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THE IMPACT OF TAXES ON THE FINANCIAL AND ECONOMIC ACTIVITIES OF ENTERPRISES IN UKRAINE: ASSESSMENT AND DIRECTIONS FOR OPTIMIZING THE TAX BURDEN

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Key words:

tax system, state budget, taxes, tax revenues, tax debt, general and simplified taxation system, tax burden, results of enterprises, optimization of tax burden The article examines the essence of the tax system, taxes and types of tax revenues to the state budget of Ukraine. Based on the analysis of the state budget revenues, it was determined that the control over the stability of Ukrainian business acquires an important role. Types of taxes were considered, which made it possible to estimate the amount of tax revenues to the state budget and record the negative dynamics of the tax debt of enterprises during the martial law. The main structural features of the simplified taxation system and the general taxation system, the main types of taxes inherent in them are determined. The status of the state and assessment of the tax burden on PrJSC "Kremenchutsk Confectionery Factory "Roshen" was carried out. The dynamics of the company's tax and fee obligations have been determined. It has been established that today there is a problem of a high tax burden on industrial enterprises, which has a significant impact on the performance of domestic enterprises. The problems of the tax system of Ukraine are identified and directions for its improvement are proposed in order to bring it closer to the standards of the European Union. In today's conditions, the urgent direction is to preserve and restore the work of Ukrainian industrial enterprises by promoting the implementation of proposals (E-reform proposal "10:10:10") at the government level; participation in the European program "Fiscalis"; introduction of foreign experience in stimulating the participation of enterprises in charity events; increasing the share of investment in research and development of innovative technologies (strengthening the level of protection of state programs against cyber attacks), development of artificial intelligence (software AI Tax, Receipt AI, ZeroTax Al, Flyfin tax). It has been proven that optimization of the tax burden for enterprises, improvement of the tax system will be one of the prerequisites for improving the indicators of the industrial sector in the future and will make it possible to transfer the country's economy to a more modern level of innovative development.

ВПЛИВ ПОДАТКІВ НА ФІНАНСОВО-ГОСПОДАРСЬКУ ДІЯЛЬНІСТЬ ПІДПРИЄМСТВ В УКРАЇНІ: ОЦІНКА ТА НАПРЯМКИ ОПТИМІЗАЦІЇ ПОДАТКОВОГО НАВАНТАЖЕННЯ

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Ключові слова:

податкова система, державний бюджет, податки, податкові надходження, податковий борг, загальна та спрощена система оподаткування, податкове навантаження, результати діяльності підприємств, оптимізація податкового навантаження

У статті розглянуто сутність податкової системи, податків та різновиди податкових надходжень до державного бюджету України. На підставі аналізу обсягів доходів державного бюджету визначено, що важливої ролі набуває контроль за стабільністю українського бізнесу. Розглянуто різновиди податків, що дало можливість оцінити обсяги податкових надходжень до державного бюджету та зафіксувати негативну динаміку податкового боргу підприємств під час воєнного стану. Визначено основні структурні особливості спрощеної системи оподаткування і загальної системи оподаткування, основні види податків, які їм притаманні. Досліджено стан та здійснено оцінку податкового навантаження на ПрАТ «Кременчуцька кондитерська фабрика «Рошен». Визначено динаміку зобов'язань з податків

і зборів підприємства. Встановлено, що на сьогоднішній день існує проблема високого податкового навантаження на промислові підприємства, яке має значний вплив на результати діяльності вітчизняних підприємств. Визначено проблеми податкової системи України та запропоновано напрямки її удосконалення з метою її наближення до стандартів Європейського Союзу. В умовах сьогодення актуальним напрямком є збереження та відновлення роботи українських промислових підприємств шляхом сприяння впровадження пропозицій (пропозиція Е-реформа «10:10:10») на рівні уряду; участі у європейській програмі «Fiscalis»; впровадження зарубіжного досвіду стосовно стимулювання участі підприємств у благодійних заходах; збільшення частки інвестицій у дослідження та розробки інноваційних технологій (посилення рівня захисту державних програм від кібератак), розвиток штучного інтелекту (програмне забезпечення АІ Тах, Receipt AI, ZeroTax Al, Flyfin tax). Доведено, що оптимізація податкового навантаження для підприємств, вдосконалення податкової системи стане однією із передумов для покращення показників промислового сектору в майбутньому і дасть змогу перевести економіку країни на більш сучасний рівень інноваційного розвитку.

