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INFORMATION SUPPORT FOR CORPORATE CASH FLOW MANAGEMENT

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Abstract. *The article substantiates the critical role of information support in managing corporate cash flows under conditions of digitalization. It establishes the necessity of modernizing traditional approaches to cash flow analysis, taking into account multivalency, risk orientation, and consolidated reporting. The integration of accounting, analytical, and digital components into a unified decision-support system is proposed, which contributes to the development of an adaptive financial strategy and strengthens financial stability.*

Keywords: *Cash Flows, Accounting and Analytical Support, Corporate Management, Digital Transformation, Financial Strategy.*

Problem statement. In the contemporary context of economic digitalization and dynamic entrepreneurial activity, the management of corporate cash flows assumes critical importance as a tool for ensuring financial stability, optimizing resource potential, and achieving strategic objectives. Effective analysis of cash movements serves as the foundation for making well-grounded managerial decisions aimed at enhancing the economic performance of corporate structures.

In this regard, accounting and analytical support acquires particular significance as the basis for generating reliable, comprehensive, and timely information on cash flow movements. A well-organized system of accounting processes and analytical procedures enables the identification of sources and uses of cash resources, as well as the assessment of liquidity, solvency, and financial flexibility of corporations.

Accounting and analytical support constitutes a key element of the informational framework for managerial decision-making related to investment, financing, and the optimization of cash flows in a dynamic business environment. Despite the growing importance of cash flow management in the corporate sector, practice reveals insufficient integration of accounting and analytical functions into a unified information system for managerial decision support – an issue that necessitates further research and improvement.

Analysis of recent research and publications. The features and challenges of cash flow management are examined in the works of numerous domestic and foreign scholars and practitioners. In particular, the article by T. Mulyk explores methodological approaches to the analysis of a company's cash flows, emphasizing their importance for both external users and management. The author substantiates the necessity of such analysis under conditions of limited cash resources and the risk of insolvency, defining its primary objective as accelerating cash circulation, increasing asset turnover, and enhancing financial stability. The study also outlines the sources of information used for analysis, the stages of its implementation, and the composition of ratio analysis indicators [1].

In the study by T. Ye. Kucherenko and H. Yu. Anishchenko, the necessity of improving the accounting and analytical support for cash flow management at domestic enterprises is examined. The authors emphasize the importance of developing an information system for financial assessment, structuring managerial information processes, and implementing budgeting as a tool for solvency control. The paper substantiates the role of accounting automation and the application of IT solutions in enhancing the efficiency of cash flow management [2].

N. M. Levchenko and M. A. Skirko, in their study, examine the strategic aspects of cash management as a component of a company's monetary assets. They emphasize the importance of analytical information for long-term financial planning [3]. V. P. Babenko and T. Yu. Nazarova analyze the transformation of corporate financial flows under conditions of economic instability, particularly as a result of martial law. The authors propose adaptive approaches to cash flow analysis; however, they do not devote sufficient attention to the role of accounting systems in ensuring the reliability of analytical conclusions [4].

In the article by O. I. Stepanenko and A. S. Turovska, the impact of cash flows on a company's economic activities is examined, and a methodology for their analysis is proposed. However, the study lacks an emphasis on the integration of accounting and analytical tools within the framework of corporate management [5].

Thus, despite the substantial scholarly contributions in the field of cash flow management, certain aspects of informational support for this process remain insufficiently explored in the literature, particularly in the context of digitalization, multi-level management structures, and transnational financial interconnections. Of particular relevance is the further study of the role of consolidated reporting and digital tools in supporting financial decision-making within corporate structures. At the same time, there is a lack of practical recommendations for developing an effective system of accounting and analytical support, which underscores the significance and timeliness of the chosen research topic.

Formulation of the article's objectives. The aim of this article is to substantiate the theoretical foundations and develop practical approaches for improving the accounting and analytical support of corporate cash flow management, taking into account digital transformation, the specifics of corporate governance, and the current challenges of the regulatory environment.

To achieve this aim, the following objectives are set:

- to analyse the role of informational support within the corporate cash flow management system;
- to examine methodological approaches to accounting and analysing cash flows applied in contemporary economic practice;
- to identify shortcomings and limitations of existing models of accounting and analytical support under conditions of digital transformation;
- to develop recommendations for integrating accounting and analytical tools to enhance the efficiency of corporate cash flow management.

