

8. : / , 2006. — 216 .

References

1. Ozhegov S.I. *Slovar russkogo yazyka* [Dictionary of Russian]. Moscow: Rus. yaz., 1987. 797 p.
2. Danilov–Danilyan V.I. *Ekonomiko-matematicheskij entsiklopedicheskij slovar* [Economics and Mathematics encyclopedia]. Moscow: "INFRA-M", 2003. 688 p.
3. Arkhipov A.I., Bagudina E.G., Balashov S.A. *Ekonomicheskij slovar* [Dictionary of Economics]. Moscow: Prospect, 2010. 672 p.
4. Kochergina T. E. *Ekonomicheskaya bezopasnost* [Economic Security]. Rostov-on-Don: Pheniks, 2007. 445 p.
5. Senchagov V.K. *Voprosy ekonomiki*, 1995, no. 1, pp. 98–101.
6. Prohozhev A.A. *Obshchaya teoriya natsionalnoy bezopasnosti* [The general theory of national security]. Moscow: Izd-vo RAGS, 2005. 320 p.
7. Yachmeneva V.M. *dentyf kats ia d ialnost promyslovykh p dpyriemstv* [Identification of industrial activities]. Simferopol: DOLIA, 2007. 384 p.
8. Goncharenko L.P. *Risk-menedzhment* [Risk Management]. Moscow: KNORUS, 2006. 216 p.

© , 2013

Reviewer

V. M. Yachmeneva
Doctor of Economic Sciences, Professor
National academy of environmental protection and resort development, Simferopol, Ukraine

65.012.8

V. V. Vorozhbyt

SOCIAL ASPECT OF CORPORATE CULTURE AND ITS INFLUENCE ON ECONOMIC SECURITY OF AN ENTERPRISE

Introduction: Today one of the most important tasks of HR is the formation of a qualitatively new attitude to work, raising the general cultural level of personnel. Forming the corporate culture based on values system helps to maintain the level of economic security. **Aims and Objectives:** Justification of influence of corporate culture, namely, of its social aspect, on the level of economic security. **Methods:** Logical and comparative analysis, method of clustering, method of calculation, specific sociological methods, such as questionnaires. **Results:** It has been determined that corporate culture does not only form and create the image of the company, but also plays an important role in solving problems related to social management. Significant impact of corporate culture on economic security of the enterprise has been proved. **Conclusions:** Problems of improvement of corporate culture of the enterprise, which have close relationship to economic security, acquire special importance nowadays. It has been proposed to develop and implement a complex of measures to improve social and labor relations, which will significantly enhance the economic security of the enterprise.

Keywords: corporate culture, economic security of an enterprise, social and labor relations, motivation, system of values.

», «

», «

»

[1, 2, 3, 4].

2010

2011

114

2011

31%

363

1

1.			
-	43	59	12
-	39	59	16
-	38	55	21
-	39	44	31
2.	48	40	26
3.	39	63	12
4.	42	42	30
	288	362	148
%	36,1	45,4	18,5

36,1%

(18,5%) -

(45,4%) -

. 2

(16,9%)

14).

(114

2

1	?	100%	28	39	20	22	5
2	?	14	31	40	25	4	
3	?	19	30	29	23	13	
4	?	100%	16	36	27	22	13
		100%					
		77	136	116	92	35	
	%	16,9	29,8	25,4	20,2	7,7	

(40 35%)

(39)

8%

3.

(47,4%)

, 28,1%

(24,5%)

« »

	-	- %,
)	32	28,1
)	54	47,4
)	16	14,0
)	10	8,8
)	2	1,7
	114	100

2009-2011 . (1 « », 2 « »).

():

$$S = S_R + S + S + S , \tag{1}$$

S -
S_R -
S -
;
S -
S -

;
;
;
[16].

:

$$S = \sum_{i=1}^Z \frac{1}{Z \cdot N_i} K_i, \tag{2}$$

S -
Z -
N_i -
--

(2009–2011).

.4

.4

(2) [16].

4

« »

		2009	2010	2011
	> 0,7	2,98	2,56	1,83
) (> 0,5	0,81	0,73	0,59
	> 1	5,26	2,78	1,43
	> 2	2,25	2,18	2,26
	> 0,2	0,143	0,14	0,104
() :	> 0,1	0,072	0,125	0,032
	> 0,8	0,43	0,40	0,38
	>1	5,22	7,81	10,0

S 2009–2011 .

