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THEORETICAL AND METHODOLOGICAL ASPECTS OF ENTERPRISE ECONOMIC SECURITY

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Purpose and objectives. The aim is to substantiate the key conditions for ensuring the economic security of the enterprise.

Conducting a well-grounded policy in the field of economic security of an enterprise is an extremely urgent task at the present stage of protecting Ukrainian economic interests.

Object and subject of research. The object is the system of economic security of the enterprise as one of the main elements of strategic enterprise management.

The subject of the research is the organization and functioning of the system of providing financial and economic security at the enterprise.

Methods and means of research. The use of theoretical and methodological foundations for the assessment and analysis of the state of economic security of the enterprise.

Scientific novelty and practical value of the results. In today's market volatility, the successful development and operation of any business entity depends to a large extent on the reliable, high-quality and sound system of economic security of the enterprise. An urgent need for studying and developing the issue of the economic security of the company arose with the transition of Ukraine to a market economy and is today relevant.

Research results. The support of the national economy and economic development of the regions are highly developed industrial structures that are capable of successfully achieving market objectives.

The economic security of an enterprise can be considered as one of the components of the general notion of «security».

Economic security of the enterprise - it is the protection of the enterprise from the negative effects of the environment, as well as the ability to quickly eliminate various threats or adapt to existing conditions that do not negatively affect its activities [1]. In addition, the company's economic security is the most efficient use of resources that ensure the stable operation of the enterprise.

At the present stage of development of the concept of economic security, considerable attention is paid to the methods of its evaluation at the national level, but at the enterprise level, a single integrated methodological approach to evaluation and analysis has not been developed.

To determine the quantitative level of economic security of an enterprise, several approaches are used [2]: indicator (threshold), resource-functional, program-target (complex), approach based on the theory of economic risks.

Indicative (threshold) approach is to establish the level of economic security by comparing the actual performance of the enterprise with the indicators serving as threshold values of these indicators and correspond to a certain level of safety. This approach allows you to define the categories: safe or dangerous; crisis, critical, pre-crisis normal state of economic security of the enterprise. The main disadvantage of this approach is that if the indicators are not accurately determined, the level of economic security will be erroneously determined.

The resource-functional approach involves determining the level of economic security by assessing the efficiency of utilizing enterprise resources. The company develops a set of measures to protect against threats and for each direction is estimated economic effect. In applying this approach, the assessment of the level of economic security of the enterprise is identified with an analysis of the state of its financial and economic activity. Most often, values are calculated for functional components. In this regard, the level of economic security by this approach can be determined only by comparing with the same levels over several periods, that is, in dynamics.



The program-targeted (integrated) approach is based on the integration of indicators that determine the level of economic security of the enterprise. Considerable attention should be paid to the use of this approach in the selection of indicators and the identification of methods for their integration. Also, complexity arises when determining the coefficients of significance on the basis of expert estimates [3].

The management of economic security of an enterprise is a continuous process of provision at an enterprise that is in a certain external environment, the stability of its operation, financial equilibrium and regular profit, as well as the ability to accomplish its goals and objectives, its ability to further develop and improve at different stages of life cycle of the enterprise and in the process of changing competitive market strategies [4].

Therefore, the process of managing the economic security of an enterprise is considered to be continuous, taking into account the change in the state of the enterprise and the impact on it of the environment. Also, the management process must include an assessment and analysis of the company's economic security.

Dynamic changes in the economic security of an enterprise largely depend on the stage of the life cycle on which it is located. At the stage of creation of the company, the main threats to the provision of economic security are threats from the incorrect positioning of the company in the market and from errors in the creation of the product. They can be catastrophic for the company being created. At this stage of the company's life cycle, there is an urgent need to maintain commercial secrecy.

From the point of view of ensuring economic security of the enterprise, the stage of growth of the enterprise is the most dangerous, because the position of the company is not yet stable and exposed to external and internal threats. Therefore, at this stage, it is recommended that the greatest attention be paid to the issue of expanding production and improving management [4].

At the stage of maturity, the company has already captured the required market share and its main goal - the maintenance of conquered positions. The main tools for ensuring a high level of economic security are marketing, developing new products, applying new technologies, and improving existing production methods.

The downfall of the company is characterized by a low level of economic security. The greatest attention should be paid to financial issues and the maintenance of effective areas of activity that should serve as the basis for the exit of the enterprise from the crisis or its reorientation [4].

Reliable economic security of an enterprise is possible only with a comprehensive and systematic approach to its organization. This system provides an opportunity to assess the prospects of enterprise growth, develop tactics and strategy for its development and reduce the effects of financial crises and the negative impact of new threats and dangers.

Conclusion. Reliable economic security of the enterprise is possible only with a comprehensive and systematic approach to its organization. This system provides an opportunity to assess the prospects of enterprise growth, develop tactics and strategies for its development and reduce the effects of financial crises and the negative impact of new threats and dangers.

Keywords: *economic security, enterprise, analysis.*

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