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Mariia Bondarchuk

D.Sc. in Economics, Professor, the Department of Finance, Lviv Polytechnic National University, Lviv, Ukraine;
 e-mail: mariia.k.bondarchuk@lpnu.ua
 ORCID: [0000-0002-4624-0734](https://orcid.org/0000-0002-4624-0734)
 (Corresponding author)

Orysa Voloshyn

PhD in Economics, Associate Professor, the Department of Finance, Accounting and Analysis, Lviv Polytechnic National University, Lviv, Ukraine;
 ORCID: [0000-0002-6268-1708](https://orcid.org/0000-0002-6268-1708)

Oleksandra Vivchar

PhD in Economics, Associate Professor, the Department of Finance, Lviv Polytechnic National University, Lviv, Ukraine;
 ORCID: [0000-0001-8860-9045](https://orcid.org/0000-0001-8860-9045)

Khrystyna Dzhuryk

Postgraduate Student of the Department of Finance, Lviv Polytechnic National University, Ukraine;
 ORCID: [0000-0002-7100-8128](https://orcid.org/0000-0002-7100-8128)

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THE DEVELOPMENT OF METHODOLOGY EVALUATION FINANCIAL REVENUES IN TERRITORIAL COMMUNITIES

ABSTRACT

In the article, theoretical, methodological and practical approaches to the assessment of the financial income of various members of the community were further developed. A model for evaluating integrated financial revenues of banks, insurance companies and enterprises of territorial communities (TC) has been developed, which will ensure the development of economic science and practice in the field of finances of territorial communities.

By using the tools of economic-mathematical modelling, the latest tools for making strategic financial decisions were obtained, taking into account the specific costs, the price of the products sold, the time period, and the sums of the invested funds of the community members during their joint financial cooperation. In this context, a study was conducted to assess the role and influence of community members on its financial activities in order to further build an effective development strategy.

It has been established that the participation in the development of territorial communities of banks, insurance, leasing, trust, investment companies, etc. will contribute to financial interaction and joint investment within the framework of community activities since financial and credit institutions accumulate the main source of financing the economy - monetary capital.

Therefore, in the strategic directions of the financial activity of territorial communities, firstly, active actions will be envisaged regarding the modernization of equipment, the introduction of new technologies, effective marketing and logistics, price adjustments, the search for new product sales markets, and secondly, state, international, and local grants will be involved to obtain additional financial resources.

Keywords: territorial communities, finances of territorial communities, financial revenues, incomes, banks, insurance companies, finances, methods of evaluation

JEL Classification: C69, E64, F15, F36, G31, H77, R13, R15

INTRODUCTION

Effective financial support for the development of the territories of Ukraine is the main task of decentralization and reform of the administrative-territorial system. In order to solve the problems of financial development of the territorial community, the issues of theoretical and methodological principles of regulation of financial transformations, management of incomes in TC, development of tools for strategic development of TC, assessment of financial income in territorial communities, features of joint financing of development projects by participants of territorial communities, etc., remain relevant. Therefore, research on the assessment of the role and joint influence of community members on its financial activity is necessary.

We propose to understand the joint investment of the TC as the involvement of both property and intellectual property of citizens who are stakeholders of this process and this TC. These involved assets can be of both external origin (investment funds, services of involved experts, subsidies from the state), and internal (own intellectual resources, opportunities to attract and collect funds, etc.).

In the process of the research, it was established that there are no estimated indicators regarding the receipt of financial income for each participant of the territorial community during their joint cooperation for the implementation of financial development projects. Therefore, there is a need to develop theoretical and methodological approaches to the assessment of financial income of enterprises, banks, and insurance companies during their joint financial cooperation in the territorial community.