(2009 2011).
(2),

) " : ():

$$S_{2009} = \frac{1}{2 \cdot 0,7} \cdot 2,98 + \frac{1}{2 \cdot 0,5} \cdot 0,81 = 2,94;$$

$$S_{2010} = \frac{1}{2 \cdot 0,7} \cdot 2,56 + \frac{1}{2 \cdot 0,5} \cdot 0,73 = 2,56;$$

$$S_{2011} = \frac{1}{2 \cdot 0,7} \cdot 1,83 + \frac{1}{2 \cdot 0,5} \cdot 0,59 = 1,9.$$

$$S = (2,94 + 2,56 + 1,9) : 3 = 2,47.$$

) ():

$$S_{2009} = \frac{1}{2} \cdot 5,26 + \frac{1}{4} \cdot 2,25 = 3,19; S_{2010} = \frac{1}{2} \cdot 2,78 + \frac{1}{4} \cdot 2,18 = 1,94;$$

$$S_{2011} = \frac{1}{2} \cdot 1,43 + \frac{1}{4} \cdot 2,26 = 1,28; S_{\text{ср}} = (3,19 + 1,94 + 1,28) : 3 = 2,14.$$

) ():

$$S_{R2009} = \sum_{i=1}^Z \frac{1}{Z \cdot N_i} K_i = \frac{1}{0,4} \cdot 0,143 + \frac{1}{0,2} \cdot 0,072 = 1,8;$$

$$S_{R2010} = \frac{1}{0,4} \cdot 0,14 + \frac{1}{0,2} \cdot 0,125 = 0,98;$$

$$S_{R2011} = \frac{1}{0,4} \cdot 0,104 + \frac{1}{0,2} \cdot 0,032 = 0,42;$$

$$S_R = (1,8 + 0,98 + 0,42) : 3 = 1,06.$$

) ():

$$S_{2009} = \frac{1}{2 \cdot 0,8} \cdot 0,43 + \frac{1}{2} \cdot 5,22 = 2,88; S_{2010} = \frac{1}{2 \cdot 0,8} \cdot 0,4 + \frac{1}{2} \cdot 7,81 = 4,16;$$

$$S_{2011} = \frac{1}{2 \cdot 0,8} \cdot 0,38 + \frac{1}{2} \cdot 10,0 = 5,24; S_{\text{ср}} = (2,88 + 4,16 + 5,24) : 3 = 4,09.$$

. 5.

5

« »,

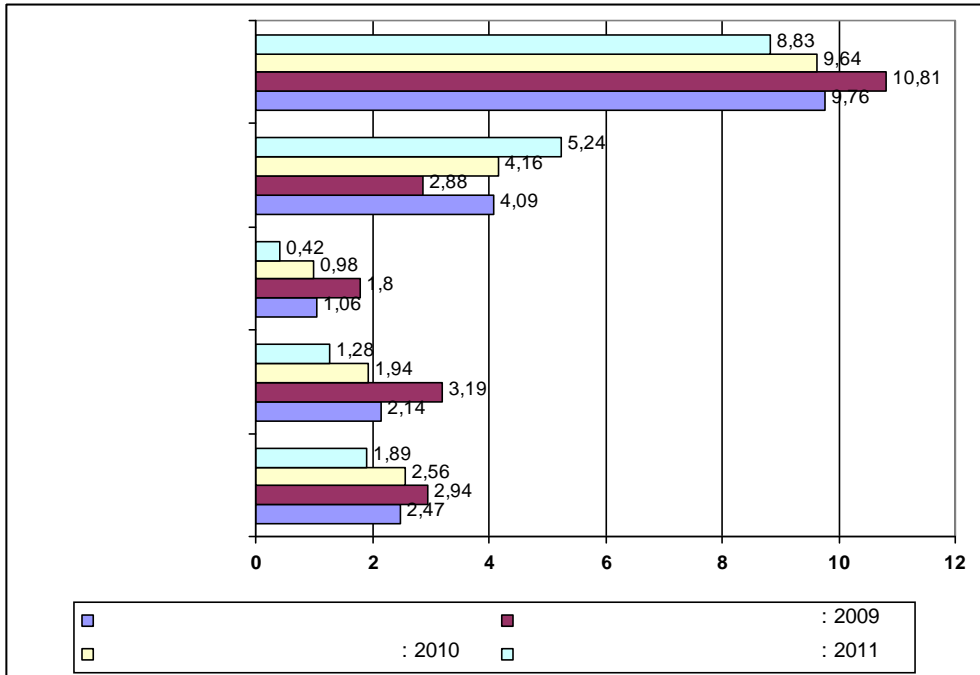
		:		
		2009	2010	2011
	2,47	2,94 - 2,47 = = +0,47	2,56 - 2,47 = = +0,09	1,89 - 2,47 = = -0,58
	2,14	3,19 - 2,14 = = +1,05	1,94 - 2,14 = = -0,2	1,28 - 2,14 = = -0,86
	1,06	1,8 - 1,06 = = + 0,74	0,98 - 1,06 = = - 0,08	0,42 - 1,06 = = - 0,64
	4,09	2,88 - 4,09 = = - 1,21	4,16 - 4,09 = = +0,07	5,24 - 4,09 = = +1,15
-	9,76	10,81 - 9,76 = = + 1,05	9,64 - 9,76 = = - 0,12	8,83 - 9,76 = = - 0,93

. 5, -
2009 . 10,81, -
2010 . - 9,64, 2011 . - 8,83.
, 2009 -
, 2010 . 2011 -

(1,28) , 2009-2010 . () - 0,42.

