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THEORETICAL AND PRACTICAL GROUNDS OF ENTERPRISES' ECONOMIC SAFETY MANAGEMENT

In the article essence of basic modern approaches to the category "enterprises' economic safety" are disclosed, main facilities of management enterprises' economic safety are found out. It was underlined that investigating exo- and endogenous environment of enterprise, the high-priority task is to analyze the level of its potential danger, source of uncertainty, and it's also essential to find out how an enterprise can co-operate with this uncertainty. The current state of economy hides in itself the great number of threats for the normal functioning of enterprises which lie hidden both inside and outside. The actuality and necessity of further development of theoretical aspects of enterprises' economic safety providing are grounded, the conceptual model of environment impact on the state of enterprises' economic safety is offered.

Keywords: economic safety; conception of providing enterprises' economic safety; enterprises' economic safety management.

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ТЕОРЕТИКО-ПРИКЛАДНІ ЗАСАДИ УПРАВЛІННЯ ЕКОНОМІЧНОЮ БЕЗПЕКОЮ ПІДПРИЄМСТВ

У статті з'ясовано сутність основних сучасних підходів до категорії «управління економічною безпекою підприємств», засобів та інструментів управління економічною безпекою. Було підкреслено, що під час дослідження екзо- і ендогенних середовищ підприємства пріоритетним завданням є аналіз рівня його потенційної небезпеки, джерел невизначеності, а також шляхів роз'яснення цієї невизначеності суб'єктом господарювання. Визначено, що поточний стан економіки таїть у собі велику кількість загроз для нормального функціонування підприємств, які виникають як всередині, так і зовні. Обґрунтовано актуальність та необхідність подальшого розвитку теоретичних аспектів забезпечення економічної безпеки підприємств, запропоновано концептуальну модель впливу середовища на економічну безпеку суб'єктів господарювання.

Ключові слова: економічна безпека; концепція забезпечення економічної безпеки підприємств; управління економічною безпекою підприємств.

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ТЕОРЕТИКО-ПРИКЛАДНЫЕ ОСНОВЫ УПРАВЛЕНИЯ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТЬЮ ПРЕДПРИЯТИЙ

В статье выяснена сущность основных современных подходов к категории «управление экономической безопасностью предприятий», средств и инструментов управления экономической безопасностью. Было подчеркнуто, что в ходе исследования экзо- и эндогенных сред предприятия приоритетной задачей является анализ уровня его потенциальной опасности, источников неопределенности, а также выявление, путей устранения предприятием этой неопределенности. Определено, что текущее состояние экономики таит в себе большое количество угроз для нормального функционирования предприятий, которые возникают как внутри, так и снаружи. Обоснована актуальность и необходимость дальнейшего развития теоретических аспектов обеспечения экономической безопасности предприятий, предложена концептуальная модель влияния среды на экономическую безопасность субъектов хозяйствования.

Ключевые слова: экономическая безопасность; концепция обеспечения экономической безопасности предприятий; управление экономической безопасностью предприятий.

Formulation of the problem. Nowadays existing changes in different areas of life influence economic processes that have become well-established and highlight the new goals. First of all it is providing of steady and safe development of economy under the conditions of uncertainty of economic processes which can be the reason of appearance of many factors that could both positively and negatively affect the economy. And if the positive factors do not arouse much interest due to the fact that they have a favourable effect on the economy, negative factors should be paid much attention because they are a different kind of danger. The danger in the form of threats has an ability to influence any object. In the case of danger appearance scientists speak about the economic dangers in the area of economic systems.

Analysis of recent research and publications. National experts suppose that economic safety of enterprise (ESE) is the state of economic system and the ability to resist risk destroying its organizational structure and status, as well as obstacles to achieve goals of the development [1, p. 17]. In our opinion, an important aspect of economic safety is consideration of various factors, both internal and external, which threaten economic security of the enterprise in time and dynamics. At the same time influence factors act as a change in the indicators that characterize the enterprise sustainability.

