

Identifying the Assessment Principles for the Tax Potential of the Industrial Enterprises in the Region

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Abstract

A special place in the industrial enterprise's financial relations belongs to the relationship with the State budget and the earmarked budgetary and non-budgetary funds regarding the tax and fees charges and payments. These relationships arise from the moment the enterprise was created and continue throughout the entire period of its operation. Determining the amount of taxes and fees that an enterprise should pay based on the results of its activities, ensuring the timeliness and completeness of tax calculations, forming tax potential, assessing it and optimizing the tax burden (tax planning) are important areas of work for the financial services of an industrial enterprise.

Keywords: tax potential, industrial enterprise, region, budget, principal, method.

1. Introduction

Problems of managing the tax potential of industrial enterprises in the region have become particularly acute and relevant and due to the need to optimize taxes, find assessment methods, develop effective methods for its management. To solve them, the financial services of industrial enterprises in the region must have reliable information on tax revenues, based on an adequate assessment of the tax potential of industrial enterprises in the region, which increases the interest of local governments in reducing arrears, increasing tax collection, rational use of financial assistance. Higher budgets, implies a refusal to provide unjustified benefits. It should be noted that in Ukraine there is no single methodology for assessing the value of the tax potential of industrial enterprises in the region. At the same time, regional institutions of power estimate and forecast its size taking into account territorial features and the level of provision of information and technological resources, without relying on the accumulated scientific base. In this regard, the clarification of the theoretical foundations and substantiation of specific practical recommendations for the development of assessment methods for managing the tax potential of industrial enterprises in the region in modern conditions are important tasks of economic research. However, like any process, they require constant improvement,

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because the problem of closing a gap between theoretical research and the basic procedures of their practical application is extremely acute. All of the above characterizes the relevance of scientific substantiation of the methodology of comprehensive assessment to manage the tax potential of industrial enterprises in the region, which could objectively reflect the real tax potential of enterprises.

2. Research on the nature of the region's deterministic total tax potential

It is established that there is a deterministic relationship between the economy, finance and taxes. Thus, the development of the economic, financial and related monetary relations objective knowledge processes is a prerequisite for the methodological soundness of the essence of the tax potential interpretation. The financial reproduction processes lay the foundation for the tax potential of the industrial enterprises in the region, determine its theoretical value and the forms of practical use.

Thus, the logical dependence of reproduction processes to be adopted for free operation by algorithms for calculating the tax potential of the industrial enterprises in the region in practice has the form of:

The economic potential of the industrial enterprises in the region (EPIER) => Financial potential of the industrial enterprises in the region (FPIER) => Monetary potential of the industrial enterprises in the region (MPIER) => Tax potential of the industrial enterprises in the region (TPIER) => Cost and budget capacity of the industrial enterprises in the region (CBCIER) (is determined with the tax and lending capacities).

Economic, financial and tax theories [2], that have stood the test of time, to this day serve in world practice as a methodological foundation for the choice of functional constraints on the magnitude of the tax potential. This is confirmed by the evolution of tax practice in the conditions of market democracies.

The qualitative certainty of the functions of the tax system, their internal logic is comprehensive, it is not subject to revision in the light of the situation of budgetary and expenditure requirements. In this connection, the development of a scientific and practical concept of the functioning of the tax system in the t-th period, based on socio-economic and political realities, should be oriented towards the positive nature of tax categories and their theoretically productive tax potential.

The functioning of such a tax system is determined by two basic principles [2]:
display the strategy of the legitimate objective reproduction processes;
strive for parity of their functions: fiscal and regulatory.

The polarity of tax functions, and, consequently, of the economy of the financial interests of the subjects of tax legal relations is an objective reality. At the same time, all the significance of scientific research and legislative tax initiatives is to develop and legitimize the total volume of tax exemptions, smoothing out these contradictions. This is achieved on the basis of the scientific principles of the formation and assessment of the tax potential of the region and the data of practical fiscal monitoring on its historical value.