Statement of the problem

In today's conditions, enterprises are constantly influenced by factors of the external and internal environment, which affects the results of their financial and economic activities. One of the influencing factors is the level of the tax burden, which causes a decrease in the income of enterprises. Under such conditions, there is a need to research and determine the level of the tax burden on the results of operations and to formulate proposals for optimizing the tax burden. The introduction of such measures will avoid the situation of tax evasion at enterprises, ensure the timely fulfillment of tax obligations, and support and improve performance.

Analysis of recent studies and publications

The question of researching the tax burden on industrial enterprises is revealed in the works of the following domestic and foreign scientists: M.G. Voloshchuk, I.I. Matyola, T.O. Karabin, O.V. Bilash [1]; T.L. Tomnyuk [2]; V.I. Kuz [4]; V.L. Andrushchenko [5]; L. Matviychuk, L. Oliynyk [12]; O.V. Poberezhets, A.O. Gusev [13]; A.O. Gusev [14]; T.S. Cherkas, I.I. Dolzhenko [15], O.A. Mikhalchenko [17, p. 54–59], A. Mengden, D. Bunn [18], Yu Lu, Rui Liu, Yuhe Cao, Yuhan Li [19].

However, the problem of optimizing the tax burden is not fully explored, because the current conditions, the financial condition of industrial enterprises, and the directions for improving the tax system of Ukraine have not been determined.

Objectives of the article

The purpose of the article is to study the impact of taxes on the financial and economic activity of enterprises, to determine the problems of the enterprise in the aspect of paying taxes, to form directions for optimizing the tax burden.

The task of the article is: the study of the essence of the tax; definition of types of taxes according to the tax code of Ukraine; analysis of the dynamics of tax revenues to the state budget and tax revenues by type of activity; research on the

dynamics of tax debt; assessment of the level of tax burden of PJSC "Kremenchutsk Confectionery Factory "Roshen"; determination of the company's problems in the aspect of paying taxes, formation of directions for optimization of the tax burden, provision of recommendations regarding the improvement of the company's financial condition.

Summary of the main research material

Implementation of a timely and balanced tax policy will contribute to the growth of tax revenues to the state budget and will ensure the optimization of tax pressure on industrial enterprises of Ukraine. Today, the financial and economic activity of industrial enterprises is under significant tax pressure. Therefore, it is important to reform and improve the tax system in order to optimize the tax burden on the activities of enterprises. This will contribute to the reduction of tax debt, the stability of tax revenues to the state and local budgets. Therefore, modernization of the tax system by bringing it closer to European standards will speed up integration processes with the EU.

The tax system is "a set of state-wide taxes and fees that are paid to the budgets of all levels in accordance with the current tax code" [1, p. 24].

According to the Tax Code of Ukraine Art. 6 "tax is a mandatory, unconditional payment to the relevant budget or to a single account managed by taxpayers" [3].

V.I. Kuz interprets the concept of "taxes" as "a complex economic category that characterizes the relationships of a financial and distributive nature between the state entity and other subjects of the system" [4, p. 7].

According to V.L. Andrushchenko, "taxes are payments of individuals and corporations that are democratic in terms of the procedure of establishment, but compulsory in the form of collection, intended for the transfer of financial resources from the private sector to the state for the purpose of financing public, national, governmental needs in an alternative way to the emission and loans" [5].

T.L. Tomnyuk defines the category of "taxes" as "mandatory payments that are legally established by the state, paid by legal entities and individuals in the process

of redistributing part of the value of the gross domestic product and accumulated in centralized monetary funds for financial support of the state's performance of the functions assigned to it" [2, p. 17].

Also, the concept of tax is considered as "a complex financial category that characterizes the financial relations between the state and members of society, which arise in the process of GDP distribution due to the withdrawal by the state of a part of the gross national income and its redistribution for the purpose of financing state expenses" [11, p. 34].

In our opinion, taxes are mandatory payments that are established at the state level and collected from taxpayers to the state or local budget.

In fig. 1 shows the classification of taxes according to the Tax Code of Ukraine, namely the following distribution: national and local taxes and fees [3].

