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ENSURING ECONOMIC SECURITY OF THE ENTERPRISE

Summary

In today's global economic environment, most companies operate in conditions of uncertainty, unpredictability. The unstable political and socio-economic situation in the country increases the degree of risk of decision-making and the functioning of enterprises in general. In such conditions the problem of ensuring the economic security of the enterprise becomes relevant. This determines the relevance of studying the issue of economic security of enterprises in modern conditions. The structure of the functional components of economic security of the enterprise consists of: financial, political and legal, technical and technological, information, personnel, environmental, commercial, power and intellectual. Principles and systemic nature of economic security of enterprises is the creation of a security system that would ensure the security of the enterprise. Identifying the state of enterprise security is a mandatory component of managing the economic security of enterprises and makes it possible to identify its state.

Introduction

In a dynamic external environment and unsustainable development of the national economy, domestic enterprises face many threats to their functioning. These threats are diverse: financial, economic, social, personnel, information, production, commercial. Therefore, businesses face the task of ensuring, firstly, the stability of functioning by avoiding or neutralizing threats, and secondly, the effectiveness of activities through prudent management of social and labor, financial and economic, production and other business processes, which is complicated unfavorable socio-economic and political situation in the country.

The risky nature of business, uncertainty and unpredictability of many environmental factors, as well as political and economic instability in Ukraine and increased competition have significantly highlighted the problem of survival of the enterprise in the current economic conditions. This situation necessitates the correct determination of the level of economic security of the enterprise, identification of risk areas and timely development of a set of anti-crisis measures. The change of economic conditions from administrative to market is objectively accompanied by the evolution of both the very concept of economic security of the enterprise and methods of its assessment.

The modern development of entrepreneurship is closely linked to availability high level of its economic security, because only in such conditions effective strategic planning of activity, effective is possible management and control over the implementation of all, both internal and external processes.

Business efficiency and sustainability directly depend on careful consideration of ways to protect economic security from negative internal and external threats. To maintain a high level of economic security, first of all, it is necessary to pay special attention to the process of economic security management, control the behavior of competitors, especially in situations that may jeopardize corporate activities, conduct a thorough analysis of the economic situation in the country; development of effective measures to respond to hazards; development of an effective system for assessing the level of financial and economic security.

Part 1. Theoretical aspects of economic security of the enterprise

Economic safety is necessary condition of being either enterprise, it provide security of vital interests against internal and external threats, risks and dangers and it is basic of durable functioning.

The company have to save its organizational structure, to put in order internal relation with consider external influencing factors and, on its base, ensure its own functioning and development.

A concept of economic safety as social phenomenon connected with formation society and birth of state, when necessity of safety of all life-support components of social structure comes to the fore. In the period of ancient civilizations a concept of economic safety leads down to problem of protection public wealth from enemy attack or any external encroachment, and also to protect the government, property and property of rich branches of society from internal riots and riots of the poor people.

At the state level, the term «security» began to be used in the XVII–XVIII centuries, when in European countries the idea arose that the main goal of the state – to achieve universal well-being and security of people.

In the XIX century the key to the country's economic security was considered to be the policy of protectionism, that is the protection of the national market and national producers from foreign competition, including through high customs barriers. Proponents of this economic doctrine believed that free trade poses a threat to domestic producers, and the entry of cheap foreign goods into the market is nothing more than external economic aggression. The most significant in this aspect is the experience of Great Britain, which in the late nineteenth century was depended on food imports, and therefore the mass appearance of cheap German goods in the country was considered by most residents as a threat to economic security, which led to the escalation of the Anglo-German conflict and was one of the causes of World War I [11, p. 38].

The origin of the concept of national security is associated with the name of US President F. Roosevelt, who in the 30s of the twentieth century defined it

as «a set of conditions that reliably ensure national sovereignty, protection of strategic interests and full development of society, life and health of all its citizens» [18, p. 12]. Somewhat later, during the Second World War, the emphasis of national security shifted primarily to eliminating the military threat and achieving peace. And in the conditions of the energy crisis of 1973, the economic component became the key direction of national security.

The term «economic security» in the 30s of the twentieth century associated primarily with the security of individuals from the deterioration of their financial situation, which is primarily due to unemployment. Therefore, it is not surprising that the main function of the Federal Committee for Economic Security established by F. Roosevelt was to ensure the economic security of citizens, which was reduced to combating unemployment.