Comparing the acquired knowledge, it is possible to identify the reasons for the deviation of the tax potential of industrial enterprises in the region, used in practice, from its scientifically predictable value. Such knowledge allows us to get answers to the question -

whether or not to reform the system, if so, how deeply, for how long and in relation to which specific area of tax relations (to which subjects of law).

The creation of new or updated (managing and easily manageable) tax systems is primarily associated with the methodology of knowing the very ability to measure the values of the economic, financial, tax potential of the region, on the one hand, and the methodology for realizing their cognized essence, on the other. Such an implementation is hypothetically possible, for example, through a given limit of the total tax exemption.

The understanding of the relationship between the economic, financial, tax potential of industrial enterprises in the region, as well as related practical issues of tax optimization (determination of the boundary of the total tax burden (TTB) and its distribution by payers, industries and regions) is facilitated by the complex concept of “deterministic aggregate tax potential of the region” [8].

Determined aggregate tax potential of the region (DATPR) is the optimal share of tax evasion, which provides in practice the tax system with a relative balance of its functions: fiscal and regulatory, thereby removing permanent conflicts between different economic and financial interests of owners.

This formulation of the determined total tax potential of the region fits into the etymological meaning of categorical concepts of the essence of tax processes. From the methodological point of view, DATPR expresses the importance of the system of elastic taxation or theoretically postulates the ability to realize in practice the positive potential of tax categories. This potential is given by the philosophical, economic, financial, legal, fiscal significance of the entire tax categories chain.

The starting point for modelling tax processes is always the motivation of tax actions agents and the bank of information about the state of the economic environment, as well as its ability to perceive the transformation. Such information, its processing and analysis provides a scientific and methodological basis for calculating the optimization algorithms of the total quota of the state in the total financial result (TFR) of the sphere of the “business”, i.e. the value of DATPR. As noted above, these parameters have not only qualitative (conceptual assessment), but also quantitative determination [5].

The initial basis for the scientific and practical modelling of the deterministic aggregate tax potential of the region into the corresponding structure of the aggregate tax potential of the industrial enterprises in the region (ATPIER) elements should be the processes of distribution and redistribution of the aggregate financial result (or gross national product at the macroeconomic level and the financial result (profit) at the micro level). In this regard, the strategy and tactics of taxation should always be based on a qualitative and quantitative assessment of the parameters of the business investment foundations and the profits capitalization. These parameters determine the objective border of tax exemptions. Under a certain assumption, all the aggregate corporate and private donations (households) financial results of activities: value appraisals of property, capital gains, population accumulations and other indicators, supplemented by the value and value of property and natural resources, is an integral value - the economic potential of the industrial enterprises in the region (EPIER). The tax derivative (or conceptual value of the DATPR) is therefore a function of the EPIER. This dependence has the form:

$$TPIER = df \left(\sum_{j=1}^k E \prod_{i=1}^n ij \right) \quad (1)$$

where TPIER — tax potential of the industrial enterprises in the region;
EPIER IP — economic potential of the industrial enterprises in the region.

It is extremely difficult to determine the quantitative value of the tax optimum (DATPR or the optimal structure of the tax potential elements). This complexity is associated primarily with the diametrically opposite economic interests of the tax actions agents – the subjects of the spheres “business” and “budget”. Attempts to define the optimum of taxation as a boundary, reconciliation of diverse financial and economic interests, have been made for more than 300 years. The socio-economic difficulties of the current transformational changes in any state always complicate the procedures for algorithmicizing the structure of the tax potential elements of the industrial enterprises.

3. Identifying the tax planning principles and methods

To implement the correct optimization of the tax payments of an enterprise, it is important to identify the principles and methods of the tax planning. Despite the fact that tax planning is an element of intra-company planning, it is proposed to classify the principles and methods of tax planning into general and special ones. General principles and methods are attributed to the system of intrafirm planning of the enterprise as a whole and tax planning as a component of this system, the special ones - principles and methods inherent only in tax planning (Table 1) [9].

