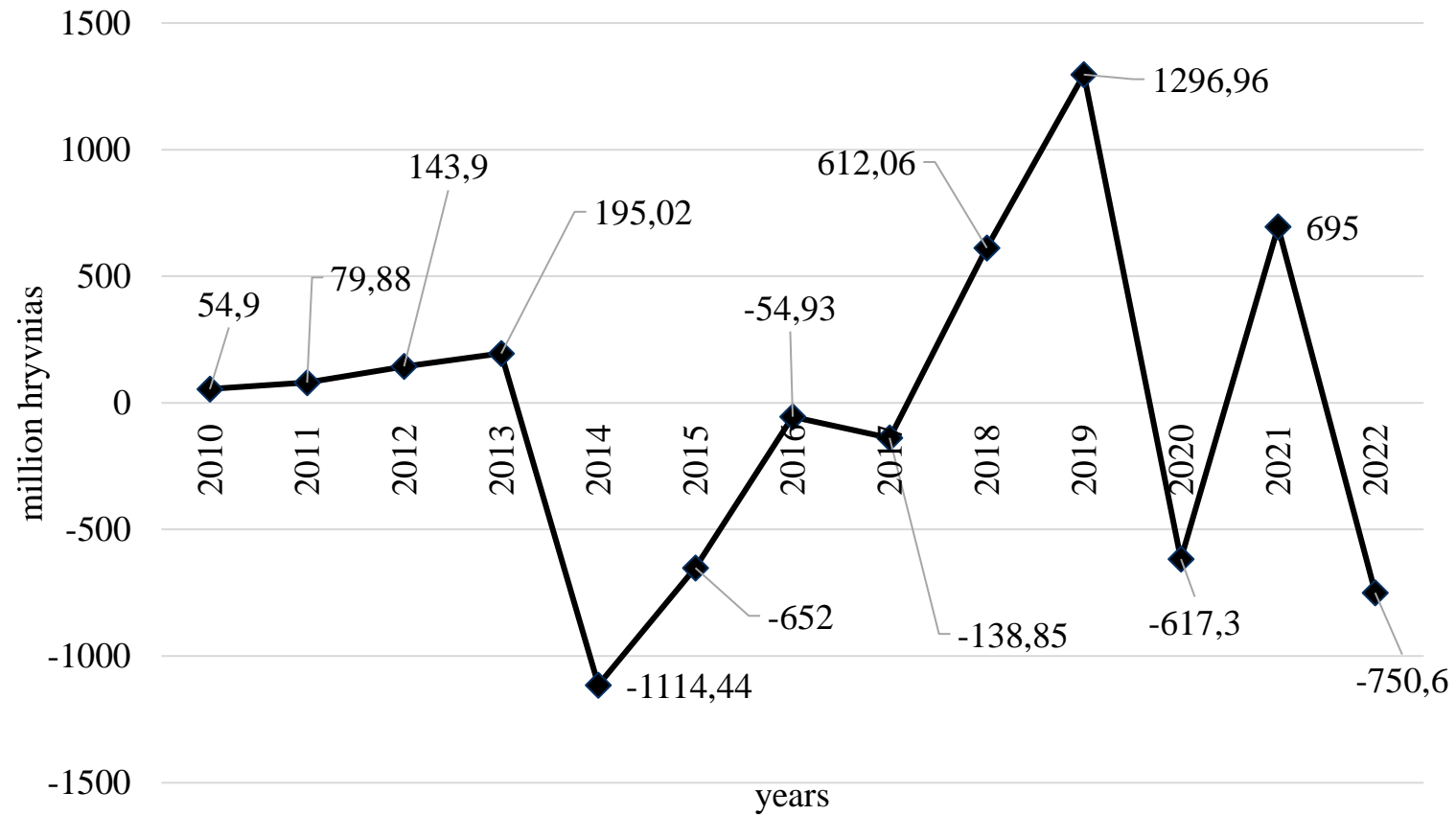


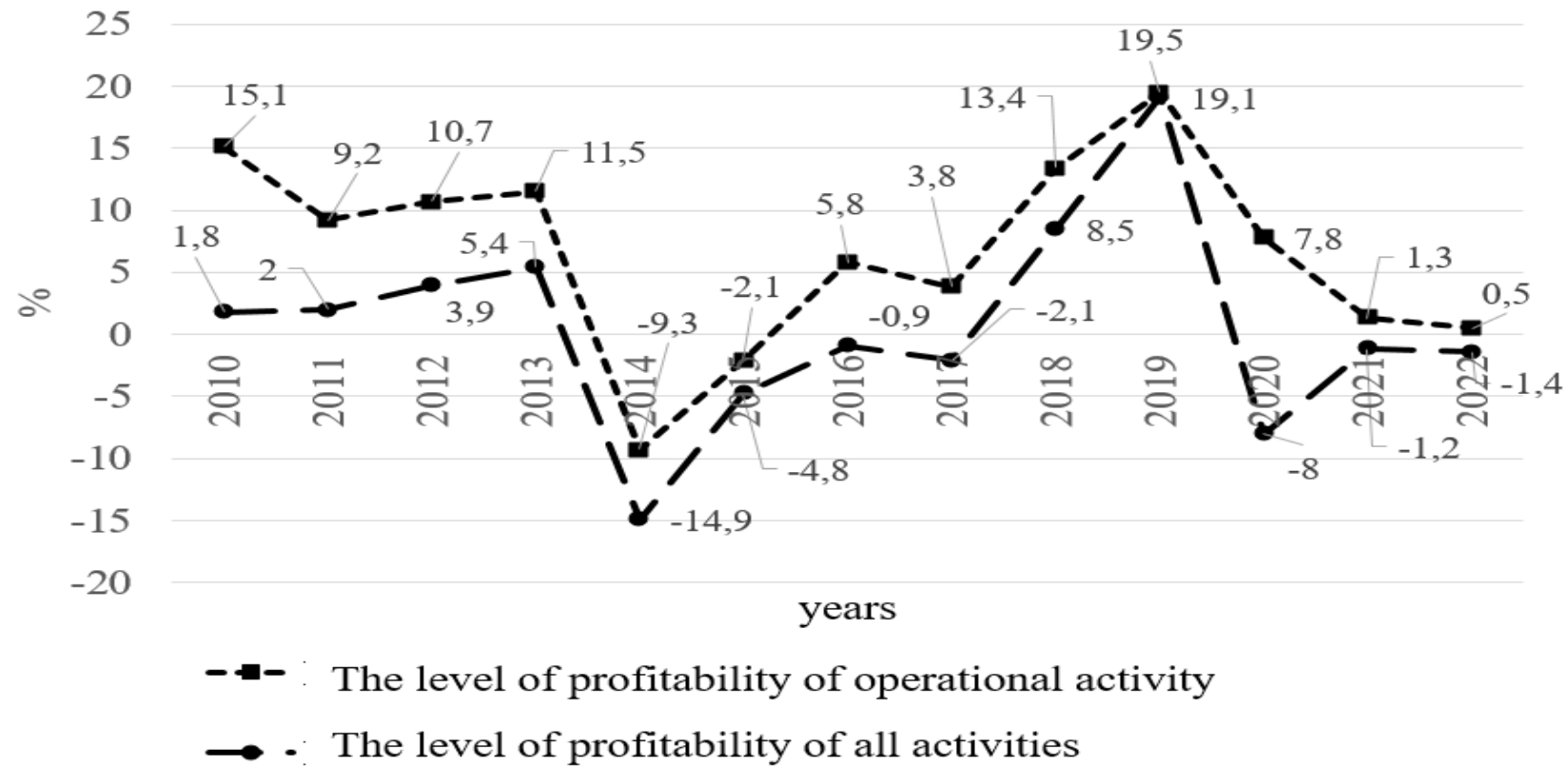
**IMPLEMENTATION OF STRATEGIC INSTRUMENTS IN THE
PROCESS OF FINANCIAL SECURITY MANAGEMENT OF
INDUSTRIAL ENTERPRISES OF UKRAINE**