A solid foundation for the emergence of the concept of «economic security» was formed in the developed industrial countries of the West, which due to the collapse of the colonial system faced the acute problem of limited resources and disruption of ties with their suppliers. The understanding of economic security at that time was to ensure the sustainable economic development of society in order to produce the necessary goods and services to meet individual and societal needs.

Development of globalization and integration processes in the late twentieth century objectively led to the formation of the concept of international economic security. Thus, in 1985, at the 40th session of the UN General Assembly, a resolution «International Economic Security» was adopted, which declared the need to promote international economic security for socio-economic development and progress of each country [18, p. 13].

In Ukraine during its stay in the Russian Empire, the more commonly used synonyms for «national security» were «state security» and «public security», which meant ensuring public order and peace, as well as combating state crimes.

At the present stage of economic development of society it has become clear that the economic security of the country directly depends on its participation in foreign trade. Achieving significant success in foreign trade relations contributes to strengthening the financial and economic stability of the country. At the same time, a threat to national security is posed by the country's growing dependence on imports of fuel, energy and strategic raw materials, food, high-tech products and weapons.

The formation of the conceptual apparatus of economic security of the enterprise in Ukraine is historically connected with the collapse of the Soviet Union and gaining independence. This is quite natural, because in a command-and-control economy, when all economic processes are planned, regulated and controlled by the state, the probability of such and other risks is minimized. Due to the fact that the planned economic system was virtually absent from such phenomena as corruption, industrial espionage, unfair competition, raiding, the need to ensure the economic security of economic entities was almost non-existent. Internal threats related to low efficiency or unprofitability

were also unlikely, as the state artificially maintained even those unprofitable enterprises that did not pass the «recovery» market by providing subsidies and benefits [16, p. 205].

Quite common in the early 90's was the introduction of a two-tier system of information protection, which aimed to protect the «weakest link» in the security of the enterprise – its staff. At the first level, the protection of trade secrets was provided by the security service of the enterprise, and at the second level – the creation of a specific collective philosophy and corporate ethics on the principles of «vigilance and responsibility» through organizational culture [22, p. 110].

The word «security» has ancient origins and translated from Greek means «to own the situation.» The large explanatory dictionary of the modern Ukrainian language interprets the word «security» as «a state when nothing threatens someone or something» [3, p. 70].

The study of the essence and nature of economic security began in the last 30 years of the last century, when companies were faced with the need to take risks. Economic security in foreign literature is called ecosecent (economic security of enterprise). It should be noted that regarding the definition of the content of the concept of «economic security of the enterprise» at the present stage there are a large number of opinions [24, p. 140].

The structure of economic security of the enterprise is divided into the following components:

- technical and technological safety;
- ecological safety;
- financial security;
- political and legal security;
- personnel security;
- informational security;
- commercial security;
- force security;
- intellectual security [15, p. 8].

Financial security of the enterprise is a state of the enterprise characterized by balance and quality of various financial instruments, technologies and services used by the enterprise, resistance to internal and external threats, ability of the financial system to ensure its own financial interests, mission and tasks with sufficient financial resources, as well as to ensure the effective and sustainable development of the financial system [1].

Intellectual component – preservation and development of intellectual potential of the enterprise. The main condition for security is the ability to withstand threats from which the company may suffer significant losses, reduce the pace of its development and reduce capital [6].

Personnel component – the presence of highly educated and skilled workers, management staff, lack of mass outflow of specialists, a high level of training [6]. Development and realization of interests, and satisfaction of material and intangible needs of employees [2; 12; 17; 19].

Technical and technological component – the presence of high technical and technological level of production, which ensures the competitiveness of goods and services and the enterprise as a whole and timely detection of threats (natural disasters, fires, unauthorized access to the enterprise), detection of illegal actions by employees, etc. [21].

Information component – effective information and analytical support of economic activity of the enterprise, ensuring the protection of information, achieving the required level of information support of all departments [7].

Ecological component – compliance with current environmental regulations, minimization of losses from environmental pollution and the destructive impact of production and economic activities on the environment [7].

Power component – ensuring the physical and moral security of personnel of the enterprise, its capital and property, commercial interests [26].