Table 1 General and Specific Principles of Tax Planning

General Principles	Specific Principles
Unity (consistency) - is that tax planning is systemic. This means that: firstly, tax plans should be interconnected and coordinated with the budgets of the enterprise (production, sales, distribution costs, etc.); secondly, tax plans of one divisions of the enterprise should be linked and coordinated with the general company tax plan	Legality - establishes that tax planning must be carried out in strict accordance with applicable law
	Complexity - lies in the fact that tax planning of all tax payments must be carried out in a complex, taking into account their mutual influence
	Prospects - suggests that when developing a tax plan, it is necessary to take into account future possible changes in legislation
Participation - means that all employees of the company who are affected by tax planning measures must participate in the development of tax plans	Alternative - is that the search and development of schemes for optimizing tax payments must be carried out on an alternative basis, according to various options for registering a business transaction
Continuity - is that the process of tax planning should be carried out continuously, with previously developed tax plans should be constantly analysed and adjusted in accordance with changes in legislation	Naturalness - establishes that the documentary and basic support of optimization schemes should look natural, without elements of absurdity and not arouse reasonable suspicions from the side of the regulatory authorities

Flexibility - is that tax plans must be drawn up in such a way that they can later be adjusted for unforeseen changes in circumstances (for example, for changes in legislation)	Optimal risk-benefit ratio - determines that the economic effect of optimization measures used in tax planning should exceed the possible losses from their implementation, taking into account the risks
Accuracy - means that tax plans must be accurate, specific and detailed to the extent that external and internal factors (conditions) allow to act	

Source: [9]

The principle of observation is duly reflected in the normative documents. The method of calculating taxes is the main element of the taxation procedure. It is determined by the Tax and Customs Codes of Ukraine, resolutions of the Cabinet of Ministers of Ukraine, and is specified by the instructions of the Ministry of Finance of Ukraine and the State Tax Service of Ukraine. These documents establish an algorithm for calculating a particular tax. It can be in the form of a verbal description of the sequence of tax calculation or in the form of formulas. In both the first and second cases, the methodology should be understandable and based on real information sources. The simpler the methodology, the ideally it should be better for both payers and tax authorities. Overly complicated tax calculation algorithms are a good breeding ground for both simple mistakes and abuse by payers and tax authorities. The procedure for calculating taxes is provided in unified forms of calculations and declarations. The sequence of arrangement of indicators in these forms should be such that would most clearly reflect the calculation methodology.

4. Defining the formation and assessment principles of the industrial enterprises' tax potential

Of particular importance for the implementation of measures to form the tax potential of industrial enterprises are the formulations of the principles of its implementation, since on their basis a methodology for determining and assessing the tax potential of industrial enterprises in the region is developed.

The principle is understood as: "the basic, initial position of any scientific system, theory, ideological direction, etc." [10].

Regarding the theory of formation of tax potential of industrial enterprises of the region, this definition can be interpreted as: "basic, initial position of the theory of formation of tax potential", i.e., the principles of formation of tax potential of industrial enterprises of the region include provisions that define its essence, basis.

Many domestic and foreign scientists have been involved in determining the principles of forming the tax potential of industrial enterprises in the region [4], but currently there is no unified position on their classification and interpretation. The principles listed in the literature can be divided into those that are repeated (proposed by several authors) and not repeated (set out by one author).

Repetitive principles include, first of all, the principle of legality, according to which the taxpayer must act lawfully and comply with applicable law.

Analysis of the definitions of the above principles has shown that some of them do not quite accurately express the basic provisions of the theory of formation of the tax potential of industrial enterprises, replacing its essence with meaningful characteristics. Based on these theoretical positions, it is important to reveal the methodological foundations of the study of the tax potential of industrial enterprises in the region through the principles and methods of cognition.

