

IMPACT OF THE ECONOMIC SITUATION IN THE REPUBLIC OF MOLDOVA ON THE FINANCIAL CONDITION OF ECONOMIC ENTITIES

Alina STRATILA, PhD., Assoc.prof.
Technical University of Moldova

Abstract: Under the conditions of the market economy, the activity of any enterprise is subject to the influence of the level and dynamics of macroeconomic indicators of the country: GDP, inflation, state budget, money supply, bank interest rates, overdue debts, investments into fixed capital, etc. How successfully a company manages its financial activities, including cash flows, ultimately determines its financial stability and ability to further develop in the long term. For this purpose, in the current operating environment, the development of effective methods of cash flow management may serve as a measure to reduce the negative impact of external factors. This method guarantees control over the company's activity and allows for independent financing of current needs without attracting external creditors. Thus, prerequisites are created for the transition to a new quality of economic development.

The work analyzes the key indicators of the national economy of the Republic of Moldova in recent years and provides conclusions about the favorable conditions for Moldovan business under pressure from the external environment.

Keywords: business management, cash flow management, economic development of the country, financial condition of business entities.