

## ASPECTS REGARDING BUSINESS SOLVENCY AND LIQUIDITY ANALYSIS IN CONDITIONS OF ECONOMIC CRISIS

*Assoc. Prof.Ph.D. VICTOR TROACĂ<sup>1</sup>*

### **Abstract**

*In the conditions of a difficult economic environment determined by the extension of the current financial and economic crisis, assuring a very careful management of firm's financial equilibrium indicators must be a careful and constant concern of the management. Regarding ensuring and maintaining a stable equilibrium, attention must be focused on ensuring the solvency and liquidity conditions in terms of durability, not just at certain times.*

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<sup>1</sup> „Titu Maiorescu” University of Bucharest, [victortroaca@yahoo.com](mailto:victortroaca@yahoo.com)