Economic science uses a fairly wide range of methods and techniques for studying the tax potential of industrial enterprises. Note that, to one degree or another, practically all methodological principles known to modern science are related to the study of the properties of the tax potential of industrial enterprises, but it is not necessary to characterize them in detail and link them to the subject area of our research. It is important to pay attention only to the main principles in the epistemological context regarding the phenomenon under study, namely: the principle of consistency; the principle of conservation and transformation of energy; the principle of causality; the observation principle [1].

It is known that the aggregate has interconnected elements that, entering into interaction, generate new phenomena of life, is a system. In this regard, the first methodological principle that should be used in the process of studying and researching the tax potential of industrial enterprises is the principle of consistency. Its essence lies in the fact that it is impossible to consider the studied set regardless of its composition and, conversely, it is impossible to study individual elements of the system without considering the properties of the entire system. With regard to the tax potential of industrial enterprises, this is manifested in the fact that its properties and quantitative estimates cannot be determined without knowledge of individual objects of taxation. It is important here that the taxes established for the maintenance of state structures and for the financial support of their performance of the functions of the state, provide for the existence of a taxable object (property, income) determined by law. They have neither elements of a specific equivalent exchange (payment), nor a specific purpose (deductions). Although these elements are partially present in taxes.

The tax system in every country is one of the basic foundations of its economic system. In this regard, taxes must solve two problems. The state needs them to receive the incomes that are necessary for the fulfilment of its tasks. Along with this fiscal purpose, tax collection serves to achieve certain political goals due to the fact that they facilitate or hinder certain economic processes.

At the same time, the totality of individual taxes, give rise to a new integrity - the tax system, has its manifestation in new systemic effects. The point is that the tax system is an open-type system, that is, it is influenced by external factors and is itself capable of generating impulses and shocks in a higher-level system with respect to its elements and equivalent systems. For example, a change in the taxation rate of an individual tax in a certain way affects the entire tax system, at least its size, and has a certain impact on the behaviour of business entities and the corresponding dynamics of the entire economy.

The principle of consistency in modern science was developed further to the principle of synergy [7]. A reliable scientific fact is that the interaction and mutual influence of individual elements of the system gives rise to new phenomena and processes. Moreover, their novelty is expressed not only in quantitative, but also in qualitative aspects. A synergy

effect arises when changes in the controlled parameters of the system lead not only to adequate changes in the aggregate, but also to a certain multiplicative (greater or lesser) effect. The simplest example of such a synergistic effect of changes in the parameters of the tax system is the tax multiplier.

Thus, the principle of consistency in the process of studying the tax potential of industrial enterprises in the region is manifested not only in the form of an analysis of its individual components. Its application requires an analysis of the functioning of the tax potential of industrial enterprises in the region and the results of actions that arise based on communication and mutual influence of the elements of the system. Due to the different nature and different complexity of individual elements, due to the peculiarities and complexity of interrelationships (direct, reverse, nonlinear), there are those phenomena and occurrences, the existence of which requires the application of the principle of consistency in the study of not only the morphology of the tax potential of industrial enterprises in the region, but also the results of its activities.

The next most important methodological principle on which all, without a single exception, existing methods of assessing the tax potential of industrial enterprises in the region are based is the principle of conservation and conversion of energy and the principle of identity derived from it. It is known that in its pure form this principle is a product of the methodology of natural (in particular physics and biology), and not of the humanities. However, since the 19th century, this principle has also been used to an equal degree in the humanities (sociology, economics, political science, etc.). The specificity of its application in economic science lies in the fact that human labour is the main production factor, which, in turn, is the driving force behind social, technical and scientific progress [3].

