

UDC 330.113.6

THE ROLE OF THE INFORMATION BASE AND FINANCIAL INSTRUMENTS IN ENTERPRISE MANAGEMENT

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<https://doi.org/10.30546/SJSD.2025.5.1.011>

Abstract: *The article examines the importance of the information base and financial instruments in enterprise management, as well as their impact on strategic planning, resource optimization and improving the economic efficiency of business. Modern approaches to organizing information systems and the use of digital technologies such as artificial intelligence (AI), machine learning and blockchain play a key role in improving the quality of management decisions and increasing the competitiveness of companies. The focus is on how the integration of information and financial strategies can contribute to the sustainable development of enterprises in the context of globalization and digitalization.*

Keywords: *enterprise management, information base, financial instruments, strategic planning, economic efficiency, digital technologies, artificial intelligence, blockchain*

Introduction

The purpose of this paper is to study the role of the information base and financial instruments in the enterprise management process, with an emphasis on their impact on strategic planning, economic efficiency and increasing the competitiveness of the business. The paper considers the introduction of modern digital technologies in financial and information management, which contributes to the adoption of more informed and prompt management decisions. In a dynamically changing external environment and a highly competitive market, enterprises are faced with the need for constant adaptation and efficient use of available resources. One of the most important factors influencing business success is the competent use of the information base and financial instruments. [1] The information base includes data on the internal state of the company and the external market environment, which allows for a deeper analysis of current problems and forecasting possible changes. In turn, financial instruments such as loans, shares, bonds and derivatives allow you to manage financial flows and minimize the risks associated with financing. Modern digital technologies, including artificial intelligence, big data and blockchain, are becoming an integral part of financial management, providing new opportunities for more accurate analysis and improving the financial stability of a business.

Information base as a basis for enterprise management

The information base of an enterprise is a collection of all data necessary for the effective functioning of the company. Internal data includes accounting reports, data on production processes, information on labor resources and the need for production materials. External information covers market trends, the competitive environment, economic and legislative changes. The importance of this data is that it serves as a basis for making decisions aimed at business development. Enterprise management systems, such as ERP (Enterprise Resource Planning), help integrate this data, automating the processes of collecting and analyzing information. Modern business analysis systems (Business Intelligence, BI) allow you to identify trends and predict possible scenarios based on large volumes of data. The introduction of artificial intelligence and machine learning technologies significantly increases the accuracy of predictions by analyzing large amounts of data in a matter of seconds, which is important for timely response to changes in the market. [2]

Financial instruments in enterprise management

Financial instruments are the means that help a company effectively manage its finances. They include traditional and digital instruments such as credit lines, shares, bonds, financial leasing, derivatives, as well as the latest digital instruments such as cryptocurrencies and blockchain technologies. Each of these instruments helps solve various problems related to financing, risk hedging and liquidity management. [3]

Credit lines and bank loans enable a company to maintain working capital and invest in development. For small and medium-sized businesses, credit lines and bank loans play an important role in maintaining liquidity and development. They provide quick access to capital needed to cover current expenses, such as purchasing raw materials, salaries and other operating costs, as well as to implement strategic plans for expanding and modernizing production. It is important to consider the terms offered by lenders, such as interest rates, repayment periods and possible risks associated with debt. However, in the context of the digital economy and constant changes in financial markets, such instruments can be supplemented with new options. For example, digital lending platforms that provide quick and convenient loans via the Internet allow small businesses to bypass traditional banking procedures, making access to financing more efficient. In addition, banks and financial institutions are beginning to use technology more actively to more accurately assess the creditworthiness of borrowers, which reduces risks for both parties and makes lending more accessible. [4]

Stocks and bonds are ways to attract long-term financial resources. Stocks provide access to the capital market, while bonds are a safer instrument for long-term investments.

Financial leasing allows businesses to purchase expensive equipment without the need for significant initial costs.

Derivatives (futures, options, swaps) help companies hedge risks associated with changes in prices for raw materials, currencies and other financial indicators.

Digital currencies and blockchain provide new opportunities for conducting secure and transparent transactions, reducing transaction costs and increasing the speed of settlements.