**Tatyana Kuzenko,
PhD, Associate Professor
Department of Finance
Semyon Kuznets Kharkiv National University**

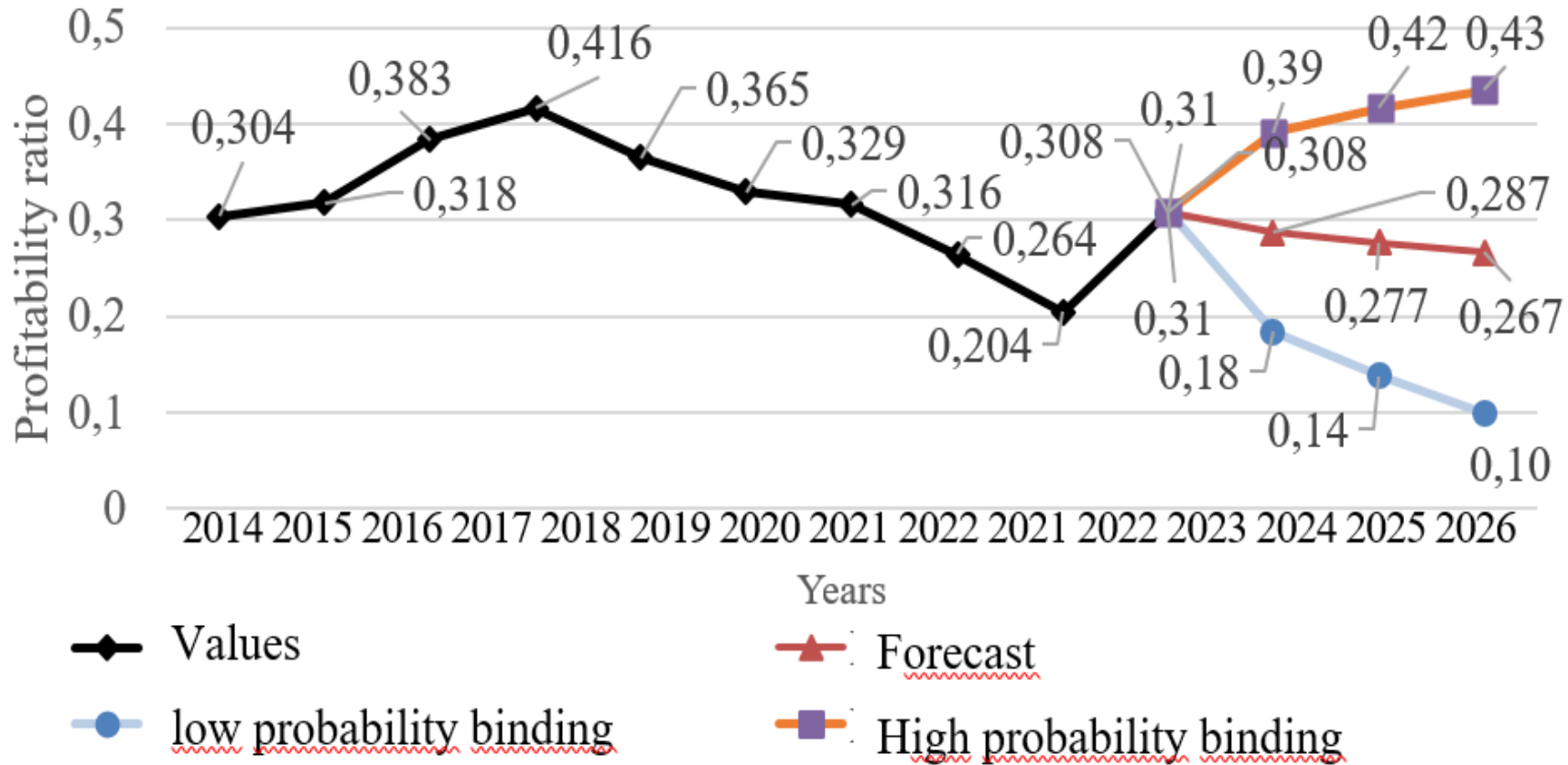
Dynamics of changes in the level of net profit/cretion of enterprises from the production of ceramic tiles and slabs for 2010–2022