Since all things, commodity and material values in the economy and, in general, added value is a product of the interaction of human forces (labour) and nature, the application of the principle of conservation and transformation of energy suggests that the created tax potential of industrial enterprises in the region is part of the product (added value any period), which arises in the course of the interaction of labour and natural forces. It follows from this that the tax potential of industrial enterprises in the region, as a certain part of the created product, has the ability to accumulate (accumulate) and is in a certain proportional relation to the country's GDP. This ratio should be constant over long periods with variations over a wide range. The point is that taxes as a part of the product that belongs to the state to fulfil the functions assigned to it by society, is at the same time a constant share, which is essentially impossible to change in the system of distribution of the national product. Key macroeconomic proportions in the economy cannot undergo significant changes in the short term. In the long run, there is basically a different trend. With the expansion of the functions of the state (health care, pensions, social insurance, etc.), there is a slow tendency towards an increase in the share of taxes in GDP, but the question of defining established patterns by science still remains open and we can only talk about certain trends. It can only be argued with greater certainty that with the development of social and economic relations, taxes and the tax system are becoming more diverse and perfect. New taxes, mechanisms, forms and methods of their payment appear, which each time in a new way allow to find out the essence and reveal the scale of the tax potential of the region's industry.

The principle of causality is to some extent derived from the first two principles of systematicity and conservation and distribution of energy, as the establishment of taxes has its own specific reasons. On the other hand, taxes are the cause of certain phenomena and consequences. The essence of this principle is that all possible phenomena and processes as consequences are preceded by a certain cause or set of causes. The metaphysical concept of causality was formed long before the emergence of science as a system of ordering knowledge and human thinking. At the everyday level of everyday life, a person as a subject of knowledge is sufficient to identify only the immediate causes of a phenomenon. With the development of science and methodology of cognition, the epistemological process reaches a qualitatively new, higher level, when to explain a phenomenon, process, it is necessary to trace a long chain of causal relationships in the long historical retrospective. The search for patterns is the most important task of science. Due to the fact that cause-and-effect relationships in the economy can be both deterministic and stochastic, economic analysis selects methods related to disciplines related to economic analysis to investigate and explain phenomena and processes, in particular deterministic methods of mathematics and stochastic methods of statistics, probability theory. The choice of methods gives the specificity of the investigated phenomenon [6].

As for the tax potential of industrial enterprises and determining its impact on socio-economic processes, the principle of causality is manifested here in its stochastic form. Above, it was already mentioned about the fiscal multiplier as an example of generating a synergistic effect.

If a certain quantitative estimate is applied to the fiscal multiplier, then it has an exclusively stochastic nature. Although from the point of view of common sense any event has its cause, in the economy, especially at the macro level (where the influence of tax potential is mainly manifested), it is very problematic to establish a specific causal relationship. It is mostly stochastic in nature.

The observation principle is the last of the basic principles we have chosen for the study of the tax potential of industrial enterprises in the region, as without it, there is no subject of analytical economy and it is impossible to study financial relations. Virtually all financial phenomena have a value and, most importantly, a long history of such observations. For empirical economics [2] this is a good prerequisite for basic research and reliable results. For example, tax statistics are widely reflected in the system of national accounts, the sectoral breakdown and the financial reporting of individual enterprises, households and individuals. Both absolute and relative measures can be used, and the latter, incidentally, very often have even more epistemological value than data expressed in absolute terms (tax coefficient, average tax rate, etc.).

Given the versatility and number of principles for the formation and assessment of the tax potential of industrial enterprises in the region to facilitate perception, it seems necessary to classify them into organizational and legal and economic and functional.

We refer to organizational and legal principles that are characteristic of the system of external and intrafirm formation of the tax potential of enterprises in the region as a whole, to economic and functional principles, which are inherent only in the formation of the tax potential of industrial enterprises according to their activities (Fig. 1.6).