Commercial security is a state in which the organization and management of sales processes are effectively carried out, consumer demand is met, commercial profit is obtained, the level of competitiveness of its subject increases [4].

The political and legal component covers the following elements of organizational and economic direction: 1) analysis of threats of negative influences; 2) assessment of the current level of security; 3) planning (program) of complex activities by specialized units of the enterprise; 4) implementation of resource planning; 5) planning the work of the relevant functional units of the enterprise; 6) prompt implementation of a program of measures aimed at crisis management and improving the appropriate level of security. Assessment of the real state of political and legal security of the enterprise is carried out in the following areas: the level of organization of the quality of work to protect this component of the general level of economic security; budget and resource support of works; efficiency of divisions of business entities [10].

Part 2. Principles and aspects of economic security of enterprises

The main systemic principles of economic security of enterprises are:

- systemic nature of the interaction of all elements of the enterprise (main production and ancillary production, marketing, finance, etc.);
- high-quality implementation of the planned tasks focused on the final results;
- continuity in the process of functioning of separate systems (subsystems) and processes of enterprises;
- legal substantiation of the accepted decisions which provide the set final results;
- the planned nature of the individual processes of the enterprise;
- economic nature and purposefulness of actions;
- economic efficiency of interaction of separate subsystems of the enterprise;
- maximum combination of publicity and confidentiality of the results of the enterprise [8; 9; 13; 23].

The systemic nature of ensuring the economic security of enterprises is the creation of a security system that would ensure the protection of the enterprise, its property, personnel, information from various fields of activity from possible threats, force majeure. System security, its components, capabilities, tools must be sufficient to ensure all aspects of the enterprise.

The planned tasks must be performed qualitatively, because on the one hand they provide the required level of sales, and on the other hand the set final results.

The security system must be built in such a way that it operates constantly, protecting the interests of the enterprise in market conditions and combating criminals.

All work of the enterprise must be performed on the basis of current legislation. All security measures should be based on the legal framework and legal support of the enterprise. All this allows in the legislative order, to a large extent, to compensate for the shortcomings and ensure the functioning of the enterprise at a given level of efficiency.

The principle of the planned nature of the functioning of individual processes ensures the organization and high quality of the enterprise. It allows each participant in the production process to act consistently, logically, clearly perform their duties and solve effective tasks. The work to ensure the security of the enterprise is performed on the basis of a systematic approach and measures determined by the development strategy of the enterprise.

The principle of economic nature of the enterprise provides a high end result and optimal interaction of individual processes and systems. All processes are economic in nature and focused on maximizing the economic result, which can be assessed through profit, market value of the business or other criteria in the work of the enterprise.

The security of the enterprise is ensured by the economic interaction of all its subsystems (marketing, main production, ancillary production, etc.). All business entities must interact clearly with each other, and the criteria for evaluating their work must be interrelated and focused on the end result (set profit). This principle involves establishing business contacts and coordination with the external environment in which the company operates.

Combination of publicity and confidentiality. Basic safety measures must be known to all employees of the enterprise and must be observed. This will allow timely detection and prevention of potential, real dangers and threats. At the same time, a number of methods, measures, forces, methods of security must be concealed and known only to a narrow circle of specialists. This allows you to fight more effectively internal and external threats, timely prevent damage to the enterprise.

The safety of the enterprise involves a system of solutions that create the conditions and meet the environment to obtain the desired end results.

The security strategy allows the company to implement a system of development strategies. This is achieved through the implementation of many solutions aimed at ensuring the security of the enterprise.

Strategic aspects of ensuring the economic security of the enterprise involve the implementation of 3 components:

1) urgent response to threats, transport process, in particular the loss of property, deterioration of staff structure, etc. In this case, the principle of «threat – reflection» applies. Units, services, methods and tools created to solve this problem can reduce or prevent the impact of threats and, at the same time, there may be a situation where the company will be damaged;

2) forecasting, which involves identifying hazards and threats in advance, purposeful study of economic and criminogenic situations both within the enterprise and in the environment. Specialists involved in solving this problem, formed units of the security service provide an opportunity to consciously and purposefully work to create favorable conditions for the enterprise;

3) compensation (compensation, recovery) for damage. This strategic approach can be considered acceptable only when there is a loss, or when it is not possible to implement strategic approaches of the first and second types.