A variety of the enterprise connections and relations of material, financial, human resources and other character is in the specific political, social and economic, legal, natural and climatic conditions that affect business results. A set of factors that affect the state of the company is divided into groups of external and internal influence and are, therefore, defined as external and internal environment.

This definition of organization environment can be found in the economic encyclopaedias: "The external environment is everything that affects the organization from the environment" [2, p. 383]. S. Ilyashenko says that the environment is the factors that do not depend directly on the specific enterprise [3, p. 13]. Thus, we understand the factors of external influence as an enterprise environment that is able to provide or, on the contrary, prevent the achievement of the organization objectives.

Formulation of article aims. The purpose of this article is to summarize, the deepening and development of the theoretical foundations of the economic safety of enterprise.

Realization of this goal has led to the following tasks:

- determination of the concept for the management of economic security;
- development of structural model of the environment influence on the level of economic safety of enterprise.

Theoretical and methodological basis of this article covers general scientific approaches such as analysis and synthesis, logic techniques.

Results. Analyzing the scientific sources, we have come to this conclusion: macro-external environment is an environment that is characterized globally and has no significant direct impact on the enterprise, that is, it has an indirect impact. This group of factors includes: economy state (economic environment), socio-cultural factors, international environment, political factors, technological environment), and in recent study scientists have added ecologic and natural factors as well as geographical environment [4, 5, 6]. In our view micro-external environment is defined as a part of the environment, which affects the company directly and undergoes a reverse effect. Domestic specialists determine some other composition of these factors, in particular [4, 6, 7] they mark out influence of users, competitors, suppliers, public organs, finance and credit establishments, information supply.

The structural model of influence of external and internal environment on the state of economic safety of enterprise is offered and presented in fig. 1.

It should be noted that the most of scientists, examining the impact of external factors on the company, submit their own list of environmental factors, which characterizes particular economic activity or production sphere.

Taking into account considerable direct influence on the state of functioning enterprises, it is necessary to structure a micro-external environment in such groups: competitors, mediators, users,

suppliers of resources, government authorities. Existent methodological approaches in relation to structuring of the internal environment of an enterprise include finances, technology, personnel, technique, organization and management [3, 8].