LITERATURE REVIEW

The school of financial evaluation of the activity of the territorial communities is being developed on the basis of studies by (Vasilkovsky, D. et al. (2017) [7]; Kolodii, S. (2021) [13]; Clark, G. (1997) [4]; Krainyk, O. (2022) [10]; Krippner, G. (2005) [12]; Kutsenko, T. (2017) [9]; Kneysler, O. et al. (2022) [11]; Liang Hshin-Yu and Reichert A. (2006) [15]; Rudenko, M. (2017); Stockhammer, E. (2004) [21]; Khistieva, O. (2021) [22], Levine, R. (1998) [14]) and many other scientists.

The fundamental foundations of the relationship between the financial and real sectors of the economy had been researched by prominent scholars of the world: from the point of view of the financial sector's impact on economic growth and its structure, Goldsmith, R. (1959) [6], the relationship between domestic financial development and economic growth McKinnon, R. (1973) [17], General Theory of Economic Development of the Economic Sectors Schumpeter, JA (1934) [25].

The fundamental researches on the functioning and definition of the scale and prospects of the financial and real sectors of the economy had been considered by Baranovskyi, O. (2017) [1], conducted an assessment of the interconnections and determinants of the development of the banking and real sectors of the Ukrainian economy by Zveryakov, M. and Zherdets'ka, L. (2017) [23], issues of the Economic Development Strategy of the Ukrainian Economy Sectors by Heyets, V. (2005) [18].

During the analysis it was found that in the activities of territorial communities there was a trend in the ratio between own and borrowed sources of financing of enterprises, which is characterized by greater dependence of enterprises on financial institutions and the loan capital market

Among modern researches of this problem it is necessary to highlight the work of (Boronos, V. (2011) [2]; Druhov, O. et.al. (2017) [5]; Matveieva, O. (2012) [16]; Palchuk, V. (2018) [19]; Vozniak, H. (2010) [8]) and many other scientists and practitioners, which differently evaluate the role and significance, functions and tasks of financial and credit participants in TC. In total, these works revealed the fundamental signs of the interconnection and the existence of a close correlation between the size of the financial sector and economic growth. An important role in the activity of the territorial community is played by the financial block. This block may include various types of financial and credit institutions: banks, insurance companies, pension funds, investment institutions (investment funds and investment companies), credit unions, factoring and leasing companies, and construction financing funds (real estate funds). However, (Boronos, V. (2011) [2] for all of them, the loud function is to raise capital for priority investment projects in TC. Studies (Palchuk, V. (2018) [19] on the impact of reforms on the socio-economic development of local communities have provided for whether, as a result of voluntary association, territorial communities are able to provide an appropriate level of service provision, in particular in education, culture, health, social protection, housing, utilities, taking into account human resources, financial support and infrastructure development of the relevant administrative-territorial unit.

Along with this, the theoretical and methodological aspects of evaluating and analyzing financial income for each member of the territorial community during their joint cooperation for the implementation of financial development projects are neglected, and there is also a need for defined roles and joint influence of members of the community on its financial activities.

AIMS AND OBJECTIVES

The purpose of the study is to develop theoretical and methodological approaches to the assessment of the financial income of enterprises, banks, and insurance companies during their joint financial cooperation in the territorial community. The development of the methodology for evaluating the joint financing of development projects by the participants of the territorial community will allow ensuring the strategic financial development of the territorial community.

In this context, it is important for each participant of the territorial community to receive income during their joint cooperation for the implementation of financial development projects of the TC, taking into account the specific costs, the price of the products sold, the time period, and the amount of invested funds. Research on the assessment of the role and

influence of community members on its financial activities is also necessary in order to further build an effective development strategy.

METHODS

Therefore, in modern conditions, it is necessary to pay sufficient attention to the development of new, more effective and adequate to modern economic realities methods of assessing the financial income of members of the territorial community. One of the possible ways to solve these problems is the development of a methodology for evaluating the financing of investment projects for the development of the territorial community, which will take into account the calculation of the financial income of each of the participants of the territorial community from their joint participation at the appropriate time [3; 5].

To achieve the goal and objectives of the research, we used general scientific and special scientific and economic-mathematical methods, in particular statistical methods, and comparative analysis.

