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**PERSONNEL SECURITY OF THE ENTERPRISE:
GENERAL PRINCIPLES OF FORMATION AND SPECIFICS
OF ASSURANCE IN UKRAINE IN CONDITIONS
OF MARTIAL LAW**

Personnel security is an important component of enterprise security, defined by the level of protection of its human resources from threats that can arise from external or internal sources within the organization. In the modern globalized world, where competition in the labor market is increasing and the number of cyber threats is growing, ensuring personnel security becomes a crucial task for any enterprise. This report addresses the issues of personnel security at the enterprise, taking into account the experiences of Ukrainian and foreign scholars.

Ensuring personnel security involves identifying and analyzing potential threats. Ukrainian and foreign scholars identify the following key threats to personnel security:

1. Labor market competition: M.V. Semykina notes that labor market competition compels companies to pay more attention to retaining and attracting highly qualified employees [1, p. 101].

2. Cyber threats: Research indicates that cyber threats can lead to the leakage of confidential information about employees and clients of the company, which can seriously undermine trust in the organization [2].

3. Workplace conflicts: Studies by Ukrainian researchers, such as Zubarieva H., emphasize the importance of managing workplace conflicts to ensure personnel security [3].

Ensuring personnel security requires the development and implementation of strategies and measures grounded in scientific research and best practices.

1. Succession planning: In our opinion that meticulous succession planning is essential to ensure the continuity of business processes in the event of the loss of key employees.

2. *Data protection:* In the context of cybersecurity, safeguarding confidential employee data is especially crucial. This state can be achieved through the application of encryption methods and user identification.

3. *Conflict management:* In this regard, it is important to develop conflict management systems in the workplace, taking into account the psychological aspects of employees.

Thus, ensuring personnel security in an enterprise is a relevant issue in today's business environment. Analysis of research shows that this topic is surrounded by numerous challenges and threats. However, through strategic planning and the utilization of advanced approaches to resource management within the company, it is possible to achieve an effective level of personnel security.

In Ukraine, under the conditions of martial laws, complex circumstances arise for the functioning of enterprises, demanding a scientific approach to the analysis and planning of personnel security measures. Beginning in 2014, Ukraine has been experiencing an armed conflict in the east, leading to the declaration of martial laws initially in some specific territories and, as of February 24, 2022, across the entire territory of Ukraine, elevating the threat to the state's security and stability. This situation has posed a series of complex challenges for enterprises, with the foremost concern being the security and protection of employees.

The scientific approach to addressing these issues involves a thorough analysis of potential threats and risks. Enterprises must assess the possibility of personnel losses, consider the impact of martial law on the psychological well-being of employees, and take into account other factors that may affect productivity and the safety of the work process.

According to us, special attention should be given to the development of a personnel security plan. This plan should include the following components:

1. *Personnel protection and evacuation:* Enterprises should establish clear procedures for the protection and evacuation of employees in case of threats to their safety. This involves the development of specific mechanisms to ensure the safety of employees and their effective evacuation from hazardous areas.

2. *Ensuring effective communication and psychological support:* Conditions of martial law can induce stress and psychological dissonance among employees. Enterprises should create a system of effective communication to stay in touch with employees and provide psychological support to help them overcome these challenges.

3. *Protection of corporate information:* The confidential information of the enterprise requires special protection under the conditions of martial law when there is a threat of loss or leakage. Cybersecurity measures and safeguarding confidential information become paramount in this context.

Furthermore, it is advisable for enterprises to conduct training and provide education to their personnel on adhering to established safety rules and acquiring the necessary skills for handling emergencies. Collaboration with non-governmental organizations and government entities also plays a crucial role in ensuring personnel security. Enterprises should be prepared for joint actions in case of emergencies and actively cooperate with relevant authorities to coordinate measures and respond to threats to the safety of the enterprise and its personnel.

Therefore, the situation in Ukraine demands that enterprises adopt a well-organized and scientific approach to personnel security. Proper analysis of threats and the development of action plans can mitigate risks and ensure the safety of employees and the business interests of the enterprise. Collaboration, knowledge exchange, and training are key components of successfully addressing these challenges under conditions of martial law.

To achieve this goal, enterprises should systematically refine their approaches to personnel management, considering innovative methods and practices. Additionally, cooperation with the scientific community and sharing experiences with other organizations can contribute to the development of effective personnel security strategies. Through this approach, enterprises can reduce risks and ensure the resilience of their personnel to both external and internal threats, thereby maintaining a competitive advantage and long-term stability.

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