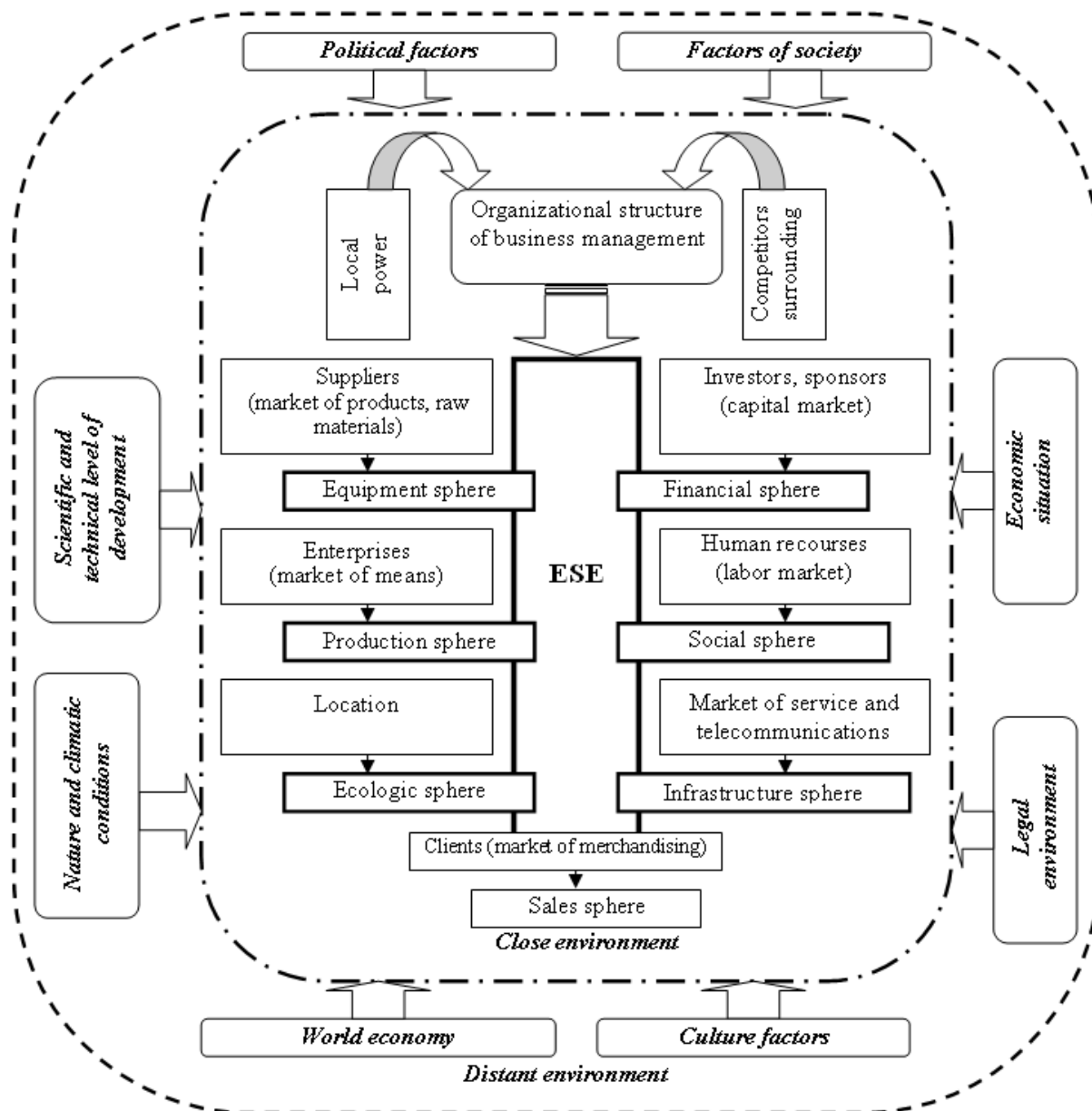


Fig. 1. Structural model of environment impact on the state of enterprise economic safety

It is necessary to underline that investigating exo- and endogenous environment of enterprise, the high-priority task is to analyze the level of its potential danger, source of uncertainty, and it's also essential to find out how an enterprise can co-operate with this uncertainty. The current state of economy hides in itself the great number of threats for the normal functioning of enterprises which lie hidden both inside and outside [7, 9].

On our point of view the process of management enterprises' economic safety is cycle, complicated and many staged phenomenon (fig. 2).

The first phase is to develop a concept of enterprises' economic security. In addition, an important aspect of the implementation phase of the management level of economic security is the fact that the closer to the end is the development and training of the optimal method, the more difficult to make drastic changes to it. Then comes the stage of identification or detection of real and potential threats to businesses' economic security and it is important to the point that the

inclusion of such threats that already existed in previous periods or remain permanent for the enterprise is automatic and identification of new threats must be identified on the grounds of the analysis environment, both internal and external, and by means of prediction. Very important is the next step in the process of managing the level of economic security transport enterprise it is to examine the essential characteristics and factors that undermine the stability of the entity because some similar factors may be repeated in multiple threats simultaneously, so it is important to identify all possible relationships between factors. On the grounds of these measures the development and selection of the optimal method of ensuring economic security of enterprises is done, which is defined as a set of tools and the system of their execution and monitoring, with which are achieved maximized level of economic security [5]. In addition, an important aspect of the implementation phase of the management level of economic security is the fact that the closer to the end is the development and training of the optimal method, the more difficult to make drastic changes to it.