Based on the relevance of the topic and the results of previous scholarly research, the hypothesis of this study is as follows: the improvement of informational support for corporate cash flow management through the integration of accounting and analytical tools, adaptation to digital technologies, and consideration of the specifics of corporate governance will contribute to enhancing the efficiency of financial management and ensuring the sustainable development of large business structures.

Presentation of the main results. Changes in the legislative framework, particularly the repeal of the Commercial Code of Ukraine in 2025, have led to the regulation of legal entities based on the provisions of the Civil Code and specialized laws. This, in turn, has influenced approaches to the classification of organizational and legal forms of business. In this context, there arises a need to clarify the term *"corporation"*.

In a legal context, a corporation is regarded as a business entity with a corporate form of governance. At the same time, in economic practice, the term "corporation" often refers to large business structures with complex organizational architecture, consolidated financial reporting, and multi-level management systems. Within the scope of this article, the term "corporation" is used in its economic sense, which allows for a broader coverage of the research subjects and a focus on the practical aspects of informational support for cash flow analysis.

Current Ukrainian legislation defines a corporation as a contractual association established on the basis of combining the production, scientific, and commercial interests of the legal entities involved, with the delegation by these entities of certain powers for the centralized regulation of each participant's activities to the corporation's governing bodies [6]. It is within this context that the topic of this study will be considered.

In the contemporary corporate environment, cash flow management is accompanied by a range of challenges that complicate effective managerial decision-making. One of the primary issues faced by modern corporations is the lack of an integrated cash flow management system. In many corporate structures, financial flows are analyzed separately at the level of individual branches or subsidiaries, creating informational asymmetry and complicating the centralized consolidation of data. A significant challenge for corporations remains the low level of forecasting and strategic planning of cash flows. In complex, multi-level corporate structures, difficulties arise in the classification and analysis of various types of cash flows – operating, investing, and financing. This complicates the assessment of organizational performance, particularly in multinational corporations, where financial reporting is prepared in accordance with different standards.

The limited implementation of digital technologies also represents a significant obstacle for corporations. The absence of modern ERP systems, BI platforms, and automated analytical modules leads to delays in processing financial information, reduced accuracy, and a loss of operational efficiency in managerial processes. In the context of digital transformation, corporations face an increased risk of financial data inaccuracy due to cybersecurity threats. The lack of effective internal controls and audits of digital transactions

creates conditions for financial misconduct and manipulation. Another challenge for corporations operating in global markets is insufficient adaptation to international financial reporting standards. Difficulties in aligning reporting with IFRS requirements complicate the comparability of financial indicators and reduce the level of trust among international investors.

Informational support in modern corporations should be understood not merely as a set of technical tools or databases, but as a key strategic resource that forms the foundation of an organization's financial culture. It determines the quality of managerial decisions, the speed of response to market changes, and the capacity for adaptation under conditions of uncertainty. Corporate information systems should be structured to ensure standardization, data consolidation, and synchronization of financial processes across departments. A high level of informational support contributes to increased investor confidence, risk reduction, and the optimization of cash flows. Informational support can be regarded as intellectual capital, encompassing a combination of knowledge, technologies, algorithms, analytical models, and managerial practices that facilitate effective management – particularly of cash flows – and the development of a robust financial strategy.

The key components of informational support for corporate cash flow management are:

- *Technological infrastructure* (ERP systems, BI platforms, CRM systems), which can be identified as carriers of knowledge and processes;
- *Analytical models*, serving as tools for scenario forecasting, analysis, and optimization of cash flows;
- *Financial analytics*, providing strategic information for decision-making;
- *Qualified personnel*, whose competence determines the quality of data interpretation and the formulation of analytical conclusions;
- *Accumulated experience in cash flow management*, recorded in databases, reports, and algorithms.

The creation of the primary information base is carried out using indicators from financial and managerial reporting, which are based on unified methodological principles of accounting. In general, the sources of information for cash flow analysis include:

1. *Financial reporting*: Cash Flow Statement; Notes to the financial statements, which disclose the structure of cash flows;
2. *Managerial reporting*: reports by profit centres, projects, or business lines; budgets and cash flow forecast models;
3. *Information systems*: ERP systems (for international markets – SAP, Oracle, Microsoft Dynamics; Ukrainian solutions adapted to local legislation and business realities – BAS, IT-Enterprise, DeloPro, etc.) – providing integration of financial and operational data; BI platforms (Power BI, Tableau) – used for visualization and analytics;
4. *External sources*: stock market information, analytical reviews, ratings; data on subsidiaries, markets, and exchange rates.

