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ACCOUNTING AND ANALYTICAL SUPPORT OF FINANCIAL RESULTS MANAGEMENT IN THE PHARMACEUTICAL BUSINESS

PRIYMAK Svitlana

*PhD in Economics, Associate Professor,
Associate Professor of the Department Accounting, Analysis and Control
Ivan Franko National University of Lviv
ORCID ID: <https://orcid.org/0000-0002-3694-4498>*

KRAVIETS Maria

*Student of Master's degree,
Ivan Franko National University of Lviv
ORCIDID: <https://orcid.org/0009-0009-2948-7549>*

Abstract. *The article examines the efficiency of management of pharmaceutical business entities through the prism of accounting and analytical management of their financial results. In the current force majeure circumstances of the functioning of trade networks in the field of pharmaceuticals, which carry out wholesale and retail trade in medical drugs and equipment, when the world was covered by the COVID-19 pandemic and later a full-scale war in Ukraine, the global pharmaceutical business, and the domestic one in particular, experienced many challenges and threats. The results of such a study will make it possible to carry out further development of the methodology of managing financial results at enterprises of the pharmaceutical industry.*

Key words: *financial results, profit, income, accounting and analytical support, research, management.*

In the current force majeure circumstances of the pharmaceutical retail chains functioning engaged in the wholesale and retail trade of medicines and equipment, when the world was hit by the COVID-19 pandemic and subsequently by the full-scale war in Ukraine, the global pharmaceutical business and the domestic one in particular faced many challenges and threats. It is advisable to study the economic efficiency of pharmaceutical business entities through the prism of accounting and analytical support for financial performance management.

The domestic accounting system, in

compliance with recognized international norms and standards, provides information support for managing financial results and forms the procedure for accounting and accounting to calculate the net financial result of a trading company. The accounting and analytical system is primarily based on corporate data. Its characteristic feature is complexity, as the interaction of information flows of accounting, operational, statistical accounting and methods of financial, managerial and strategic analysis.

Accounting support is the process of preparing, forming, ensuring the quantity and

quality of accounting data in the financial accounting system. The accounting support for financial performance management is based on the principles of multi-purpose financial accounting, which helps to reduce information risk and ensures reliable reflection of information on financial performance in retrospective and prospective sections.

In Ukraine, the amount of production and sales of pharmaceutical products are growing, and therefore, there is a positive trend in the growth of financial results and profitability of pharmaceutical business

entities.

Strategies and directions for further development of the domestic pharmaceutical business depend on the modernization of the industry's production base, development of measures to optimize the costs of pharmaceutical manufacturers, government support for domestic pharmaceutical manufacturers, purchasing power of the population, and improvement of marketing tools for the development of entities engaged in business activities in the field of medicines and pharmaceutical products.

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