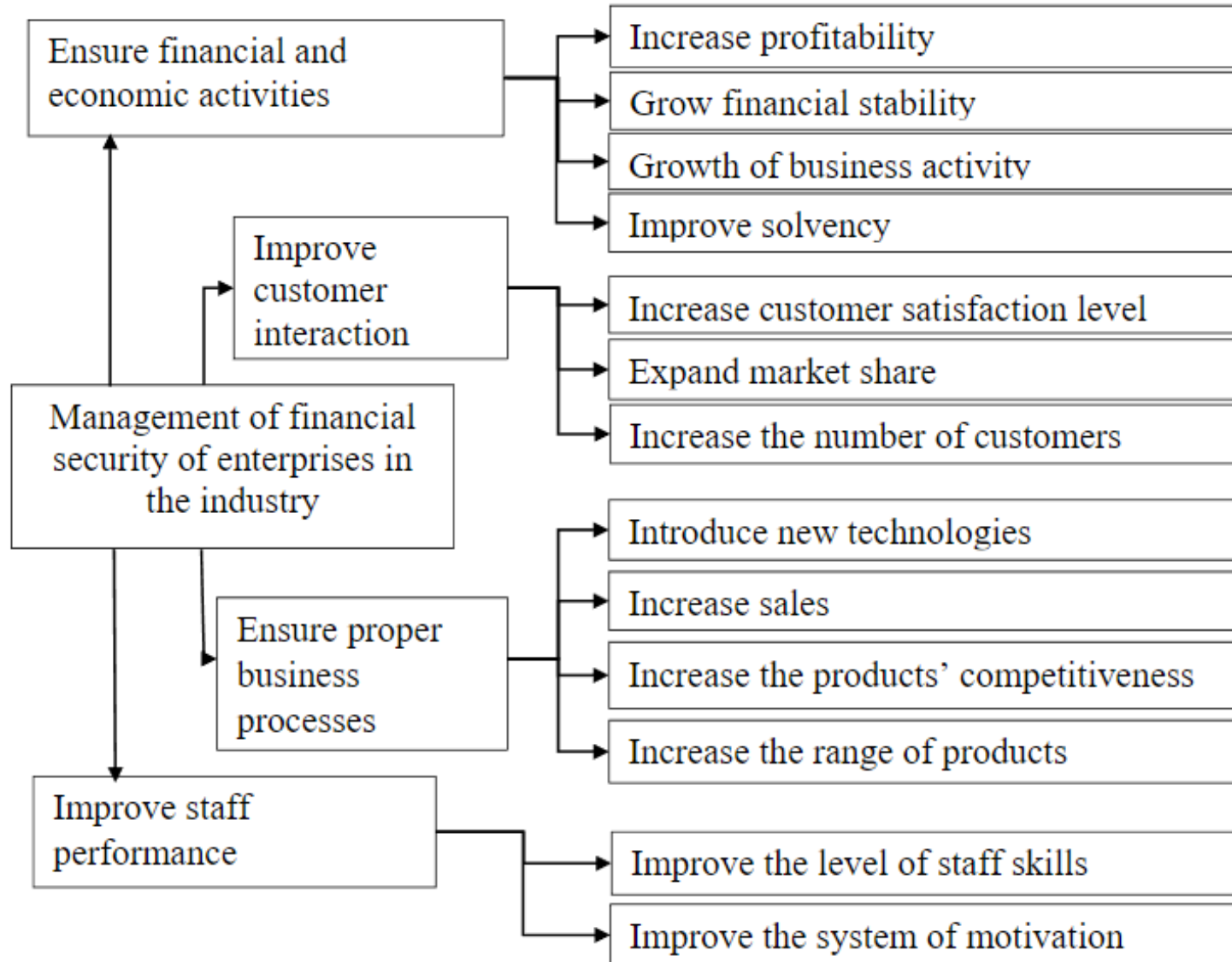
Dynamics of changes in the level of profitability of enterprises producing ceramic tiles and slabs for 2010–2022