Unlike small businesses, corporations possess:

- ✓ *Consolidated reporting* that encompasses all subsidiaries and divisions;
- ✓ *Intercorporate transactions* that require separate analysis;
- ✓ *The impact of transfer pricing* on internal cash flows, which can distort the actual movement of funds;
- ✓ *A strategic orientation*, which necessitates, in addition to traditional analytical approaches (assessing liquidity, solvency, financial stability, and management efficiency), analysis for investment planning, capital optimization, and risk

management. This requires consideration of the dynamics of digital transactions, multi-currency operations, and flexible financial instruments.

O. O. Naumova identifies two approaches to the study of a company's cash flows: static and dynamic. The latter aims to examine cash flows in the context of the set of factors influencing their transformation [7].

Methods for analysing corporate cash flows include:

1. *Direct and indirect methods* [8, 9]:
- *Direct method* – involves the analysis of actual cash receipts and payments by type of activity;
- *Indirect method* – is based on adjusting net profit by taking into account changes in balance sheet items;

2. *Horizontal and vertical analysis:*
- *Horizontal analysis* – allows for the assessment of cash flow dynamics over time;
- *Vertical analysis* – shows the structure of cash flows within a single period, including the proportion of operating, investing, and financing activities;

3. *Ratio analysis:*
- *Debt Service Coverage Ratio (DSCR)* – evaluates the corporation's ability to meet its debt obligations;
- *Cash flow liquidity ratio* – the ratio of net operating cash flow to current liabilities;
- *Cash Conversion Cycle (CCC)* – the duration of cash turnover within the "inventory – accounts receivable – accounts payable" cycle;

4. *Free Cash Flow (FCF) analysis* (FCF = Operating Cash Flow – Capital Expenditures):
- Defines free cash flow as an indicator reflecting funds available to investors after covering capital expenditures;
- Used to assess business value, investment attractiveness, and dividend policy;

5. *Scenario modeling and forecasting* (applied in strategic planning and risk management):
- Utilizes statistical models and machine learning to forecast cash flows;
- Conducts sensitivity analysis to changes in macroeconomic indicators, exchange rates, and resource prices;

6. *Cash flow visualization:*
- Creation of dashboards, flow charts, and heatmaps for interactive analysis;
- Use of BI platforms (Power BI, Tableau) to integrate data from ERP systems.

Accounting and analytical support plays a key role in forming the informational resources for corporate cash flow management, as it encompasses all aspects of financial activity. It ensures the systematic collection, processing, and analysis of data on liquidity and solvency, including cash, operating, investing, and financing flows [10]. The digital economy, as a result of the implementation of information and communication technologies in the business environment, promotes accounting automation, efficient resource utilization, enhanced competitiveness of enterprises, and the development of digital accounting platforms with a wide user base [11].

In the context of transfer pricing, the analysis encompasses intra-group transactions between related parties, including the supply of goods, provision of services, or the transfer of licenses. A key aspect is the verification of the compliance of established prices with the "arm's length" principle, which requires that prices approximate market conditions. Transfer pricing significantly influences the allocation of profits across jurisdictions, which, in turn, affects the tax burden. To substantiate the level of profitability that should remain in each

country, a functional analysis is applied, involving the assessment of the functions performed, risks assumed, and assets employed by each organizational unit.

In the process of digital transformation within the corporate sector, the issue of the effectiveness of accounting and analytical support for cash flow management becomes particularly relevant. Despite the availability of numerous models, their application is accompanied by a range of limitations that reduce the adaptability of financial systems to the new challenges of the digital economy.

One of the key shortcomings is the fragmentation of existing approaches, which are predominantly focused on individual functional components – accounting, analysis, or planning – without proper integration between them. This complicates the creation of a unified information space for managerial decision-making, particularly under the need for real-time data processing and visualization [12].

Furthermore, the models exhibit limited digital adaptability: a significant portion of them does not account for the potential of modern technologies such as Big Data, cloud computing, blockchain, or artificial intelligence. This results in a disconnect between financial flows and operational processes, particularly due to weak integration with CRM systems, e-commerce channels, and logistics platforms [13].