Having considered the classification of taxes in Ukraine, it is necessary to examine the existing taxation systems. "The simplified system of taxation, accounting and reporting is a special mechanism for the administration of taxes and fees, which establishes the replacement of the payment of individual taxes and fees, established by clause 297.1 of the Tax Code of Ukraine, with the payment of a single tax, with the simultaneous maintenance of simplified accounting and reporting" [3].

The main feature of the simplified system is that the company has high profits, but there is a low level of taxation. With a significant share of the costs of the business entity, it is better to work on a general basis. In addition, the amount of the single tax for groups 1, 2 and 3

depends on the amount of income, the permitted number of employees and types of activities.

"The general taxation system is the working conditions for entrepreneurs and organizations that do not have the right or it is not profitable for them to switch to the application of the simplified taxation regime. There is no need to meet any restrictions on the types of activities, the number of employees or the amount of income on the general taxation system" [9]. The general system of taxation differs from the simplified one in that, when paying taxes, the company's profit is taken as a basis, and not the total income received from its activities. In addition, according to the general system, the following expenses are assumed: rent of premises, payment of utility services, travel expenses, purchases of various raw materials and equipment, etc. [9].

Taking into account the considered types of taxes, we will analyze the dynamics of revenues of the state budget of Ukraine and tax revenues to the state budget. In the table 1 presents the dynamics of revenues to the state budget of Ukraine.

From the table 1, it can be noted that there was a reduction in 2022 compared to 2021 in the volume of tax revenues by -14.2 %, trust funds by -35 %, official transfers by -24.7 %. Along with this, in 2022 versus 2021, we observe an increase in non-tax revenues, income from capital transactions, funds from foreign countries and international organizations.

Considering the data of fig. 2, it should be noted that for the period of 2019–2020, non-tax revenues increased by 14.07 %, for the period of 2020–2021, there was

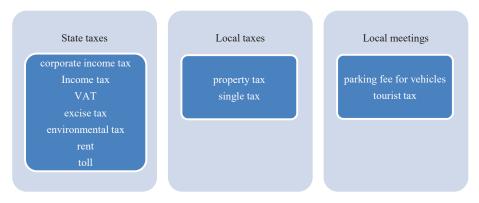
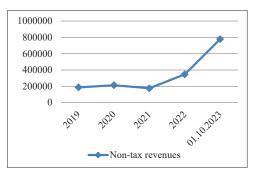


Figure 1 – Classification of types of taxes and fees in Ukraine Source: compiled based on [3]

Table 1 – Revenues of the state budget of Ukraine for 2021–01.10.2023 (million UAH)

Name of indicators	2021	2022	01.10.2023	Deviation 2022 to 2021	
Name of indicators	2021	2022	01.10.2023	UAH million	%
Tax revenues	1107090,9	949764,4	845348,2	-157326,5	-14,2
Non-tax revenues	175358	346327,7	778431,2	170969,7	97,5
Income from capital transactions	328,7	611,0	70,7	282,3	85,9
Funds from foreign countries and international organizations	1289,9	481090,7	362996,5	479800,8	37197
Trust funds	209,4	136,2	405,8	-73,2	-35
Official transfers	12576,1	9465,6	29201,2	-3110,5	-24,7

Source: compiled based on [6]



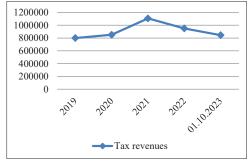


Figure 2 – Dynamics of tax and non-tax revenues for the period 2019–01.10.2023 (million UAH)

Source: compiled based on [6]

a decrease of 17.65 %, for the period of 2021-2022 – an increase of 97.50 % and for 2022-01.10.2023 – an increase of 124.76 %.

As for tax revenues, there was an increase of 6.42% in 2019–2020, and by 30.08% in 2020–2021. However, for the period of 2021–2022, this indicator decreased by 14.21%, and in 2022–01.10.2023 – by 10.99%.

According to the data in the table 2, it can be seen that the share of the main tax revenues decreased for the period of 2021–2022, namely: excise tax (-36.9 %), corporate income tax (-20.8 %), value added tax (-12.9 %). The increase in revenues to the state budget occurred from the

tax and levy on the income of individuals (7.8 %), rent for the use of subsoil (7.1 %) as of 2021–2022.

