration of risk management mechanisms, which include scenario analysis, stress testing and assessment of the fair value of assets. This allows not only to reduce risks for investors, but also to improve financial transparency and predictability of cash flows. It is also important to take into account regulatory restrictions affecting the capital structure of leasing companies and their opportunities for financing innovative projects.

In general, the study of mechanisms for optimizing the capital structure of financial leasing companies in combination with the development of financing models for innovative projects opens up new opportunities for increasing their efficiency and sustainability. This contributes not only to ensuring competitive advantages in the industry, but also supports economic development through the introduction of innovative technologies and solutions.

Tataryntseva Y.L.
PhD, Associate Professor
Department of Accounting and Finance
Ponomarenko A.V.
master of accounting and finance department of NTU «KhPI»
National Technical University «Kharkiv Polytechnic Institute»
Kharkiv, Ukraine

DIRECTIONS FOR IMPROVING THE FINANCIAL CONDITION AND ACHIEVING PROFITABILITY OF AN ENTERPRISE IN THE CONDITIONS OF AN UNSTABLE SITUATION IN THE COUNTRY

Any enterprise in a market economy conducts its activities with the aim of making a profit. The absence of profit or its insufficient level for a long time indicates the uncompetitiveness of the enterprise, which can ultimately lead to