Interrelation of information base and financial instruments

Effective use of financial instruments is impossible without a high-quality information base. Proper financial analysis and strategic planning require accurate and up-to-date data, which can only be obtained through high-quality information systems. For example, liquidity analytics allows you to choose the most profitable and safe ways to attract capital, and information on market trends helps make decisions regarding investments and the use of derivatives for hedging. Integration of information systems with financial instruments allows companies to make more accurate and prompt decisions. Modern cloud technologies and automated financial platforms provide access to financial information in real time, which facilitates a faster response to changes in the economic situation. [5]

For small and medium businesses, loans and credit lines are an important tool for maintaining liquidity and ensuring growth. In modern conditions, when rapid changes in the markets and fluctuations in demand require prompt decisions, traditional bank loans and new financial instruments allow for flexible management of cash flows. Loans enable companies to cover expenses on materials, salaries, taxes in a timely manner, as well as invest in expansion and modernization. They are particularly useful when there is a need to quickly increase production volumes or during seasonal peaks when additional funding is required.

Benefits of using credit instruments for small and medium businesses:

1. Increase in working capital. Loans provide funding for operational needs, such as purchasing raw materials, rent, and wages. This is especially important for businesses with limited capital, when their own funds cannot cover temporary deficits.

2. Support for growth and investment. Bank loans help companies developing in a highly competitive environment implement new technologies, upgrade equipment, and open new

production lines. Thus, loans become a catalyst for growth and increased competitiveness in the market.

3. Flexibility in financial management. Depending on the financial needs of the business, businesses can choose credit lines that allow them to redistribute funds depending on current conditions. For example, the use of overdrafts or flexible credit lines allows you to quickly resolve emerging liquidity issues.

4. Digitalization of financial processes. Modern technologies in the banking sector enable businesses to use digital credit platforms, which makes the process of obtaining a loan faster and more convenient. This allows small businesses to save time on preparing and submitting applications to banks. [6]

Risks and limitations associated with the use of credit instruments:

1. Increased debt burden. Excessive borrowings can lead to an increase in the debt burden, which increases the risks for a business in conditions of economic instability. Debt repayment can become a problem if the company's profitability decreases.

2. Increased financial costs. If the loan rate is high or floating, then in the event of an increase in interest rates, the debt burden can increase significantly, which will affect the profitability of the business. This is especially important for companies with a high share of borrowed capital. [7]

3. Restrictions on the terms and conditions of repayment. Banks often set strict terms for loan repayment, which can become a problem in the case of long payback periods for investments. Some companies may face the need for early repayment of debt, which will reduce their financial flexibility.

4. Liquidity risks. Uncontrolled growth of credit debt or changes in lending terms (for example, an increase in the rate or a reduction in available amounts) can lead to a lack of liquidity. This in turn reduces the company's ability to pay debts and fulfill obligations on time.

Innovative financial instruments: modern technologies and digitalization also open up new opportunities for small and medium-sized businesses in the field of finance. The market offers innovative solutions such as cryptocurrencies, blockchain, and digital loans, which significantly simplify and speed up the process of obtaining financing

1. Digital loans and lending platforms. Modern platforms such as peer-to-peer (P2P) lending or digital banking solutions allow businesses to obtain loans without the involvement of traditional banks. The process is faster, more convenient, and often requires less paperwork. In addition, such platforms can help small businesses attract financing from private investors. [8]

2. Blockchain and smart contracts. Blockchain technologies can reduce the time it takes to conduct financial transactions and increase the transparency of transactions. Smart contracts can automate the process of concluding and fulfilling contractual obligations, which minimizes risks and increases confidence in the fulfillment of conditions.

3. Cryptocurrencies and digital assets. For some small businesses, especially in innovative and technology sectors, using cryptocurrencies can be a profitable way to raise capital or make payments to customers and partners if traditional financial instruments seem limited. [9]

Small businesses and startups, especially in the innovative and tech sectors, are increasingly using cryptocurrencies as a way to raise capital. An example is the Initial Coin Offering (ICO), a process of issuing their own cryptocurrency tokens to attract investment. This allows companies to bypass the complex procedures of traditional financial markets and raise funding directly from investors around the world. However, it is important to remember that using ICOs also comes with high risks, such as the possibility of fraud, lack of regulation, and the volatility of the cryptocurrency market. [10]

Cryptocurrencies such as Bitcoin and Ethereum are becoming an attractive tool for small businesses that trade internationally. Traditional international payment systems can be expensive and have high transfer fees, while cryptocurrencies allow transactions to be made quickly and with

low fees. In addition, cryptocurrencies provide greater transaction security due to the use of blockchain technology, which also reduces the risk of fraud.

In recent years, the concept of decentralized finance (DeFi) has been developing, which allows small businesses and individuals to bypass traditional banks and financial institutions to conduct financial transactions. [11] DeFi platforms offer a wide range of services, including loans, insurance, currency exchange, and investments, all without intermediaries. For small businesses that may not have access to traditional financial institutions, this opens up new opportunities to grow and expand their financial operations.

