

**IMPROVING THE MECHANISM OF FINANCIAL PLANNING AND INVESTMENT
ATTRACTION IN JOINT-STOCK COMPANIES**

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Abstract: The article examines the mechanisms of financial planning and investment attraction in joint-stock companies. The role of equity financing as a self-financing method that attracts investment resources through share issuance is explored. The author analyzes scientific approaches to corporate finance, highlighting key aspects of strategic and tactical financial planning. Special attention is given to the advantages and disadvantages of share issuance as an investment attraction method. The study identifies the main directions for improving the efficiency of corporate governance and tax planning in joint-stock companies in Uzbekistan.

Keywords: joint-stock company, financial planning, investments, corporate finance, share issuance, tax planning, corporate governance.

Аннотация: В статье рассматриваются механизмы финансового планирования и привлечения инвестиций в акционерные общества. Исследуется роль акционерного финансирования как метода самофинансирования, позволяющего привлекать инвестиционные ресурсы путем эмиссии акций. Автор анализирует научные подходы к корпоративному финансированию, выделяя ключевые аспекты стратегического и тактического финансового планирования. Особое внимание уделено преимуществам и недостаткам выпуска акций как способа привлечения инвестиций. Выявлены основные направления повышения эффективности корпоративного управления и налогового планирования в акционерных обществах Узбекистана.

Ключевые слова: акционерное общество, финансовое планирование, инвестиции, корпоративное финансирование, эмиссия акций, налоговое планирование, корпоративное управление.

Equity financing is one of the methods of self-financing, which means attracting resources (investment) through the emission (issue and placement) of shares for the organization and development of the activities of joint-stock companies.

According to economist L.N. Strakhova, who conducted research on the methodology of corporatization (organization of joint-stock companies), joint-stock entrepreneurship has gone through a long evolutionary path. As a result of the process, it has constantly improved. Also, its main idea, namely, that the risk of the founders of a joint-stock company is limited to the volume of investments made in shares and the formation of capital on this basis, has retained its essence throughout the entire period of development. The organizational and legal features of the activities of joint-stock companies (corporations) objectively provide them with special opportunities, such as attracting investments through the issuance of securities. In this case, shares appear not only as an important element forming the structure of enterprises of this organizational and legal form, but also as a financial instrument that is quickly adaptable, ensures the accumulation of investment resources, and is necessary for conducting the economic activities of the corporation.

According to foreign economists N.V. Burkova and M.Yu. Makovetsky, joint-stock companies are now rightfully among the most important institutions of a market economy. The organizational form itself allows them to finance their economic (and investment) activities through the issuance of securities, in particular shares.

VVKovalyov¹Planning reflects the process of developing and adopting specific target mechanisms and identifying the most effective ways to achieve the success of the developed mechanisms. These mechanisms, developed based on the set goals, characterize the prospects expected by this level of management in a holistic way and reflect a system of indicators that are of decisive importance for them.

LN Pavlova²Financial planning is the process of ensuring a balance between the volume of financial resources and their distribution within the framework of an enterprise, its division, or a separate project. The object of financial planning is financial resources, in particular, the total profit.

LGPashtova³Financial planning is, on the one hand, an important direction in the implementation of the financial activities of an organization, aimed at managing the process of attracting, distributing and using financial resources, and on the other hand, financial planning, as an important part of the overall planning system in an organization, is related to all plans, in particular production, marketing and other plans.

SARoss, RVWesterfield, BDJordan⁴Financial planning - determines the way to achieve financial goals.

AJKeovn, JDMartin, JVPetti⁵Moliyaviu approaches planning as a separate stage in the corporate financial management system and focuses on financial forecasts for key activities.

EF Brigham, MSE Earhart⁶The two most important components of a financial plan are the operational plan and the financial plan.

According to economist A.A. Porokhovskiy, who conducted research on the formation of share capital, it is precisely on the basis of share ownership and share capital that not only a solid foundation for economic development is formed, but also equal conditions are created for the concentration of capital and business.

According to economists V. V. Bocharov and V. E. Leontiev: "One of the advantages of conducting business in the form of a corporation is the simplicity of transferring ownership rights and the possibility of attracting additional financial resources in a relatively short period of time by issuing a new block of shares. Both of these advantages are realized in the financial market and play an important role in financing corporations in industrially developed countries."

Financial planning in enterprises is not expressed as an element of command. On the contrary, "Its purpose is to ensure optimal opportunities for the success of economic activities, to obtain the necessary funds for this, to achieve the competitiveness and profitability of the economic entity,

¹Kovalyova A.M. Finance. M. "Finance and Statistics", 2005. - 384 st.

²Pavlova L.N. Financial management. - M.: YUNITI-DANA, 2003. - 270 st.

³Pod ed. L. G. Pashtovoy. Financial planning and organization. - M. "Knorus", 2019. - 274 p.

⁴Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan. Fundamentals of corporate finance. 10th ed. USA: McGraw-Hill, 2013. – 824 p.