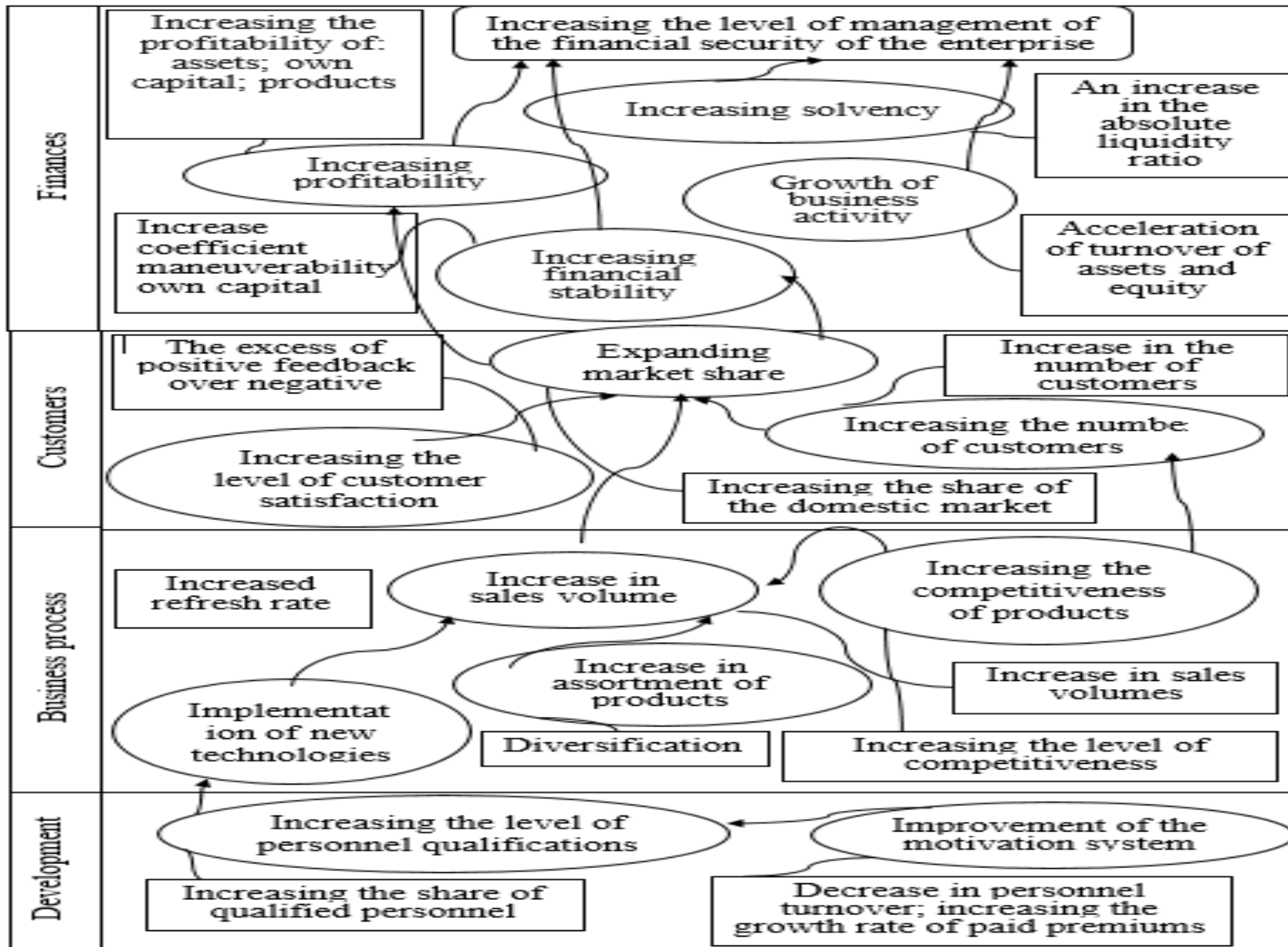
The result of forecasting the profitability of the enterprise