Thus, the system of economic security of the enterprise is a limited number of interconnected elements that ensure its security and the achievement of strategic goals of enterprises. The components of such a system are the object and subject of economic security, the mechanism of economic security, as well as practical actions to achieve it.

The object of economic security is all that is aimed at ensuring the economic security of the enterprise [5].

The subjects of economic security of the enterprise are individuals, structural units, services, bodies, departments that are directly involved in ensuring the security of the enterprise [5].

Depending on the purpose of the subjects of economic security can be divided into 2 groups:

- 1) services engaged in these activities directly at the enterprise;
- 2) external bodies and organizations.

The first group includes those entities that are part of the structure of the enterprise and solve problems to ensure its security. This group includes:

- special subjects (security service or security, fire brigade, rescue service);
- semi-special (legal department, financial service, medical department);
- other structural units and personnel of the firm, which are involved in ensuring their economic security of enterprises [5].

The second group of entities includes those that are outside the enterprise and are not subordinate to its management. These are, first of all, state bodies that create conditions for ensuring the economic security of the enterprise. These include:

- legislative bodies that pass laws create the legal basis for security activities at the level of the state, region, enterprise and individual;

- executive authorities that pursue security policy and detail the security mechanism;
- judicial bodies that ensure compliance with the legal rights of the enterprise and its employees;
- state institutions that carry out border protection, currency – export, tax, customs control, etc.;
- law enforcement agencies that fight offenses and crimes;
- a system of scientific and educational institutions that implement tasks for scientific development of security issues and training [5].

Non-governmental organizations, agencies, and institutions exist and operate successfully together with state ones. These are various private security and detective firms; analytical centers; information services; educational, scientific and consulting organizations, etc. They typically provide security services for a fee, protect information, trade secrets, collect and provide information about competitors, unreliable partners, and more. World experience shows that it is mainly non-governmental organizations that solve the problem of ensuring the economic security of enterprises.

For the successful functioning and development of the enterprise it is necessary to implement the strategy of economic security of the enterprise, which means a set of the most important decisions aimed at ensuring the appropriate level of economic security of enterprises [27].

According to the above types of strategic approaches, it can be noted that the first two types of strategies provide for such activities to ensure economic security, as a result of which there are no threats. In the third case, there is damage, but it is compensated by the actions provided for in the strategy.

The formation of the security system and, above all, the creation of its bodies depends on the size of the enterprise, its economic, financial, technical, informational, intellectual, professional, organizational and other capabilities [25].

Small enterprises more often use the services of external specialized private organizations: consulting, security, information, etc. These include registration chambers, recruitment and certification firms, credit bureaus that provide information services on the business reputation of partners and their solvency, marketing research centers, private security and detective organizations.

Medium-sized enterprises can use a combined security system. On the one hand, if necessary, receive services from external organizations, on the other – actively use the capabilities of services and departments, including: legal and financial departments, marketing, security, security, personnel, economic analysis, throughput, business. To increase the efficiency of services and units to protect the economic interests of the firm at the enterprise should be created a coordinating body or appointed one of the leaders responsible for economic security.

It is advisable for a large enterprise to create its own security service. As a rule, all security activities are coordinated by one of the company's managers. A Security Council may be established to make proposals and to perform

advisory functions. The security service may include various departments, groups and units.

Such security services are usually set up by local law enforcement agencies or the state security service. The security service of any enterprise constantly performs a certain set of tasks.

The main tasks of the security service for any enterprise are:

1) protection of production and economic activities and protection of information that is considered a trade secret of the firm (enterprise, organization);

2) organization of work on legal and engineering protection of trade secrets of the firm;

3) prevention of unreasonable admission and access to information and works that constitute a trade secret;

4) the organization of special record keeping, which prevents the unauthorized receipt of information classified as a trade secret of the firm;

5) identification and localization of possible channels of leakage of confidential information in the course of normal activities and in extreme situations;

6) organization of the security regime for the implementation of all activities, including meetings, negotiations and meetings in the framework of business cooperation of the firm with other partners;

7) ensuring the protection of premises, equipment, offices, products and technical means necessary for production or other activities;

8) organization of personal security of management and leading managers and specialists of the firm;

9) assessment of marketing situations and illegal actions of competitors and attackers [25].