⁵Arthur J. Keown, John D. Martin, J. William Petty. Foundations of finance: the logic and practice of financial management. USA: Pearson, 2014. - 549 p.

⁶Eugene F. Brigham/Michael C. Ehrhardt. Financial management. Theory & Practice. 15th ed. USA: Cengage, 2015. – 1180 p.

as well as to plan the income and expenses of the economic entity, and the movement of cash funds.”⁷, - is explained. It can be seen that financial planning is an activity aimed at the correct organization of the movement of funds, that is, income and expenses, in order to increase the competitiveness and efficiency of the economic entity in the conditions of intense competition.

"Financial planning determines the way to achieve financial goals»⁸, - they emphasize. In fact, this explanation serves to reveal the essence of financial planning.

Financial planning is approached as a separate stage in the corporate financial management system and focuses on financial forecasts for key activities.⁹We can see that financial forecasts are directly related to the results of the main activities.

EF Brigham, MS Earhart "the two most important components of a financial plan are the operating plan and the financial plan"¹⁰, he says.

Based on the above considerations, financial planning becomes especially relevant in the context of limited financial resources. From this, on the one hand, the importance of the concept of self-planning, such as the concepts of demand, supply, and price in any economic conditions, emerges and emerges as a general economic concept.

In our opinion, the main advantages of the share issue as a form of attracting investment resources are the possibility of increasing capital several times, the attraction of resources for an indefinite period, and the absence of mandatory lump-sum payments when issuing ordinary shares. Payments to shareholders in the form of dividends are often directly related to the results of the corporation's financial and economic activities. Failure to pay dividends does not cause direct financial consequences for the issuer.

Joint-stock companies have several advantages as a type of commercial organization:

- shareholding the main advantages of enterprises in the form of societies;
- valuable through the issuance of securities, there will be an opportunity to attract a significant amount of investment resources necessary for the operation of the Joint-Stock Company (corporation), which will ensure its enormous financial power;
- risk, and in the event of bankruptcy of the corporation, shareholders have the opportunity to receive liquidation value, with limited potential financial losses;
- Corporations are established for an indefinite period of time and can be terminated voluntarily or forcibly only in the event of bankruptcy. That is, one of the main advantages is the unlimited (continuity) period of operation;
- Enterprises with a joint-stock company organizational and legal form can successfully operate in all sectors of the economy, that is, their activities are considered universal;
- it is possible to transfer (sell) shares from one hand to another without adversely affecting the current activities of the corporation;

⁷Pod ed. Polish G.B. Finance. - M.: "YUNITI-DANA", 2008 - C. 581.

⁸Stephen A. Ross, Randolph W. Westerfield, Bradford D. Jordan. Fundamentals of corporate finance. 10th ed. USA: McGraw-Hill, 2013. – P. 92.

⁹Arthur J. Keown, John D. Martin, J. William Petty. Foundations of finance: the logic and practice of financial management. USA: Pearson, 2014. – P. 436.

¹⁰Eugene F. Brigham/Michael C. Ehrhardt. Financial management. Theory&Practice. 15th ed. USA: Cengage, 2015. – P. 489.

- the fact that the rights of shareholders are summarized and strictly defined in the legislation and the charter, and that the mechanism of the corporation's activity and specific procedures are clearly regulated makes it convenient;
 - mandatory disclosure of information by corporations in the stock market fills the "information gap" about the corporation. That is, there is an opportunity to form public opinion, own image, find partners in the market and sell (use) other advantages in practice;
- At the same time, in our opinion, the main disadvantage of issuing shares as a type of investment attraction is the need to attract new shareholders to manage the corporation. As a result, there is a risk of losing control (management) of the joint-stock company. In addition, if the corporation is not well-known in the market or its shares have low liquidity, then additional efforts and costs will have to be made to find interested investors.

The main disadvantages of enterprises in the form of joint-stock companies:

- Attracting investment by issuing securities requires labor and material costs. Successful placement of securities is also not guaranteed. This situation depends not only on the nature of the investment projects financed by the mobilized funds, but also on the conjuncture of the financial market;
 - In the event of liquidation (bankruptcy) of a joint-stock company, it is highly likely that shareholders will not receive anything after the corporation settles with its creditors. There is a risk of complete loss of capital (of course, within the limits of their shareholding).
 - corporations as legal entities pay profits tax and shareholders receive dividend income; they pay their taxes.
 - Worldin practice, there is often a problem of double taxation in corporations;
 - In addition to the costs of establishing a corporation, there are significant costs associated with its future operations, including the costs of preparing reports, paying auditors, holding general meetings of shareholders, etc.;
 - Shareholders do not have the right to demand that the corporation repurchase the money spent on the purchase of shares or repurchase its shares if necessary (except in certain cases). Even selling shares to a third party may not fully cover the costs of purchasing them;
 - Corporations are subject to a large number of specific regulations, either set out in their charters or established by various authorities, that regulate various aspects of their activities. This makes their activities somewhat difficult;
 - Mandatory disclosure of information by corporations in the securities market is, as a rule, not always advisable. This situation not only requires certain financial costs, but also allows competing enterprises to use the information for their own purposes;
- The data shows that, while enterprises in the form of joint-stock companies (corporations) have a number of organizational and legal advantages, they also have the aforementioned disadvantages. However, in our opinion, the benefits and advantages of joint-stock companies for the country's economy outweigh their disadvantages several times.

