

**VALUE-BASED MANAGEMENT OF AGRICULTURAL ENTERPRISES:  
ACCOUNTING AND FINANCIAL ASPECTS**

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**Summary.** The article examines the role of actuarial accounting support in agribusiness value management for its financial security. An analytical assessment and modeling of the prospects for changes in the finances of an agricultural enterprise in the medium-term period have been carried out, the need to apply actuarial accounting and reporting to attract the necessary amount of foreign investment into the industry development and its financial security has been determined.

**Key words:** management, actuarial accounting, financial security, forecast, agricultural enterprise, finances.

The war does not allow agricultural enterprises to function properly and ensure the necessary level of productivity as well as agricultural production volumes. For effective financial modeling of cash flow management at an agrarian enterprise appropriate information support is required, which will allow to assess the prospective changes in the agribusiness property potential from the actuarial accounting system, which will contribute to increasing the image of its investment attractiveness in foreign markets. Managing the agribusiness value based on the actuarial accounting and reporting information content includes modeling the net cash flow for the future perspectives and assessing the value of its property potential, aimed at real and potential external investors or other capital providers in financial markets. In order to effectively attract investments in the agricultural enterprises

development and, accordingly, increase their financial security, appropriate information content from the actuarial accounting and reporting system is required, which should contain information about the prospective structure of monetary assets for further comparative analysis of change in the agricultural enterprise value according to the balance and discounted valuation.

Net cash flow is the amount of cash available to investors, which is calculated by subtracting investments into working capital and long-term assets from operating activities cash flow.

The martial law conditions in Ukraine produce a negative impact on the agricultural sector and the country food security as a whole, forming a number of threats for the agricultural enterprises activities in the process of finished products cultivation. For effective modeling of finances management at an agrarian enterprise, appropriate information support is required, which will allow the assessment of prospective changes in the agribusiness property potential from the actuarial accounting system, which will contribute to increasing its investment attractiveness image in foreign markets.

The theoretical and methodological principles of the accounting and analytical support formation for the value-based management (VBM) of agricultural enterprise were developed by such domestic scientists as I. I. Vinnichenko, N. K. Dyachenko, I. Yu. Ivanchenko, K. M. Vyazovska, I. B. Khoma, S. M. Kozmenko, O. M. Hrabchuk, M. V. Korneeva, A. V. Kolevatova, N.V. Trusova, and others. Of particular interest are the problems of accounting and analytical support formation for the monetary assets management in the system of agricultural enterprises financial security. We propose to consider accounting and analytical support for an agricultural enterprise cash flows management as a set of information data from the actuarial accounting system used with the purpose of modeling the level of reasonable assessment of the business entity financial security and its sustainable development in order to rebuild the post-war economy of Ukraine.

In order to ensure the financial security of domestic farmers in the martial law conditions, the actuarial accounting system should be formed in such a way that it

creates an image of their activities protection from the military actions negative effects, as well as being able to quickly eliminate various external threats. A.V. Kovalevatova interprets the enterprise financial security as an important component of the state economic security, which forms a balanced and stable condition for the financial, monetary, banking, budgetary and tax systems, that ensures the effective functioning of the national economy as a whole as well as its sustainable development.

The conducted diagnosis of Ukrainian agricultural enterprises situation under martial law indicates an urgent need not only to preserve, but also to strengthen their position in the international arena of agrarians. With this end enterprises need additional financing and all kinds of comprehensive support, both from the state and foreign partners. Due to such circumstances modeling of agribusiness cash flow management in the context of its financial security is fully justified.

In general, 2023 became a year of agricultural invincibility for Ukraine, because despite of war, our country ensured not only its own food security, but also provided food worldwide, regardless of the significant material and financial losses of the industry, disruption of logistics and crop losses (Thomson Reuters).

The post-war recovery of the national economy requires improvement of the traditional accounting methodology by considering the actuarial aspect. That is why actuarial accounting and reporting should become structural element of the accounting system and the information base for objective analytical assessment of prospects for changes in the agribusiness economic potential. That is, the level of investment attractiveness of an agricultural enterprise should be reflected in actuarial reporting. Agricultural enterprises do not prepare actuarial reporting, as it is not yet regulated at the legislative level in Ukraine. The purpose of actuarial reporting is to create the business investment attractiveness image for a potential foreign investor or other capital provider, with the aim of attracting necessary financial resources, to further improve the liquidity and solvency level in the context of asset security, safety of interaction with counterparties and financial security of the enterprise as a whole. Besides, when drawing up actuarial reporting in the martial law conditions of Ukraine

it is worth taking into account such external financial risks as inflationary and currency ones.

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