The security service of the enterprise must always be ready to overcome the critical (crisis) situation that may arise due to the conflict of interests of business and the underworld. To manage security, many companies create «crisis groups», which include the head of the company, a lawyer, a financier and the head of the security service. The main goal of the «crisis group» is to counteract external threats, risks and dangers to the security of the enterprise.

Thus, the economic security of the enterprise is designed on the basis of efficient use of corporate resources, create conditions for successful operation of the enterprise, timely find and minimize the effects of various dangers and threats in conditions of competition and economic risk.

Part 3. Identification of the state of economic security of enterprises

Identification the state of economic security of enterprises is a mandatory component of economic security management of enterprises and makes it possible to identify both the general state of economic security and the main threats to its functional units.

The method of identifying the economic security of the enterprise provides a justification for the following elements:

- functional blocks of economic security of the enterprise and the system of absolute and relative indicators (unit parameters) that characterize their condition;
- norms of quantitative characteristics of individual parameters of the components of economic security of the enterprise;
- weight coefficients of functional blocks on the basis of their priority in ensuring the economic security of the enterprise.

Taking into account the condition of formation of all functional blocks of indicators of identification of a condition of economic safety of the enterprise, definition of an index of economic safety of the enterprise (I economic security) follow the formula (1):

$$I_{\text{economic security}} = \sum_{i=1}^y a_i I_{gr.i} \quad (1)$$

where a_i – weighting factors that determine the degree of contribution of the i group of indicators in the integrated index of economic security of the enterprise;

$I_{gr.i}$ – integrated index of the i group of indicators.

Based on the results of research, taking into account their inaccuracies, the components of the system of diagnostics of economic security of the enterprise are proposed (figure 1).

Considering security as a polar concept to the term «danger», it is necessary to define such intermediate elements as risk and threat, and place in the direction of the intensity of their action on the state of economic security of the enterprise. In this case, the risk acts as an opportunity to create conditions for the negative impact of factors on the economy of the enterprise, and the threat arises when there is a direct effect of negative factors affecting the safety of the object under study, disturbing its balance. Thus, we propose a system for diagnosing the state of economic security of the enterprise, which includes the main components in the following sequence: «economic security of the enterprise – economic risk of the enterprise – economic threat of the enterprise – economic danger of the enterprise» [20].

Consider the concept of elements of the system of diagnostics of economic security of the enterprise:

- economic risk of the enterprise – the probability of an unfavorable situation in the economy of the enterprise;
- economic threat to the enterprise – is the existence of negative factors that have a destabilizing effect on the functioning of the economy of the enterprise, violating its stability;

– economic danger of the enterprise is a state in which the impact of destabilizing factors on the economy of the enterprise, resulting in the destruction of its economic potential, loss of ability to self-reproduction and protection, which leads to bankruptcy [20].

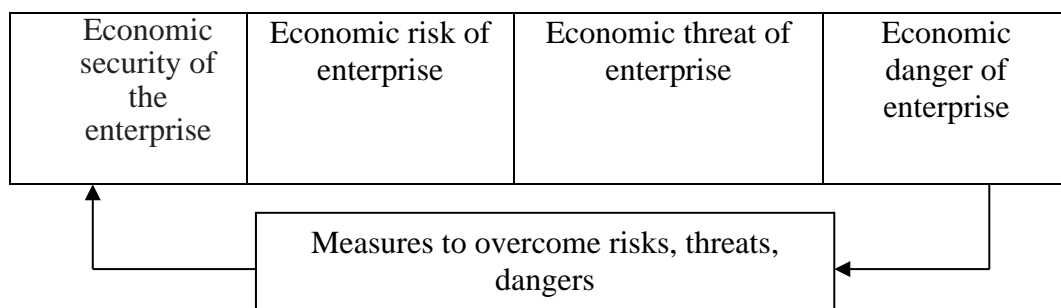


Figure 1. Components of the diagnostic system of economic security of the enterprise

The most important part of the system of economic security of society is the security of the primary economic link – the enterprise. Privatization is actively carried out in Ukraine and today most firms and enterprises have the status of private ones. They, in turn, are the objects of increased attention of criminals because they do not have such a strong and developed system of protection as government agencies.