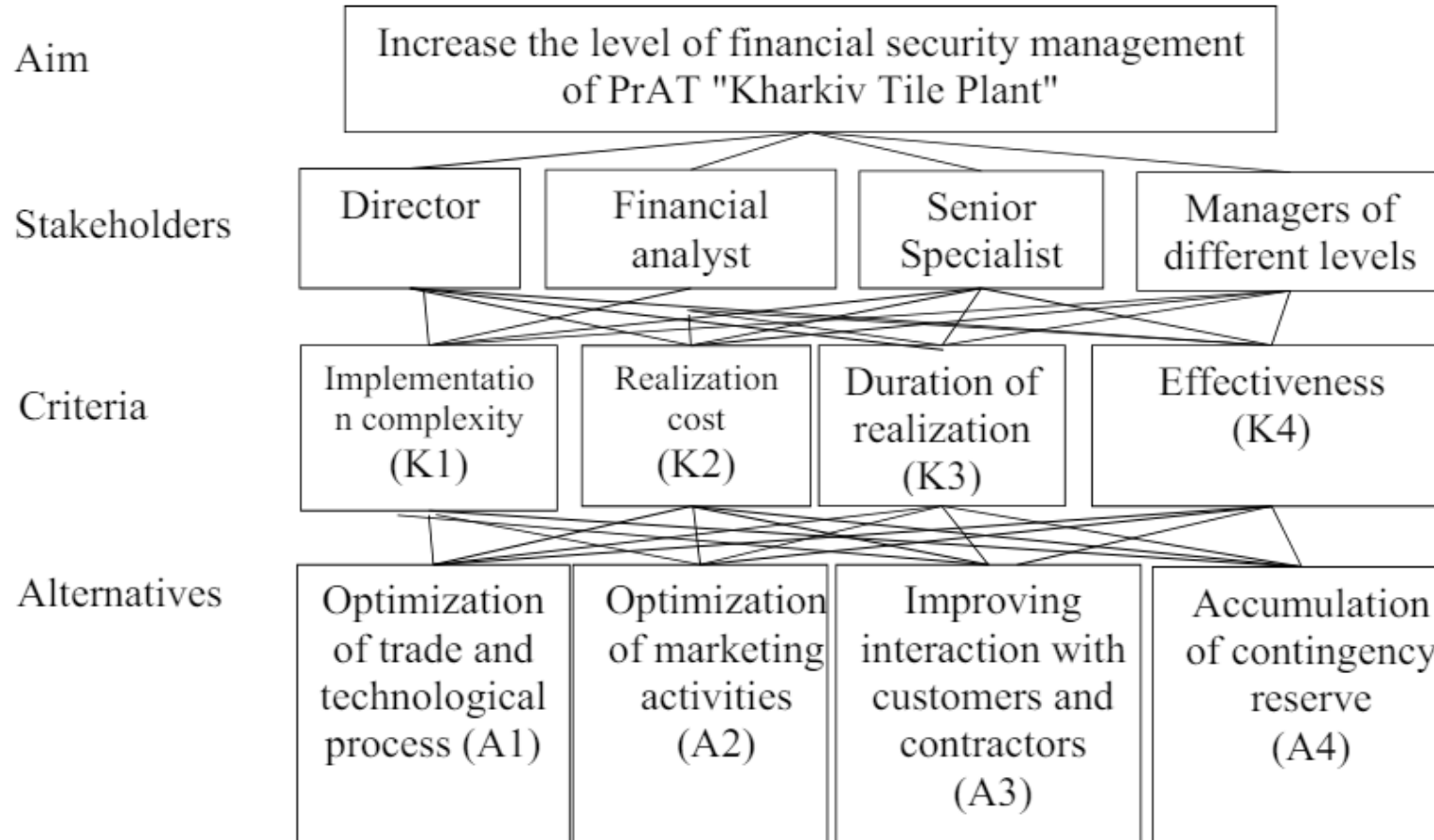
A tree of goals for improving the financial security of the enterprise



Strategic management map of the company's financial security



Hierarchical representation of solution search



Матриці парних порівнянь

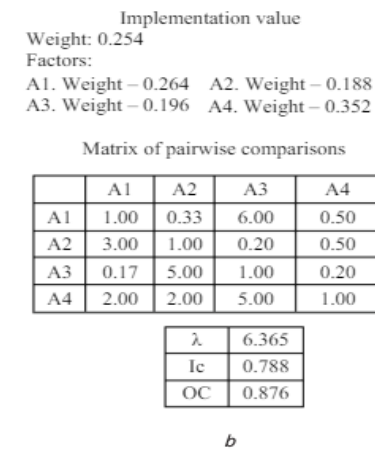
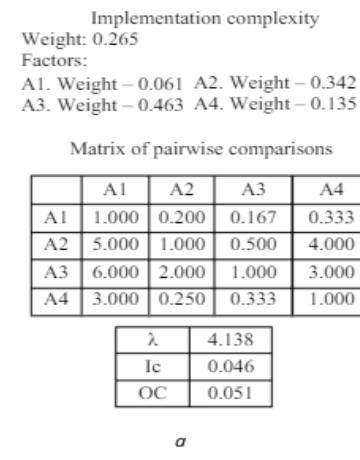
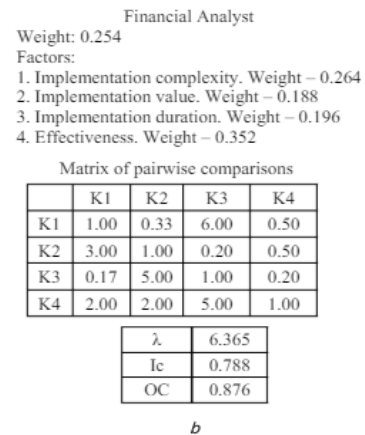
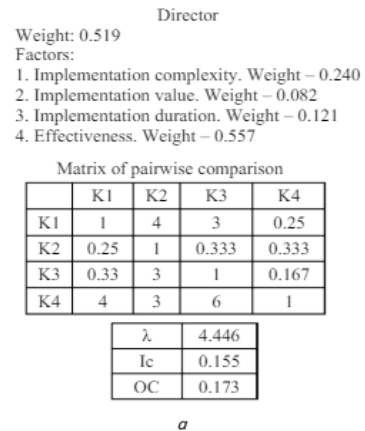
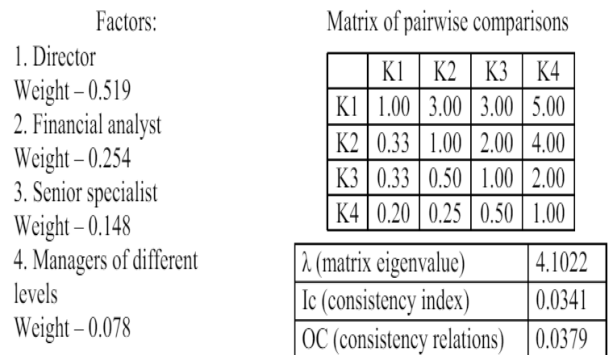


