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PRINCIPLES OF MONEY-CAPITAL FORMATION

Evgeniya Glushakova

Master student in Ural State University of Economics
Yekaterinburg, Russia

Elina Zakirova

Candidate of economic science, Assistant professor in Ural State University of Economics
Yekaterinburg, Russia

Abstract. This article describes the results of studying the principles of the money-capital formation in enterprises. The article compares various interpretations of the definition “money-capital” based on the studying the educational material about this topic. Deficiencies of the definitions have been determined; an author's interpretation of this definition is proposed. An analysis of the principles has been carried out further that can affect to the financial condition of enterprises. The authors refer to these principles: an existence of a clear business plan, including planning and strategic objectives and the budget; optimization of money-capital, contributing to the financial and investment attractiveness of enterprises; financial stability, as the stability of the company's financial position. The article also gives recommendations on the effective management of money-capital, the proper borrowed and equity allocation funds, and the capital structure optimization. The risks that an enterprise may face are presented. The main results are summarized in conclusion and general findings on the theme are summed up.

Keywords: principles of the money-capital formation; risk; financial condition of enterprises; money-capital; strategic plan; optimization of money; financial stability of the enterprise; analysis.

JEL codes: F36; G18; G30; G32; P43.

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Contact

Evgeniya Glushakova

Ural State University of Economics

62, 8th of March Str., 620144, Yekaterinburg, Russia

janewhiteswan@yandex.ru

Elina Zakirova

Ural State University of Economics

62, 8th of March Str., 620144, Yekaterinburg, Russia

erzakirova@inbox.ru