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THE VALUE OF FINANCIERS IN MODERN WORD

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A financier is a person who is well versed in the trends of financial markets, able to correctly predict changes and successfully invest in various projects, to analyze the risks. It is required not only in large industries and in small firms, but also in individuals. For example, financiers often become personal advisers to those people who trade on stock and currency exchanges.

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Today, the term "finance" means a large industry, which includes various economic or other relations, expressed in monetary terms.

Finance is one of the most important aspects of human activity, and this applies to individuals as well as to all kinds of organizations, companies and enterprises. Competent management and management of monetary resources requires certain knowledge, skills and experience that are possessed by representatives of the profession of a financier.

Financiers applies in their knowledge in industry, business, finance, and science. But, according to statistics, about 50% prefer banks or consulting companies.

Financial relations are:

- paying taxes or budgeting for the coming year,
- lending by an individual bank or a grocery shopping process.

Despite the recent crisis, the profession of financier does not lose its relevance. Even more - skilled labor market financiers are in high demand among top executives of different companies.

Those who hire a financier actually trust him with the money and the fate of the entire company. Therefore, one has to work very carefully: to calculate the possible risks and invest only in those projects that are guaranteed to bring good income. Loss of money through improper consultation or prognosis threatens not only dismissal but also liability.

On the other hand, the financier should not impede the development of the company, inhibit its growth. Excessive caution in cases is good to a certain extent - until it starts to interfere with moving on. Therefore, the specialist should be able to take some risks, but only take reasonable and justified risk. Managing other people's money is a very responsible and difficult task. This is the main job and problem of non-professional financiers.

Finance is a rather complex multifaceted social phenomenon characterized by different intrinsic features and manifestations. They shape the viability of society, its potential while ensuring the realization of the goals and objectives set by each individual, each enterprise and the state. Only on the basis of comprehensive and thorough knowledge of financial theory is it possible to further study the individual spheres and units of the financial system and forms and methods of financial activity.

It is good for the future financier to form a coherent system of knowledge about the nature and forms of manifestation of finances, the optimization of financial relations in society, the mechanisms of functioning and influence of finances, the composition and structure of the financial system, the totality of financial bodies and institutions, the principles of formation and functioning of individual spheres links of the financial system and was able to use knowledge and navigate the country's financial and insurance markets.

At the present stage, finances have become a universal and extraordinarily active element of economic life, methods and forms of mobilization of funds and their distribution in the state have been developed in order to meet the needs of the population, improve production and social processes. Finance plays a leading role in the economic system. This is due to the fact that their functioning determines the quantitative and qualitative parameters of any economic phenomenon or process, as well as the end results of the activity.

Finance is intended to provide the necessary conditions for the implementation of the process of creation, distribution and use of gross domestic product. In practical terms, finance is a component of the economic system of any state, the use of such a system makes it possible to successfully realize the ultimate goal of economic and social development. Finance reaches its highest development and excellence in a market economy, the fundamental basis of which is various forms of ownership. Finance should be considered as an economic category, reflecting the creation, distribution and use of financial resources to meet the needs of businesses to provide a variety of services to the public by the state, ensuring the

fulfillment of its state function in the end result of the functioning of finance - is to achieve a high level of welfare as a state , and the individual citizen.

If we talk about what gives a person a profession as a financier, the advantages of working in this area are not only prestige or decent wages, but also financial literacy that is necessary to achieve a high level of well-being. Accordingly, many entrepreneurs, businessmen and simply want to gain new knowledge in the field of money management, choose the specialty of a financier as a second higher education.

The duties of a specialist may vary depending on the place of work, but mainly include the following:

- development of a strategy for increasing capital using different instruments;
- reduction of company expenses and minimization of financial risks;
- analysis of the economic activity of the company;
- increasing the effectiveness of its use of monetary resources;
- carrying out of monetary operations, keeping the reporting on the budget.

The work of a financier is suitable for responsible people with an analytical mindset who are able to make quick decisions and concentrate on specific tasks. An important role is played by such personal qualities as stress resistance, purposefulness and self-confidence.

The importance of public finance:

1. Steady state economic growth.

Government finance is important to achieve sustainable high economic growth rate. The government uses the fiscal tools in order to bring increase in both aggregate demand and aggregate supply. The tools are taxes, public debt, and public expenditure and so on.

2. Price stability.

The government uses the public finance in order to overcome form inflation and deflation. During inflation, it reduces the indirect taxes and genera

expenditures but increases direct taxes and capital expenditure. It collects internal public debt and mobilizes for investment. In case of deflation, the policy is just reversed.

3. Economic stability.

The government uses the fiscal tools to stabilize the economy. During prosperity, the government imposes more tax and raises the internal public debt. The amount is used to repay foreign debt and invention. The internal expenditures are reduced. During recession, the case is just reversed.

4. Equitable distribution.

The government uses the revenues and expenditures of itself in order to reduce inequality. If there is high disparity it imposes more taxes on income, profit and properties of rich people and on the goods they consume. The money collected is used for the benefit of poor people through subsidies, allowance, and other types of direct and indirect benefits to them.

5. Proper allocation of resource.

The government finance is important for proper utilization of natural, man-made and human resources. For it, on the production and sales of less desirable goods, the government imposes more taxes and provides subsidies or imposes taxes lightly on more desirable goods.

6. Balanced development.

The government uses the revenues and expenditures in order to erase the gap between urban and rural and agricultural and industrial sectors. For it, the government allocates the budget for infrastructural development in rural areas and direct economic benefits to the rural people.

7. Promotion of export.

The government promotes the export imposing less tax or exempting from the taxes or providing subsidies to the export oriented goods. It may supply the inputs at the subsidized prices. It imposes more taxes on imports and so on.

8. Infrastructural development.

The government collects revenues and spends for the construction of infrastructures. It has to keep peace, justice and security too. It has to bring socio-economic reformation too. For all these things it uses the revenues and expenditures as fiscal tools.

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