Private property obliges entrepreneurs to engage in economic protection, a business that a few years ago was the sole prerogative of special government agencies. To date, neither the law on the enterprise, nor the law on entrepreneurship or business associations clearly defines, although they do not prohibit the right of the enterprise to its own economic security.

There are many risks associated with both internal and external factors. In the course of material, financial, informational, personnel and other relations there is an exchange, consumption and movement of raw materials, materials, components, machines, machines, equipment, investments, technologies, funds, finished products (goods and services). All these connections and relationships arise in specific political, socio-economic, natural-climatic and other conditions that have developed both across the country and at the level of a particular region. It is the specific situation in a particular locality, region where the company operates, can significantly affect the results of economic activity.

In conditions of competition (fair or unfair) any of the flows may be suspended or disrupted, respectively, the activities of the enterprise are constantly in danger.

Disruption of communication channels can occur for one of the following reasons:

– a sharp change in the environment, which forces the company to reconsider the terms of the contract or agreement (changes in fuel and rolling stock prices, tax laws, socio-political situation, etc.);

– the emergence of more favorable proposals (more profitable contract, more attractive working conditions);

– changes between personal relationships between managers;

– changes in the physical conditions of movement of goods, financial and labor resources (accidents, changes in customs conditions, the availability of fuel and spare parts, the emergence of new borders or regional relations) [14].

Circumstances such as the state of interethnic, religious, ethnopolitical, territorial disputes and conflicts, separatist sentiments of individual leaders, and contradictions between federal and regional bodies, especially over their competence and responsibility, also have a significant impact on enterprise security.

Entrepreneurial activity largely depends on interest rates on loans from the national bank, inflation rates, the provision of transport services, the competitiveness of transport work, and so on.

Modern theory of competitiveness allows the trucking company to take a balanced approach to ensuring its economic stability and security. The company must take into account the actual state of affairs in the market of transport services and on this basis to determine its behavior, developing appropriate management decisions.

Service market segmentation is carried out on the basis of management decisions. Market segmentation is carried out in order to maximize customer demand, profitability and economic security of the enterprise.

Necessary conditions for segmentation are the division of the market into certain activities. The following conditions must be taken into account:

– the degree of protection of segments from competition;

– the presence of contact with the segment;

– availability of information about this segment (its characteristics, features, etc.);

– the ability of the enterprise to make decisions taking into account the requirements of the technology of services.

The strategy of economic security can be built based on the state of the enterprise, the level of competition in the market, the profitability of the enterprise, the organization of work with customers, tariff policy, quality of service, etc. The quality of service provision is one of the main market factors of profitability, competitiveness and, accordingly, economic security. Market factors serve as effective means of ensuring economic security.

Conclusions

Considering economic security as one of the types of security of the enterprise, it should be noted that it occupies a leading position among all other types of security. In this regard, the problem of economic security of enterprises and its monitoring is becoming increasingly important.

The economic security of the enterprise is designed on the basis of efficient use of corporate resources, to create conditions for the successful operation of the enterprise, to find and minimize the effects of various hazards, risks and threats in conditions of competition and economic risk.

Ensuring economic security depends on the resilience of the enterprise to threats and dangerous external and internal factors. In order to prevent the negative consequences of threats or dangers or to minimize the impact of such economic dangers, it is necessary to think in advance what methods and measures will be taken to identify risk situations and eliminate their causes at the beginning of work. their origin. When choosing methods and approaches to overcome the negative consequences of threats and dangers, it is necessary to take into account various components of economic security of the enterprise.

The main importance of the economic security of the enterprise is that it should be preventive, and the main criteria for assessing its reliability and efficiency are: ensuring stable operation of the enterprise, preservation and increase of finances and material values; prevention of crises, threats, dangers and risks.

The safety of the enterprise involves a system of solutions that create the conditions and meet the environment to obtain the desired end results.

The security strategy allows the company to implement a system of development strategies. This is achieved through the implementation of many solutions aimed at ensuring the security of the enterprise.

Identification of the state of economic security of enterprises is a mandatory component of economic security management of enterprises and makes it possible to identify both the general state of economic security and the main threats to its functional components: financial, political, legal, technical, information, personnel, environmental, commercial, power and intellectual.

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