Although cryptocurrencies offer many benefits, there are also a number of risks for small businesses. For example, the high volatility of cryptocurrency rates can lead to significant financial losses if assets are not managed correctly. There is also the problem of insufficient regulation of cryptocurrency transactions in different countries, which can create legal and tax problems for entrepreneurs. In addition, cryptocurrency transactions can be complex for non-professionals, which requires additional training and onboarding of employees.

Some large companies and banks are starting to adapt cryptocurrencies to their traditional financial models. For example, large financial institutions are launching their own central bank digital currencies (CBDCs), which can combine the benefits of cryptocurrencies with the stability of traditional fiat currencies. Such currencies can be an intermediate step for small businesses that want to use the benefits of digital assets, but with fewer risks. [12]

In the future, cryptocurrencies and digital assets are likely to play an even greater role in business. With the development of blockchain technology and improved regulation, the use of cryptocurrencies is expected to become increasingly safe and accessible to small businesses. As a result, they will not only be able to conduct international settlements efficiently, but also attract a wider range of investors and clients, which will open up new opportunities for business growth and scaling. [13]

Conclusion

Digitalization and the use of new technologies in financial management open up new horizons for small and medium-sized enterprises. For example, with the help of Big Data and artificial intelligence (AI) technologies, it is possible to forecast income and expenses down to the day, which allows optimizing resource management and increasing profitability. Cloud solutions and automated financial systems provide enterprises with access to prompt and accurate information in real time, which facilitates making more informed and timely decisions. [14]

The use of credit instruments and financial technologies opens up significant opportunities for the growth and development of small and medium-sized businesses, but requires a careful approach to risk and debt management. Innovative digital platforms and financial solutions, such as blockchain, cryptocurrencies and peer-to-peer lending, are becoming important tools for successful business in the modern economy. It is important for enterprises to use financial resources wisely, combining traditional and digital tools for effective management and optimization of financial flows. [15]

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MÜƏSSİSƏNİN İDARƏ EDİLMƏSİNDƏ İNFORMASIYA BAZASININ VƏ MALİYYƏ ALƏTLƏRİNİN ROLU

N.R.Fətahova

iqtisad üzrə fəlsəfə doktoru

Azərbaycan Memarlıq və İnşaat Universiteti

Xülasə: Məqalədə müəssisənin idarə edilməsində informasiya bazasının və maliyyə alətlərinin əhəmiyyəti, habelə onların strateji planlaşdırma, resursların optimallaşdırılmasına və biznesin iqtisadi səmərəliliyinin artırılmasına təsiri araşdırılır. İnformasiya sistemlərinin təşkilinə müasir yanaşmalar və süni intellekt (AI), maşın öyrənməsi və blokçeyn kimi rəqəmsal texnologiyalardan istifadə idarəetmə qərarlarının keyfiyyətinin yaxşılaşdırılmasında və şirkətlərin rəqəbat qabiliyyətinin artırılmasında əsas rol oynayır. Qloballaşma və rəqəmsallaşma şəraitində informasiya və maliyyə strategiyalarının inteqrasiyasının müəssisələrin davamlı inkişafına necə töhfə verə biləcəyinə diqqət yetirir.

Açar sözlər: müəssisənin idarə edilməsi, informasiya bazası, maliyyə alətləri, strateji planlaşdırma, iqtisadi səmərəlilik, rəqəmsal texnologiyalar, süni intellekt, blokçeyn

РОЛЬ ИНФОРМАЦИОННОЙ БАЗЫ И ФИНАНСОВЫХ ИНСТРУМЕНТОВ В УПРАВЛЕНИИ ПРЕДПРИЯТИЕМ

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Аннотация: В статье рассматривается значимость информационной базы и финансовых инструментов в управлении предприятием, а также их влияние на стратегическое планирование, оптимизацию ресурсов и повышение экономической эффективности бизнеса. Современные подходы к организации информационных систем и использование цифровых технологий, таких как искусственный интеллект (AI), машинное обучение и блокчейн, играют ключевую роль в улучшении качества управленческих решений и в повышении конкурентоспособности компаний. Акцентируется внимание на том, как интеграция информационных и финансовых стратегий может способствовать устойчивому развитию предприятий в условиях глобализации и цифровизации.

Ключевые слова: управление предприятием, информационная база, финансовые инструменты, стратегическое планирование, экономическая эффективность, цифровые технологии, искусственный интеллект, блокчейн

Elmi redaktor: i.e.d., prof. V.Əyyubov

Çapa təqdim edən redaktor: i.f.d., dos. N.Qədimli

Daxil olub: 14.04.2025

Çapa qəbul edilib: 21.04.2025