In the course of the research, the methodology of economic-mathematical modelling was applied. Econometric methods of correlation-regression analysis were used to solve the research tasks. The information base was data from the State Statistics Service of Ukraine [24]. In the course of the research, the financial activity of the participants of the territorial community was analyzed, which included 4 business entities (conditional number of participants): JSC Halychpharm, LLC Pharmeded, JSC OTP Bank and PJSC IC PZU Ukraine. Taking into account the availability of official data, a selection of indicator values was formed for correlation-regression analysis. The method of logical generalization and systematic approach were used to form conclusions.

RESULTS

In the framework of scientific research, it is important for the financial development of the TC to receive income from each participant of the territorial community with their joint cooperation, taking into account the specific costs, the price of the sold products, the time period, and the amount of invested funds. When forming a toolkit for analyzing and forecasting the activities of TC participants, there is a need for a theoretical and methodological approach to the assessment of financial revenues of enterprises, banks, and insurance companies in their joint financial cooperation in the territorial community.

It is proved that close cooperation between banks and insurers is facilitated by: the need to accumulate all cash flows in one system, the possibility of significant expansion of the client base, the possibility of providing a full range of services, diversification of capital, increase the rate of profitability of investment resources, the possibility of using the regional network of institutions, increase bank profits in form of commission on the sale of insurance products, etc. Practical experience shows that crises in integrated financial and industrial capital associations are not only possible, but they reflect own innovation development rhythms of each individual entity. It should be noted that the business structures create favourable conditions for the development and implementation of various innovations since it is easier to solve issues of financing, material support for searches, and accelerated implementation of new developments in a business structure than as an individual member of the association.

In this context, it became necessary to develop theoretical and methodological approaches to assessing the incomes of different participants in territorial communities. Based on scientific papers (Boronos, (2011); Heyets, V., T.S. Klebanova, O.I. Chernyak, V.V. Ivanov, N.A. Dubrovina, A.V. Stavytskyi. (2005); Vasylykivskyi D., Voinarenko M., Nyzhnyk V. (2020); Kneysler, O., Spasiv, N., & Marynychak, L. (2022); Liang Hshin-Yu. (2006); Matveieva, (2012); Palchuk, (2018), Stockhammer E. (2004); Schumpeter, J. A. (1934); Serhii Kolodii, L. Gariaga, M. Rudenko, & S. Kolodii. (2021)) the authors of the study modelled this process as follows. Let the elementary TC include: enterprise A - producer of main products, enterprise B - consumer of basic products, commercial bank - B, and insurance company - SC.

Enterprise-manufacturer A has the necessary resources and production capacities and produces products that have a steady demand for a stable market.

Enterprise B is the consumer of product a, which is used either as a semi-finished product for the production on the basis of its own products, which are then sold to the market or simply promotes products purchased from company A products on the market. Revenue B depends on the conditions of purchase and the manufacturer, while the company It is advantageous to buy it in A, as it is cheaper. Therefore, it is important that consumer enterprise B has its customers and the

revenue from the sale of a , and as a result of this income the higher, the favorable for B the conditions of purchase of products from producer A.

Commercial Bank B has at its disposal free financial resources $x(t)$, which it manages at its own discretion. At the same time, the bank has different opportunities for capital investment in order to increase its profit: loan to enterprise A under interest r in order to reduce its production costs or purchase an additional share of ownership B, which allows the bank to be entitled to an additional share of profits B, or simply placing funds on the capital market.

The insurance company SK also has available free financial resources and has various opportunities for capital investments in order to increase its profit: acquisition of an additional share of ownership, granting loans to participants of the territorial community, placement of funds in the financial market, etc.

As a result, the model takes into account that the market value of enterprise B and the free financial resources of the bank and the insurance company are constant at any time t . In this context, the revenues of enterprises, the bank, and the insurance company were assessed in the course of their joint cooperation in the TC. For a fixed-point $t(t \in [t_0, T])$, the possible income of each of the participants in the TC was determined. At the same time, it has been taken into account that tax deductions for any TC do not change the results of the study, therefore, tax deductions are not considered for simplification of the conclusions of further research.