In order to meet the current situation of the rapid development of enterprises, he suggested that enterprises should stay at the level of financial strategy to implement tax planning work and gradually improve the tax planning system.¹¹

In the economic literature, the following are the main goals of issuing shares:

- providing a new enterprise with start-up capital to organize a joint-stock company and conduct business activities;

¹¹ Gai, D. (2015) Tax Planning Theory and Practice. Dongbei University of Finance and Economics Press, Dalian, 45-65.

- attraction of additional monetary resources (increasing capital) during economic activity;
- acquiring another company;
- attracting a strategic investor who can bring effective management to the enterprise, restore or strengthen its position, and make significant changes to the capital structure and corporate governance;
- maintaining and strengthening control over the joint-stock company. For example, the main reasons for issuing shares in the United States today are:
 - financing for the purpose of acquiring other companies;
 - decreasing the share of debt capital in the total capital of the corporation;
 - financing of capital investments.

In general, as a result of equity financing, the project initiator has the opportunity to attract investments and maximize profits. Investors (shareholders) are owners of shares of an attractive enterprise along with the right to receive dividends. That is why the issuance of ordinary shares as a method of attracting investment has significant advantages for the issuing company. Because it provides the opportunity to obtain additional financing on economically favorable terms (low cost of capital) and indefinitely (during the entire period of the joint-stock company's activity). This circumstance, in turn, creates real conditions for corporations to finance large programs and projects.

Table

Interpretation of the concept of corporate finance in the economic literature by foreign economists-scientists¹²

Authors	Scientific views of the authors	Description of the authors' services
R. Braley, S. Myers (USA)	Corporate finance is a monetary relationship aimed at increasing the company's business value, and the main goal of corporate finance is to maximize the company's business value. ¹³	Advocacy of the value theory of corporate finance is carried out
P. Wernimmen, P. Cuiry, M. Dallochio, Ya. Four, A. Salvi (France)	Corporate finance is based on the concepts of cash flow and wealth creation. The main issue in corporate finance is determining the time value of money and increasing the company's capital. ¹⁴	The foundations of corporate finance in the context of limited funds are studied under the theory of capital adequacy
Yu. Chebotar, Ya.M. Mirkin, A.Yu. Mikhaylov, V.K. Senchagov	Corporate finance (corporation finance) reflects the specific features of monetary relations that arise in the process of formation, distribution and use of financial resources of economic entities and (or)	The stages of reproduction of corporate finance and the theory of their financial provision are studied

¹²Based on literature review prepared by the author.

¹³. Braley R., Myers S. Principy korporativnyx finansov / Per. English N. Baryshnikova. - M.: ZAO "Olimp-Business", 2014. - 1008 p.

¹⁴Pierre Vernimmen, Pascal Quiry, Maurizio Dallochio, Yann Le Fur, Antonio Salvi. Corporate Finance: Theory and Practice. Copyright. 2005 John Wiley & Sons Ltd, The Atrium, Southern Gate, Chichester, West Sussex PO19 8SQ, England. 1032 p., 29th page..

	their associations. ¹⁵ .	
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In this regard, "improving the corporate governance system in joint-stock companies will allow for the highest and most effective use of unused resources and financial opportunities, the elimination of systemic problems that have formed in the field of tax policy, and one of the most important issues today - increasing the efficiency of tax management at the enterprise level."¹⁶The fact that the theoretical, methodological and practical aspects of tax planning in joint-stock companies in Uzbekistan have not been sufficiently studied as a special, independent object of research determines the relevance and scientific and practical significance of the topic chosen for the scientific article.

In our country, the theoretical and methodological basis of researching the methodology of tax planning in joint-stock companies is corporate management and corporate tax management in joint-stock companies, macroeconomic and corporate scope tasks of organizing and managing tax planning, concepts of improving the methodology of strategic and tactical tax planning in the enterprise.

Tax planning is a set of planned activities aimed at increasing financial resources, regulating the composition and size of the tax base, influencing the effectiveness of management decisions, and ensuring timely settlements with the budget in accordance with current legislation.

The importance of tax planning is reflected in the recognition of the right of presumption as a result of taxpayers' use of methods and means allowed by legislation to minimize taxes, including loopholes in the legislation. In addition, tax planning is also reflected in the advance determination of measures for timely and full payment of taxes.

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¹⁵Chebotar Yu.M. Corporate finance and corporate control: monograph /— M.: Autonomous non-commercial organization "Academy of management and business administration", 2016 - 250 p.

¹⁶Decree of the President of the Republic of Uzbekistan No. PF-5468 dated June 29, 2018 "On the Concept of Improving the Tax Policy of the Republic of Uzbekistan".