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## **FINANCIAL AND TAX ASPECTS OF PLANNING THE ACTIVITIES OF COMPANIES: ECONOMETRIC ANALYSIS**

### *Summary*

Today's realities, characterized by negative consequences - first the annexation of Crimea and the occupation of a large part of the Luhansk and Donetsk regions, then the spread of the coronavirus infection, and now the already open full-scale invasion of the Russian military horde on the territory of the sovereign country, have made adjustments in the functioning of domestic companies. This applies, in particular, to constant changes in tax legislation, increased uncertainty and risks, support for the country's defense capability and food security through donations, charitable contributions and the payment of mandatory payments by business entities. Taking into account patriotism and further direct or indirect support of Ukrainian Armed Forces by the business community in extremely difficult business conditions, the main financial goal is to make a profit. In this context, the question arises of the justification of financial plans of current, tactical and strategic direction, taking into account, in particular, such criteria as tax burden, financial stability, profitability, etc. The relevance of the research lies in the application of econometric and statistical analysis methods to determine the impact of individual financial and tax factors on the justification of planned tasks and management decisions by food industry companies.

The purpose of the research is to develop of theoretical provisions and practices in the field of development and substantiation of planned tasks and revenue management of food industry companies, which are based on certain financial and tax aspects (factors) such as financial stability, tax burden, profitability of assets, etc. In article a multiple regression model of the revenue management of food industry enterprises was constructed using the method of least squares and its normality, multicollinearity (Ferrara-Glober method), autocorrelation (Durbin-Watson method) and heteroscedasticity (Glaser method) were examined.

The research conducted showed that econometric methods remain a powerful tool for the developing and justifying financial plans, forecasts, tactics, strategies and management decisions in general, as well as in terms of optimizing the tax burden, ensuring financial stability and increasing the efficiency of companies in modern business conditions. The relationship between financial stability, tax burden and one of the criteria for evaluating the efficiency of food industry companies was revealed. The results of the research can be useful for financial managers and heads of companies who want to improve the process of planning and development of financial and tax strategies in the system of ensuring financial stability. The system of econometric methods that were used in the research will help companies to better adapt to changes in tax legislation, increase

their competitiveness, strengthen their financial position and increase their market value.

The prospects for further research are that future research can focus on expanded areas of application of econometric methods in the management system of operational, financial and investment activities of companies, taking into account industry aspects, as well as the increased level of uncertainty and risk in modern domestic realities.

*Keywords:* tax planning, financial sustainability, return on assets, financial stability, income management, economic-mathematical model, econometric analysis.

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