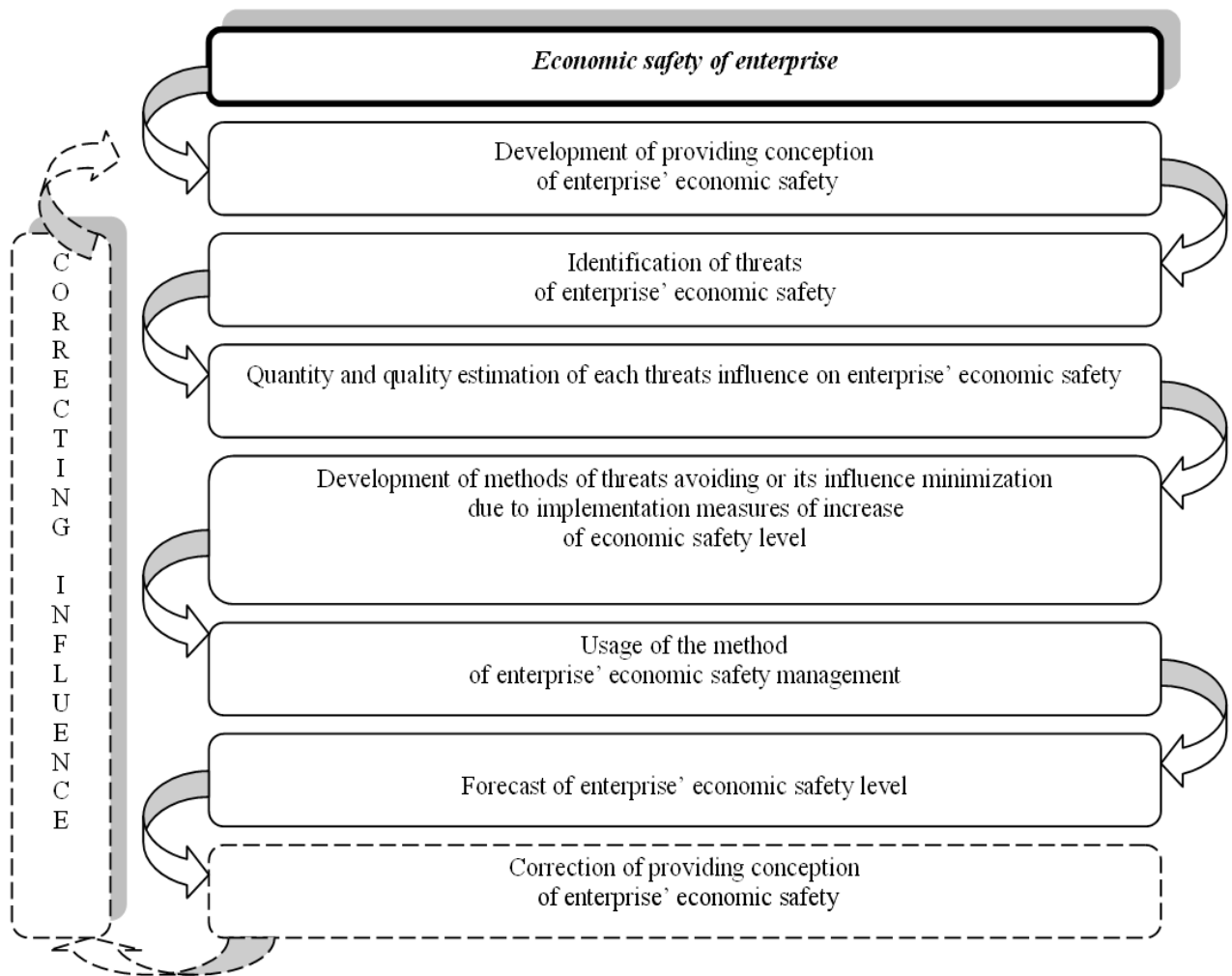


Fig. 2. Scheme of processes carrying out sequence of level of enterprise' economic safety management

Conclusions. Thus, the authentication of factors of exo- and endogenous environment becomes necessary background of construction and creation of integral system of enterprise economic safety. The system of factors of influence must be examined not as the detailed list of its elementary parts but as the structured aggregate of interrelated components in complex. Its necessary to underline that in the management of economic safety the great role should be noted to the special methodical instruments which target to investigate the level of ESE and identify "problem areas" in business caring out.

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