Fig. 1. Matrix of pairwise comparisons on “Purpose” level

Trade and technological process optimization
Weight: 0.318

Marketing activity optimization
Weight: 0.213

Improving the interaction between customers and contractors
Weight: 0.276

Accumulation of contingency reserve
Weight: 0.193

Fig. 4. Matrix of pairwise comparisons at the level of “Alternatives”

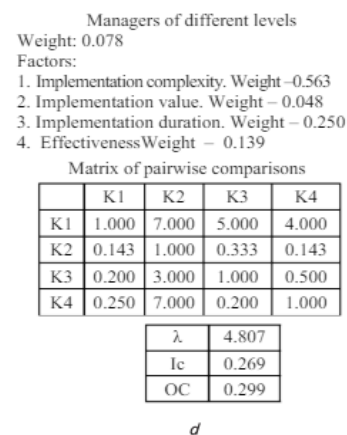
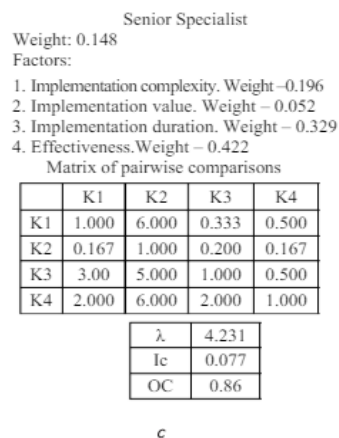


Fig. 2. Matrix of pairwise comparisons at the level of a stakeholder: a – director; b – financial analyst; c – senior specialist; d – managers of different levels

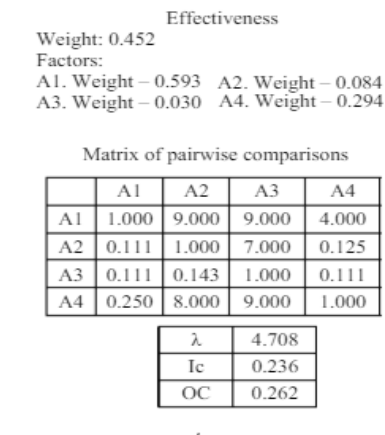
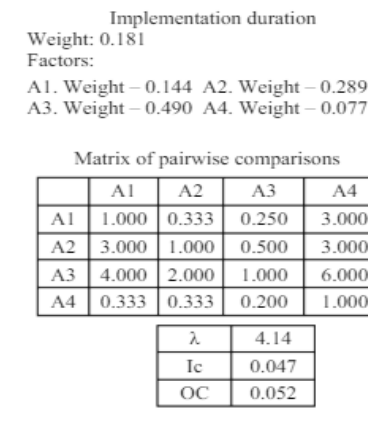


Fig. 3. Matrix of pairwise comparisons at the level “Criteria”: a – implementation complexity; b – implementation value; c – implementation duration; d – effectiveness

Thank you for attention!

The background features a series of overlapping, semi-transparent geometric shapes, primarily triangles, in shades of blue, pink, and grey. These shapes are arranged in a way that creates a sense of depth and movement, particularly on the right side of the frame. The text is centered horizontally and has a subtle drop shadow effect.