In the table 3 analyzed tax revenues by types of activities for the period 2021-2023. In general, we observe a slight increase in tax revenues during 2021-2022: supply of electricity, gas, steam, and air conditioning (23.7 %), wholesale and retail trade (46, 2 %), financial and insurance activities (29.0 %), public administration and defense; mandatory social insurance (97.3 %). The decrease in tax revenues occurred in the period 2021-2022: agriculture, forestry and fishing (28.2 %), extractive industry and quarry development (11.6 %), processing industry (5.8 %).

Table 2 – Dynamics of tax revenues to the state budget of Ukraine for 2021–01.09.2023 (billion UAH)

Name of indicators	2021	2022	01.09.2023	Deviation 2022 to 2021	
	2021	2022	01.09.2023	billion	UAH
Corporate income tax	147,8	117,0	106,1	-30,8	-20,8
Personal income tax and levy	137,6	148,4	125,1	10,8	7,8
VAT	536,5	467,0	407,5	-69,5	-12,9
Excise tax	162,5	102,4	124,9	-60,1	-36,9
Rent for the use of subsoil	75,6	81,0	46,1	5,4	7,1

Source: compiled based on [6]

Table 3 – Income of taxes by types of activities for the period 2021-01.10.2023 (thousand UAH)

Indicators	01.01.2021	01.01.2022	01.01.2023	01.10.2023	Relative deviation from 01.01.2023 to 01.01.2022, %
1	2	3	4	5	6
Agriculture, forestry and fisheries	31987099,5	32086149,7	23053278,5	12624764,5	-28,2
Mining and quarrying	90864306,1	145713231,2	128837739,2	78022067,2	-11,6
Processing industry	86145242,8	96812302,3	91181587,2	97745279,9	-5,8
Supply of electricity, gas, steam and air conditioning	36232240,9	56119850,8	69428045,4	43462817,8	23,7
Water supply; sewerage, waste management	4211804,8	5101326,7	4398663,6	3711137,2	-13,8
Construction	16342595,4	19114621,1	16846769,9	12496348,5	-11,9
Wholesale and retail trade; repair of motor vehicles and motorcycles	40909798,0	73672978,9	107699941,4	84780284,4	46,2
Transport, warehousing, postal and courier activities	42085290,5	47658040,7	43999990,2	32197001,3	-7,7
Temporary accommodation and catering	2135605,8	2505562,5	1574774,8	2224460,3	-37,1

End of table 3

1	2	3	4	5	6
Information and telecommunications	22483711,6	26825185,7	26295271,1	22573742,6	-2,0
Financial and insurance activities	47846955,9	44035644,1	56794269,7	46017288,3	29,0
Real estate transactions	8693965,9	10563620,7	8460443,2	7427537,4	-19,9
Professional, scientific and technical activity	77434103,3	25363439,4	23800330,3	22551422,4	-6,2
Activities in the field of administrative and auxiliary services	8382194,3	10760705,7	9932414,2	7529347,1	-7,7
Public administration and defense; compulsory social insurance	21824804,8	25140297,1	49614279,3	42770285,3	97,3
Education	6362942,3	8195993,1	7718774,3	5577118,0	-5,8
Health care and provision of social assistance	7652136,9	10135498,4	9648316,9	7720316,9	-4,8
Arts, sports, entertainment and recreation	1367692,4	1717043,5	1605087,8	6408692,0	-6,5
Provision of other types of services	1031941,4	1269728,8	1165398,9	1094319,9	-8,2
Activities of households	523,7	487,5	122,9	4,8	-74,8

Source: compiled based on [16]

Along with the study of the dynamics of tax revenues to the state budget, the variability of the tax debt should be analyzed. "Tax debt – the sum of the agreed monetary obligation, not paid by the taxpayer within the period established by the tax code of Ukraine, and the outstanding penalty" [3].

The dynamics of the tax debt is shown in fig. 3. It is possible to see an increase in the tax debt (excluding customs payments) during 2020–2022, which indicates an increase in the inability of taxpayers to pay taxes on time, especially in the last two years, and is due to the impact of military operations on the financial condition of enterprises, losses incurred from destruction infrastructure.