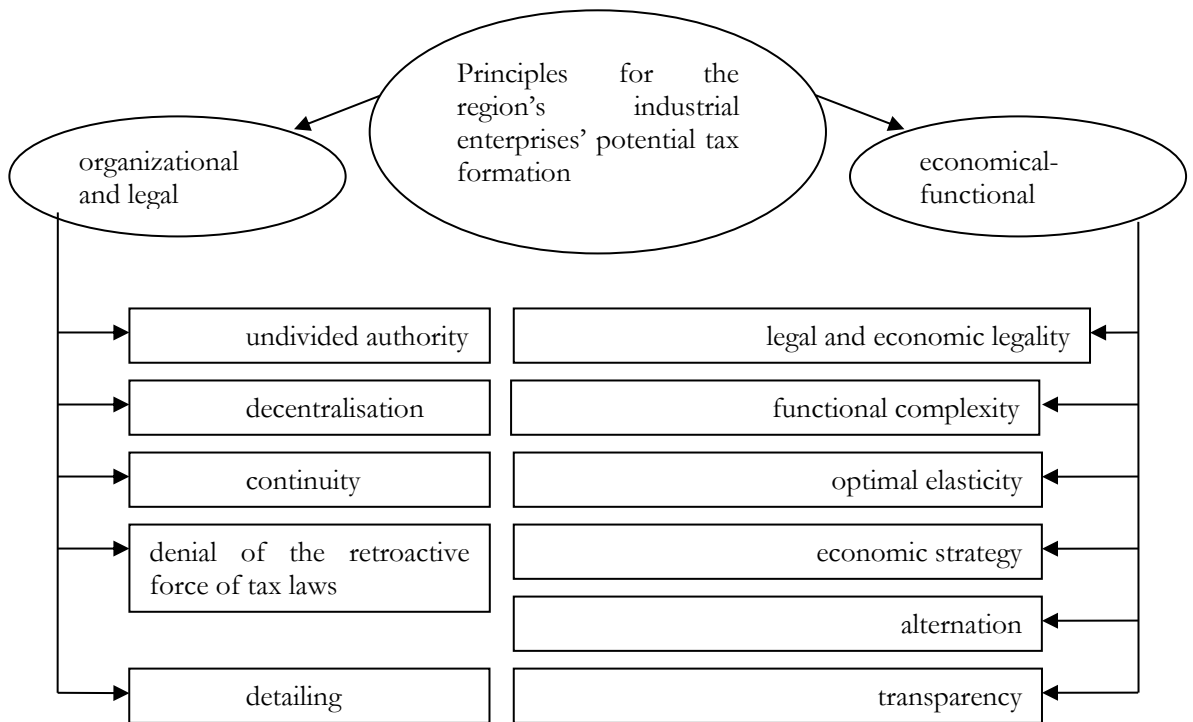


Fig. 1.6. Classification of principles of tax potential formation at industrial enterprises in the region
Source: developed by the author

As a basis for the classification of the general principles of tax potential formation at industrial enterprises in the region it is considered possible to accept the principles defined by Russell L. Ackoff and Henri Fayol, which can be formulated as follows [4]:

1. The principle of undivided authority is that the formation of the tax potential of industrial enterprises in the region is of a systemic nature. This means that, firstly, tax plans for the formation of tax potential should be interconnected and coordinated with the budgets of the enterprise (production, sales, distribution costs, etc.); secondly, the tax plans of individual divisions of the enterprise should be linked and coordinated with the general (general) tax plan of the enterprise. Until now, experts have not suggested applying this principle to measures to form the tax potential of the region. Meanwhile, uncoordinated actions lead to negative deviations in the fulfilment of the indicators of tax plans, and with this in mind, it is necessary to develop tax plans for the formation of the tax potential of the region on a systematic basis.

2. The principle of decentralization means that all employees of industrial enterprises in the region should participate in the development of tax plans, who are concerned with measures to build tax potential.

3. The principle of continuity is that the process of the tax potential formation of the industrial enterprises in the region should be carried out continuously, while previously developed tax plans should be constantly analysed and adjusted in accordance with changes in legislation.