Let $y_0(t)$ - be the optimal volume of output at time t . A part of this product in the volume $y(t)$, ($y(t) \leq y_0(t)$) company A sells to consumer B and the rest of products in volume $\Delta y(t) = y_0(t) - y(t)$. It is necessary to find the relation between the volumes $y(t)$, and $y_0(t)$, which at time t is the most advantageous for all participants of the TC.

The income of manufacturer A at the moment t from trade with enterprise B is $D_1(t) = c_1 y(t)$, and the income from trading on the market is $D_2(t) = c_2 \Delta y(t)$. At the same time, c_1 - the selling price to the consumer B, and c_2 - is the selling price on the market.

Taking into account the specific costs $w(x(t), y(t))$, the price of c_1 sales of products to the consumer B will look like this:

$$c_1 = w(x(t), y_0(t)) + \xi_1 [c_0 - w(x(t), y_0(t))], \text{ where } \xi_1 = \text{const}, 0 \leq \xi_1 \leq 1 \quad (1)$$

Thus, the income of the manufacturer A at the moment t from trade with enterprise B is:

$$D_1(t) = c_1 y(t) = [\xi_1 c_0 + (1 - \xi_1) w(x(t), y_0(t))] y(t) \quad (2)$$

The price of sales of products in the market in the volume $\Delta y(t)$ will be calculated:

$$c_2 = w(0, y_0(t)) + \xi_2 [c_0 - w(0, y_0(t))] \quad (3)$$

Accordingly, the income of the manufacturer A at the moment t from trade in the market in the volume $\Delta y(t)$ will be calculated:

$$D_2(t) = c_2 \Delta y(t) = [\xi_2 c_0 + (1 - \xi_2) w(0, y_0(t))] \Delta y(t) \quad (4)$$

Such income ($D_1(t) + D_2(t)$) has enterprise A at the time $t \in [t_0, T]$ from the trade of its products.

As a result of the study, the integrated profit of each participant in the territorial community from the joint participation at time $t \in [t_0, T]$ was determined.

Because of the research, the integrated profit of each of the participants of the territorial community from their joint participation at time $t \in [t_0, T]$ was determined.

Therefore, the profit of producer A at time t takes into account the income of enterprise A ($D_1(t) + D_2(t)$), unit costs $w(0, y_0(t))$, the amount of bank credit $K_B(t)$, bank interest rate r_B , the amount of credit insurer $K_{CK}(t)$, interest rate on credit insurer r_{CK} :

$$P_A(t) = (D_1(t) + D_2(t)) - w(x(t), y_0(t)) - (1 + r_B) K_B(t) - (1 + r_{CK}) K_{CK}(t) \quad (5)$$

At the same time, it is taken into account that from the very beginning the bank owns some share a_0 , ($0 < a_0 < 1$) of the property of enterprise B. The profit of enterprise B at time t - $P_B(t)$. Then:

$$P_B(t) = (1 - a_0)[c_0y(t) - c_1y(t)] \quad (6)$$

The profit of bank B at time t takes into account the interest on the loan $K_B(t)$ and the share a_0 of the profit of enterprise B:

$$P_B(t) = a_0[c_0y(t) - c_1y(t)] + r_{KB}(t) \quad (7)$$

The insurer's profit CK at the time t takes into account the interest on the credit $K_{CK}(t)$:

$$P_{CK}(t) = rK_{CK}(t) \quad (8)$$

In the course of the research the financial activity of the participants of the territorial community was analyzed, which included 4 business entities (conditional number of participants): JSC Halychpharm, LLC Pharmamed, JSC OTP Bank and PJSC IC PZU Ukraine. The results of integrated financial cooperation within the territorial community are shown in Table 1.