In the context of cybersecurity, there is an insufficient level of data protection. The rise of digital threats is not accompanied by the development of access control mechanisms, encryption, and financial information monitoring, creating risks of confidential data leakage and undermining the financial stability of corporations [14].

Additionally, there is limited flexibility in risk modelling: existing approaches do not comprehensively cover currency, credit, transfer pricing, and reputational risks, which reduces the ability to adapt financial strategies to changes in the market or regulatory environment.

The models often fail to account for industry-specific characteristics, organizational structures, or regional particularities. Cash flow forecasting is primarily based on historical data, without considering consumer behavioural patterns, macroeconomic trends, or the impact of digital platforms.

Therefore, improving the accounting and analytical support models for cash flow management requires a systemic approach, the integration of digital technologies, enhanced cybersecurity, and the implementation of risk-oriented mechanisms. Contemporary challenges demand not only the automation of accounting procedures but also the creation of an adaptive analytical infrastructure capable of ensuring strategic flexibility and the operational efficiency of financial decisions, which, in turn, is critically important for the development of an effective financial strategy closely linked to the quality of cash flow management.

The automation of accounting operations using Robotic Process Automation (RPA) technologies contributes to increased accuracy in processing financial documents, reduces the influence of human error, and accelerates the payment processing cycle. This creates the prerequisites for the development of a transparent and reliable financial system. Given the rising risks in the digital environment, the implementation of comprehensive cybersecurity mechanisms is essential. It is advisable to employ multi-level authentication systems, data encryption, and access audits for financial information in accordance with international security standards, particularly ISO/IEC 27001 [15].

For corporations engaged in transnational operations, it is essential to integrate tools for managing currency risks and transfer pricing. This involves the implementation of multi-currency accounting, currency risk hedging, and modules for monitoring intra-group financial

flows. Special attention should be given to the customization of analytical tools. Configuring key performance indicators (KPIs) in accordance with industry specifics, organizational structure, and regional conditions enables the development of adaptive models that account for customer behavioral patterns, seasonal fluctuations, and macroeconomic factors. To ensure continuous monitoring and feedback, it is advisable to implement interactive dashboards for management that update in real time, as well as to conduct regular audits of the effectiveness of integrated solutions.

In this context, the implementation of intelligent analytical systems based on artificial intelligence and machine learning technologies becomes particularly relevant. Such systems not only record actual cash flows but also enable their forecasting, liquidity scenario modeling, and identification of potential financial risks. For instance, Enoch Alonge and colleagues, in their study, propose a predictive analytics model aimed at enhancing cash flow management in transnational and multi-location companies. This model integrates financial data from various regions, ensures process transparency, supports multi-currency operations, and accounts for exchange rate fluctuations, thereby allowing enterprises to respond effectively to changes in the global economic environment [16].

Thus, the integration of accounting and analytical tools into a unified digital ecosystem constitutes a necessary condition for developing an effective cash flow management model in the context of digital transformation.

Conclusions. As a result of the conducted study, it has been established that effective information support for cash flow management constitutes a critically important element of corporate financial management, particularly in the context of economic digitalization and the transformation of the regulatory framework. An accounting and analytical system that integrates modern technologies, methodological approaches, and managerial tools ensures the generation of reliable, comprehensive, and timely information for strategic decision-making. The role of information support extends far beyond technical assistance – it serves as the foundation of financial culture, a tool for managerial efficiency, and a key factor in shaping an adaptive financial strategy capable of responding to the dynamics of cash flows.

It has been identified that traditional approaches to cash flow analysis require modernization, taking into account digital challenges, multi-currency operations, consolidated reporting, and risk-oriented management.

Recommendations have been proposed for enhancing information support, which involve the integration of accounting, analytical, and digital components into a unified managerial decision-support system. This approach facilitates increased transparency of financial flows, rapid responsiveness to changes in the external environment, and the strengthening of corporate financial stability, while also creating the conditions for implementing an effective financial strategy.

The obtained results hold both theoretical and practical significance, as they can be applied in the development of internal regulations, the improvement of financial policies, and the implementation of digital cash flow management platforms within the corporate sector.

Further research should be directed toward the development of industry-specific cash flow analysis models tailored to the peculiarities of corporate governance. Promising areas include the exploration of digital platforms, artificial intelligence, and machine learning for the automation of analytical processes. The investigation of information asymmetry risks and the improvement of methodological approaches to accounting and reporting organization remain highly relevant.

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