4. The principle of denying the revolving force of tax laws is that tax plans for the

formation of the tax potential of industrial enterprises in the region must be drawn up in such a way that they can subsequently be adjusted for unforeseen changes in the environment (for example, changes in legislation). It has not been proposed to apply this principle as it is at present in the formation of tax potential, but it is a logical continuation of the principle of continuity, since the flexible structure of tax plans for the formation of tax potential at industrial enterprises of the region allows them to be changed if necessary.

5. The principle of detailing means that tax plans for the formation of the tax potential of the region must be precise, concretized and detailed to the extent that external and internal factors (conditions) allow to act. This principle was also not previously expressed by the authors on the formation of the tax potential in the region, meanwhile, in this process it plays a significant role, since the future results of the formation of the tax potential of industrial enterprises in the region depend on the accuracy of the plans.

The economic and functional principles of the tax potential formation of industrial enterprises in the region include the following:

1. The principle of legal and economic legality establishes that the formation of the tax potential of industrial enterprises in the region must be carried out in strict accordance with the current legislation and supply and demand on the market. At the same time, both the direct tax optimization schemes and their documentary (factual) support should meet the legislation. This principle is fundamental in the formation of the tax potential of the region and is highlighted by all specialists.
2. The principle of functional complexity is that the formation of the tax potential of all tax payments of industrial enterprises in the region must be carried out in a complex, taking into account their mutual influence. (For example, with a planned reduction in land tax, it is necessary to take into account the fact of a simultaneous increase in income tax). At the same time, tax planning should take into account comprehensively all branches of law that are directly related to optimization schemes.
3. The principle of optimal elasticity establishes that the economic effect of optimization measures that are used in the formation of the tax potential of industrial enterprises in the region should not exceed the possible losses from their implementation, taking into account the risks. According to this principle, the development of measures for the formation of tax potential should be carried out on the basis that the rate of return on a business transaction should strive to a maximum, and risks - to a minimum.
4. The principle of economic strategy assumes that when developing a tax plan for the formation of the tax potential of industrial enterprises in the region, it is necessary to take into account future possible changes in legislation and market economy.
5. The principle of alternation is that the search and development of schemes for optimizing tax payments must be carried out on an alternative basis, according to various options for registering a business transaction. The availability of alternatives makes it possible to expand the scope of analysis of possible taxation options in order to select an option with optimal indicators, and thereby increase the effectiveness of the results of measures to form the tax potential of industrial enterprises in the region.
6. The principle of transparency establishes that the documentary and material support of the mechanism for the formation of the tax potential of industrial enterprises in the region should be transparent, without elements of absurdity and not arouse reasonable suspicions by the regulatory authorities. Considering a specific option for optimizing taxation, in

particular, it is necessary to analyse whether the taxpayer has a sufficient material, resource and other base to carry out such operations.

Conclusion.

An analysis of the principles operating in theory and practice of taxation showed that not all of them express the essence of the process of forming and assessing the tax potential of industrial enterprises in the region. Thus, the principles of new tasks and continuous development (actualization) determine the mechanism, the content of the procedure for the formation of tax potential, and not its essence. Based on this, the attribution of these provisions to the principles of formation and assessment of tax potential does not seem entirely justified. The principle of reservation cannot be applied to the process of formation and assessment of the tax potential of industrial enterprises in the region due to the fact that the reservation of tax payments means the diversion of working capital of industrial enterprises without a beneficial effect for it. That is, from an economic point of view, such actions are not advisable to do.

The above classification demonstrates the relationship of the intra-firm formation of the tax potential of industrial enterprises in the region through a group of organizational and legal principles. At the same time, the allocation of economic and functional principles allows you to determine the distinctive features and specific characteristics of the formation of tax potential in the system of intra-firm planning of the enterprise. Based on the proposed principles, using the methods of forming and assessing the tax potential of industrial enterprises in the region, the measures to legally optimize the tax payments are being developed.

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