Table 1. Results of financial interaction of participants of territorial community.			
Indicator	Legend	Units of measurement	Value
The optimal volume of products produced by JSC Halychpharm	$y_0(t)$	Pieces	70.000
The volume of products that JSC "Galichpharm" sells to the consumer - LLC "Pharmamed"	$y(t)$	Pieces	30.000
The volume of products that JSC "Halychpharm" sells on the market	$\Delta y(t)$	Pieces	40.000
Loan amount for Pharmamed LLC	$K_B(t)$	UAH	500.000
Bank interest rate	r_B	%	22
Interest rate on the insurer loan	r_{CK}	%	13
Loan amount of PJSC PZU Ukraine Insurance Company PJSC	$K_{CK}(t)$	UAH	300.000
The sale price of Pharmamed LLC products purchased from Halychpharm JSC	C_0	UAH	80
OTP Bank JSC owns 25% of Pharmamed LLC	a_0	%	25
The selling price of products at which JSC "Galichpharm" sells to the consumer - LLC "Pharmamed"	C_1	UAH	65
The selling price of products at which JSC "Halychpharm" sells on the market	C_2	UAH	70

At a certain point in time, the company JSC "Galichpharm" produces the optimal volume of products in the amount of 70.000 pieces, of which 30.000 pieces. sells Pharmamed LLC, and the remaining 40.000 units. sells on the market. The sale for Pharmamed LLC is carried out at the price of UAH 65 / piece, and the sale on the market at the price of UAH 70 / piece. Therefore, the income of JSC Halychpharm from the sale of its products on the market is UAH 2.800.000, and from the sale of products of Pharmamed LLC - UAH 1.950.000.

Thus, JSC "Halychpharm" at a certain point in time receives a total income of 4750000 UAH.

Also, JSC Halychpharm uses a bank loan in the amount of UAH 500.000, and pays 22% for its use, and has a loan from the insurer in the amount of UAH 300.000 at an interest rate of 13%.

Thus, taking into account the income, unit costs, the amount of the bank loan and the insurer's loan, the integrated profit of Halychpharm JSC as a member of the territorial community is UAH 161.000.

In turn, the company LLC "Pharmamed" sells products purchased from JSC "Halychpharm" at a price of 80 UAH / piece. It is also known that from the very beginning of work in TC, 25% of the property of LLC "Pharmamed" is owned by the bank. Therefore, the integrated profit of Pharmamed LLC as a TC participant will amount to UAH 337.500.

The integrated profit of OTP BANK JSC as a member of the territorial community will take into account the interest on the loan provided by Halychpharm JSC and the share of ownership in Pharmamed LLC and amounts to UAH 222.500.

In turn, PJSC PZU Ukraine Insurance Company will also receive an integrated profit of UAH 39.000 from participation in the territorial community, which is interest on the loan provided to Halychpharm JSC.

Thus, the results show how close and complex the relationship between the activities of one entity and another (Table 2).

Table 2. The results of calculations of integrated income of members of the territorial community.

TC participants	integrated profit, UAH
JSC "Galichpharm"	$P_A (\text{t}) = 161.000$
LLC "Pharmamed"	$P_B (\text{t}) = 337.500$
JSC OTP Bank	$P_C (\text{t}) = 222.500$
PJSC PZU Ukraine	$P_{CK} (\text{t}) = 39.000$
total	760.000

The joint activity of Pharmamed LLC, OTP BANK JSC, PZU Ukraine Insurance Company PJSC and Halychpharm JSC on the territory of territorial communities shows positive results.

Obviously, the need for investments of various participants or projects implemented within the framework of TC cannot always be satisfied only by the efforts of the participants themselves (including financial institutions). Therefore, there is a need to use new sources of attraction, first of all, monetary resources. One of them is crowdfunding, which, together with crowd investing, which is more complex in terms of the implementation process, occupies a significant place in the market of crowdfunding technologies.

It is proposed to consider a joint investment of TC as a process of investment of property and intellectual values in entities that are participants of TC with the involvement of internal and external sources under different conditions of the environment in which such an association is located. It has been established that the joint investment of the TC involves the involvement of both property and intellectual property of citizens who are stakeholders of this process and this TC. In this context, the involved assets can be of both external origin (subsidies from the state, investment funds, services of involved experts) and internal (intellectual resources, opportunities to attract and collect funds, etc.).