The total amount of debt for customs payments in 2022 compared to 2021 decreased.

in Kremenchug employs about 500 people, and its production capacity can reach 300 tons per day. ROSHEN Corporation installed high-quality German, Dutch and Czech equipment at the factory, which has no analogues in Ukraine. ROSHEN production in Kremenchuk is focused on the production of caramel products – lollipop, milk, with various fillings. The factory is the only Ukrainian producer of lollipop caramel with powdered effervescent filling" [8]. The dynamics of indicators of financial and economic activity for 2021–2022 are shown in the table 4.

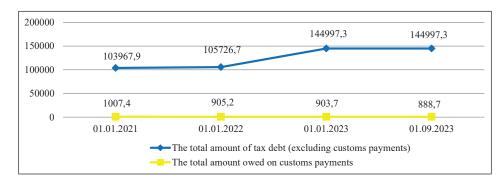


Figure 3 – Dynamics of tax debt for the period 01.01.2021–01.10.2023 (million UAH) Source: compiled based on [16]

Table 4 – Indicators of financial and economic activity of PJSC "Kremenchuk confectionery factory "Roshen" for 2021–2022 (thousand UAH)

Indicators	2021	2022	Deviation 2022 to 2021		
indicators	2021	2022	thousand UAH	%	
1	2	3	4	5	
Current assets	103097	96565	-6532	-6 %	
Non-current assets	339852	342716	2864	1 %	
Net income from the sale of products (goods, works, services)	342530	347394	4864	1 %	
Equity	399640	400014	374	0 %	

End				
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1	2	3	4	5
Current liabilities	40502	37033	-3469	-9 %
Long-term liabilities	2807	2234	-573	-20 %
Cost of goods sold (goods, works, services)	303114	295980	-7134	-2 %
Gross profit	39416	51414	11998	30 %
Financial result from operating activities: profit	6822	436	-6386	-94 %
Financial result before taxation: profit	6768	456	-6312	-93 %
Net financial result (profit)	5550	374	-5176	-93 %
Other operating income	931	1003	72	8 %

Source: compiled based on [10]

Taking into account the analyzed data, it should be noted that in 2022, relative to 2021, there was an increase in the following indicators: gross profit (30 %), other operating income (8 %), non-current assets (1 %), net income from sales of products (goods, works, services) (1 %). At the same time, in 2022, relative to 2021, there is a decrease in the indicators of: financial result from operating activities: profit (-94 %), financial result before taxation: profit (-93 %), net financial result (profit) (-93 %), long-term liabilities (-20 %), current liabilities (-9 %), current assets (-6 %), cost of goods sold (goods, works, services) (-2 %).

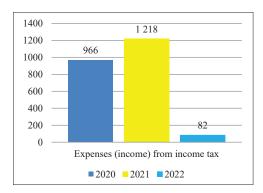
In fig. 4 shows the reduction of income tax expenses for 2020-2022, which indicates a decrease in solvency and profitability of the enterprise under the influence of external and internal factors. In addition, during 2022, the obligations from taxes and fees also decreased.

During the studied period, relative to 2021, negative changes are observed in terms of the company's indicators: spending on paying income tax obligations (-79.1 %), spending on paying value-added tax obligations (-4.3 %), spending on payment of obligations from other taxes and fees (-5.1 %).

Taking into account the data of the analysis of the financial and economic activity of PJSC Kremenchuk confectionery factory "Roshen", we will proceed to the assessment of the level of the tax burden for 2021–2022 (Table 5).

From the table 5, it is possible to see a significant decrease in most of the indicators of the total tax burden during 2021–2022: the share of accounts payable according to settlements with the budget in the total volume of current liabilities (-36 %), the level of the tax burden relative to gross revenue (-9 %), the ratio tax burden on own capital (-10 %), the level of the tax burden relative to the number of employees (-7 %), tax burden for the Single social contribution (-10 %), the level of the tax burden relative to the value of assets (-6 %). Along with this, a significant increase in the tax burden among this group of indicators occurred according to the coefficient of the ratio of receivables and payables according to calculations with the budget (73 %) and the coefficient of diversion of current assets into receivables according to calculations with the budget (8 %). There have been no special changes in the effective income tax rate (0 %) over the past 2 years.

