

**Название публикации:**

Methodology of Express Assessment of Strategic Financial Solutions for an Emerging Market Company

**Авторы:**

Finogenova, YY [ 1 ] ; Mochalina, EP [ 1 ] ; Ivankova, GV [ 1 ] ; Tatarnikov, OV [ 1 ]

[ 1 ] Plekhanov Russian Univ Econ, Moscow, Russia

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**Аннотация:**

Nowadays it's becoming crucial for any business, operating in highly competitive emerging market, to work out an algorithm of estimation and financial modeling of strategic alternatives for a company. A company's value can be increased based on the understanding the nature and the degree of influence of such factors as: corporate governance, strategy (business model), operational and project management efficiency, goodwill value, information and reporting efficiency.

Companies demonstrate predictable patterns of behavior as they grow and develop. And they are faced the specific problems as they progress through the various stages of their lifecycle. Understanding the lifecycle of the company and the underlying principles of management associated with it is a strong help in the management and decision-making processes.

We believe that strategic planning always associated with a search of such alternative actions, which are allowing the company, taking into account probable changes of business environment, to improve balance of its future incomes and expenses in the long-term time horizon.

Consequently, the basic economic models were used in the process of analysis, with an emphasis on economic value-added concept (EVA).

The aim of this article was to suggest a financial model of express assessment of a company's possibility to enter into the acquisition project based on the key financial indicators' analysis of the investigated company and current market environment.

**Ключевые слова:**

Economic Value Added (EVA); Financial Ratios; Value of Firm; Capital Structure