Therefore, the role of financial and credit participants and enterprises in territorial communities is decisive.

The role of banks in territorial communities is as follows: 1) commercial banks integrate the activities of three entities: financial (bank, insurance company, investment company, pension fund, consulting firm, brokerage offices, foreign economic units); production (production enterprises) and commercial (foreign trade companies, transport companies, etc.). Banks - TC entities are able to significantly reduce the risk of investment through the control of users of loans and participation in the development of business plans; 2) banks can promote beneficial business contacts of enterprises and organizations that are part of TC; 3) banks can efficiently mobilize, distribute and redistribute and temporarily free funds of all entities of TC in order to achieve the best final economic result of TC as a whole; 4) banks are interested in the continuous improvement and regulation of cash resources within the framework of TC; 5) banks are the main tool for attracting foreign investment.

The investment activity of the insurance company territorial communities is one of the main factors in ensuring its effective functioning, including well-organized investment activity:

- determines the possibility of providing insurance services due to the formation of sufficient amount of insurance reserves;
- provides a certain extent with the quality of insurance services and determines the market position of the insurer;
- affects the cost of the insurance product and the actual performance of obligations by the insurer, due to the term of insurance payments;
- gives the opportunity to the owners of insurance companies to develop business: by investing insurance reserves there is an accumulation of funds to increase its own resources.

In developed countries, insurance companies in terms of investment in the economy (and in particular) exceed the generally accepted investors - banks and investment funds (Bondarchuk, M. et al. (2017) [3]). This situation is real since the volume of insurance reserves and the term of their placement make insurance companies the most powerful financial and credit institutions.

One of the possible tendencies in the cooperation of the financial sector of TC is the active interaction and even the unification of banks and insurance companies.

The strategy of financial and socio-economic development of territorial communities needs to be thoroughly improved.

DISCUSSION

In the scientific literature, there are no studies on the assessment of financial income from joint investment of territorial community development projects. It is the joint investment of various participants at the expense of external and internal funds.

However, in the econometric analysis of indicators of the real and financial sectors of the economy, S. Kolodii (2021) claims that it is important to take into account the following approaches. In the Keynesian theory, in order to assess the interaction between the real and financial sectors of the economy at a given time, they use the model of simultaneous equilibrium in the commodity and money markets, often referred to as the Hix-Hansen model, or the model IS-LM. The "IS-LM" model is the mainstream macroeconomic model, the use of which can reveal how the simultaneous interaction of commodity and money markets will affect real GDP and interest rates. The foregoing serves as the starting point for econometric analysis of modern interaction and development of sectors of the domestic economy. The econometric analysis of the indicators of the development of the sectors of the economy requires systematizing the representation of the place of the real and financial sectors of the economy in the general economic system of the state, as well as the identification of key performance indicator (KPI) that characterize the development of the studied sectors of the economy. A noteworthy econometric study of the main KPIs of the development of economic sectors was conducted on the basis of real (actual) values adjusted for inflation and presented in the classical theoretical model of Hicks-Hansen mutual equilibrium on the commodity and money markets (IS-LM). Undoubtedly, this study deserves attention when only participants of the territorial community are used in the work. However, the study does not take into account joint participation in the financing of development projects of territorial communities.

The aim of the article Kneysler, O. (2022) is to develop a scientific and methodological approach using economic and mathematical modelling tools to assess the structure of budget revenues of territorial communities and form, on this basis, proposals for their optimization in the context of permanent control of budgetary risks. The author improved the model and visualized the economic-mathematical model of the optimal structure of budget revenues of territorial communities by selected stages, using trends and results identified during the analysis of structural imbalances in their budget revenues and identification of budget risks.

Thus, this methodology takes into account the formation of the optimal structure of budget revenues of territorial communities without inter-budgetary transfers based on the results of the analysis of the level of budget risk. Undoubtedly, for our study, the consideration of risk will be used as an element in the developed strategy for the financial development of the territorial community.