Taking into account the results of the conducted research, it should be noted that the main problems of the tax system of Ukraine are: the presence of corruption schemes at the local and national levels during martial law; significant tax pressure on enterprises operating on the general taxation system and lack of tax benefits; tax evasion of various enterprises due to lack of tax audits; the difficulty of submitting tax reporting in the remote service system for enterprises that work on a simplified taxation system; irrational use of tax revenues at the local and national levels; variability of tax legislation and



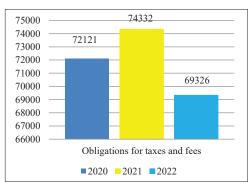


Figure 4 – Dynamics of income tax expenses, tax liabilities and fees in 2020–2022 (thousand UAH)

Source: compiled based on [10]

-5,88

0,00

Deviation from 2022 Indicators 2022 2021 to 2021, % 0,05 0,01 -80,00 Income tax rate The coefficient of the tax burden on equity capital 0,19 0,17 -10,53 The coefficient of diversion of current assets into accounts 0,59 0,64 8,47 receivable according to calculations with the budget The share of accounts payable according to calculations 0,88 1,37 -35,77 with the budget in the total amount of current liabilities The coefficient of the ratio of receivables and payables 1,09 1,89 73,39 according to calculations with the budget Tax burden for the Single social contribution 0.1 0.09 -10,00 The level of the tax burden relative to gross revenue 0,22 0,2 -9,09 The level of the tax burden relative to the number of 148,66 138,65 -6,73

0,17

-0,18

Table 5 – Tax burden of PJSC "Kremenchuk confectionery factory "Roshen" for 2021–2022 (thousand UAH)

Source: compiled based on [10; 12, p. 194–196; 13, p. 128–129; 14, p. 317–318]

untimely informing of taxpayers; complexity of the tax administration system; blocking tax invoices.

The level of the tax burden relative to the value of assets

employees

Effective income tax rate

In order to improve the tax system of Ukraine, directions for optimizing the tax burden on industrial enterprises have been formed, in particular: reducing the level of tax burden for enterprises that, in addition to their main activity, are engaged in charitable and volunteer activities; legislative activity (implementation of the E-reform proposal "10:10:10" for business); continuation of digitization of the State Tax Service of Ukraine, strengthening the level of protection of state programs against cyber attacks; international cooperation, i.e. exchange of experience between domestic and foreign professionals in order to deepen Ukraine's participation in the EU program "Fiscalis"; implementation of AI Tax, Receipt AI, ZeroTax Al, Flyfin tax software; timely informing taxpayers about changes in tax legislation; study and implementation of the experience of EU countries regarding the taxation of enterprise activities.

In order to improve the financial condition of the investigated company PJSC "Kremenchuk Confectionery Factory "Roshen", it is advisable to: observe the principles of tax planning (adequacy of expenses, legal responsibility, confidentiality, controllability, admissible combination of form and content, neutrality, diversification, autonomy), introduction of artificial intelligence (software Flyfin tax, Receipt AI).

Thus, a competent and balanced tax policy will contribute to the improvement of the financial condition of industrial enterprises. Currently, there are problems in the tax system that significantly affect the financial and economic activity of enterprises and the filling of the state budget. Further digitalization of the State Tax Service of Ukraine, improvement of tax legislation, establishment of international cooperation, study of the experience of EU countries and application of artificial intelligence are expedient to solve existing shortcomings.

0,16

-0,18

Conclusions

According to the results of the research, it was determined that the financial condition of PJSC "Kremenchutsk Confectionery Factory "Roshen" during the research period is stable, but there is a decrease in income and an increase in the level of tax pressure. It was established that the tax system of Ukraine has a number of problems that affected the filling of the state budget. It is expedient to reform the tax system by taking into account the experience of the European Union, implementing the digitalization of the State Tax Service of Ukraine, which will contribute to the optimization of the tax burden and the reduction of tax debt of enterprises.

It is expedient to introduce established directions for optimizing the tax burden, which will reduce the tax burden of domestic industrial enterprises, ensure the growth of indicators of financial activity, and contribute to integration processes in the tax sphere between the EU and Ukraine. Overcoming the existing problems in the tax system of Ukraine, its reform and the introduction of innovations in the form of digitalization of the mechanism for paying taxes and fees to the state and local budgets will contribute to the efficient and transparent work of the State Tax Service of Ukraine.

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