The theoretical-methodological approach developed by us to the assessment of the financial income of enterprises, banks, and insurance companies during their joint financial cooperation in the territorial community will be an effective tool for analyzing and forecasting the activities of TC participants. For the implementation of the financial development strategy of the TC, it is important to receive income from each participant of the territorial community with their joint cooperation, taking into account the specific costs, the price of the sold products, the time period, and the amount of invested funds.

CONCLUSIONS

So, we proposed theoretical and methodological aspects of evaluating and analyzing financial income for each participant of the territorial community during their joint cooperation for the implementation of financial development projects. The role and joint financial influence of the participants (banks, insurance companies and other financial and credit institutions) of the territorial community on its finances were substantiated.

The results of the study allow for a more comprehensive assessment of the level of the financial potential of the TC and to identify the directions of its growth in the formation of sources of financial support for the activities of the territorial community.

Combining capital and concentrating administrative functions in TC will allow for more efficient implementation of significant financial projects and response to changing market conditions. In the activity of the territorial communities, a tendency has appeared in the ratio between own and attracted sources of financing of enterprises, which is characterized by a greater dependence of enterprises on financial and credit institutions and the market of loan capital. Hence, changes in the ratio of own and attracted sources of funding for territorial communities' enterprises contribute to the close integration of banking and industrial capital.

It has been established that participation in territorial communities of banks, insurance, leasing, trust, investment companies, etc., will facilitate financial cooperation within TC, as financial and lending institutions accumulate the main source of financing for the economy - money capital. It is substantiated that the activity of banks in the TC is quite promising for the development and ensuring financial stability, since they concentrate cash, deposits, settlements, securities and other assets of the entities of territorial communities. At the same time, the presence in the TC of the insurance division will reduce the risk of operating territorial communities, in particular, increase the reliability of business operations, and support the continuity of production and sales activities of enterprises.

The proposed model for estimating the financial revenues by each participant in TC with their joint cooperation will provide both scientific and practical directions for the implementation of the financial policy of territorial communities.

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Бондарчук М., Волошин О., Вівчар О., Джурик Х.

РОЗВИТОК МЕТОДОЛОГІЇ ОЦІНЮВАННЯ ФІНАНСОВИХ НАДХОДЖЕНЬ У ТЕРИТОРІАЛЬНИХ ГРОМАДАХ

У статті розвиваються теоретичні, методологічні й практичні підходи до оцінювання фінансових надходжень різних учасників громади. Розроблено модель оцінки інтегрованих фінансових надходжень банків, страхових компаній та підприємств територіальних громад, що забезпечить розвиток економічної науки та практики у сфері фінансів територіальних громад. Шляхом застосування інструментарію економіко-математичного моделювання отримано новітній інструментарій прийняття стратегічних фінансових рішень з урахуванням питомих витрат, ціни реалізованої продукції, періоду, сум укладених коштів учасників громади при їхній спільній фінансовій співпраці. У цьому контексті проведено дослідження з оцінювання ролі та впливу учасників громади на її фінансову діяльність із метою подальшої побудови ефективної стратегії розвитку.

Установлено, що участь у розвитку територіальних громад банків, страхових, лізингових, трастових, інвестиційних компаній тощо сприятиме фінансовій взаємодії та спільному інвестуванню в рамках діяльності громади, оскільки фінансово-кредитні установи акумулюють основне джерело фінансування економіки – грошовий капітал. Отож, у стратегічних напрямках фінансової діяльності територіальних громад, по-перше, передбачатимуться активні дії щодо модернізації устаткування, запровадження нових технологій, ефективного менеджменту, маркетингу й логістики, коригування цін, пошуку нових ринків збуту продукції, по-друге, залучатимуться державні, міжнародні, місцеві гранти для отримання додаткових фінансових ресурсів.

Ключові слова: територіальні громади, фінанси територіальних громад, фінансові надходження, доходи, банки, страхові компанії, методи оцінки

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