1

.1



.1.

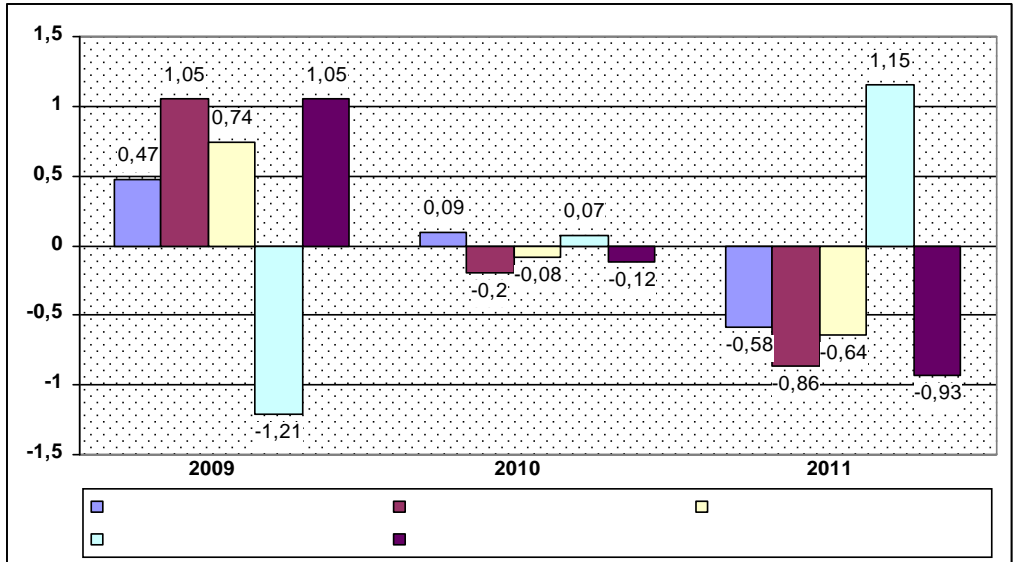
2009-2011 .

.5

(-0,93).

.2

2011 .
2009-2010



. 2.

2009–2011 .

, 2010 . - 12,2%
 37,6%
 1750,3 . 2011 . -
 21,2%,
 5,8%. 1852,1 . (1-

2009-2010 .

. 2011 .

" [17].

1. . . / . . — : , 2001. — 352 .

2. . . : [] / . . — : . . , 2011. — 348 .

6. Pokropyvnyi S.F. *Ekonomika pidpryiemstva* [Economy of the Enterprise]. Kyiv: KNEU, 2001. 528 p.
7. Nikolaiuk S.I., Nykyforchuk D.Y. *Bezpeka subiektiv pidpryiemnytskoi diialnosti* [Security of Entrepreneurs]. Kyiv: KNT, 2005. 320 p.
8. Hrishnova O.A. *Liudskiy kapital: formuvannia v systemi osvity i profesiinoy pidhotovky* [Human Capital: Formation in Education and Professional Training System]. Kyiv: Tovarystvo "Znannia", KOO, 2001. 254 p.
9. Novikova O.F. *Sotsialna bezpeka v Ukraini: mozhyvosti liudskoho rozvytku* [Social Security in Ukraine: Opportunities for Human Development]. LAP Lambert Academic Publishing GmbH & Co. KG. Saarbrücken, 2012. 172 p.
10. Yarochkin V.I. *Informatsiina bezpeka* [Information Security]. Moscow, Akademichnyi Proekt, Svit 2004. 544 p.
11. Reverchuk N.Y. *Naukovyi visnyk Volynskoho derzhavnoho universytetu imeni Lesi Ukrainky*. Lutsk, 2001, no. 3, pp.193-196.
12. Shkarlet S.M. *Ekonomichna bezpeka pidpryiemstva: innovatsiinyi aspekt* [Economic Security of the Enterprise: Innovative Aspect]. Kyiv: Knyzhkove vydavnytstvo NAU, 2007. 436 p.
13. Kozachenko H.V., Ponomarov V.P., Liashenko O.M. *Ekonomichna bezpeka pidpryiemstva: sutnist ta mekhanizm zabezpechennia* [Economic Security of the Enterprise: Essence and Mechanism of Provision]. Kyiv: Libra, 2007. 280 p. Available at: http://www.nbu.gov.ua/portal/chem_biol/nvntu/20_15/98_Was.pdf (accessed 19 February 2013)
14. Ortynskyi V.L., Kernyskyi I.S., Zhyvko Z.B. *Ekonomichna bezpeka pidpryiemstv, orhanizatsii ta ustanov* [Economic Security of Enterprises, Organizations and Institutions]. Kyiv: Pravova Yednist, 2009. 544 p.
15. Chorna A.M. *Ekonomika. Menedzhment. Pidpryiemnytstvo: Zb. Nauk. Pr. Skhidnoukrainskoho Natsionalnoho Universytetu imeni Volodymyra Dalia* [Economy. Management. Entrepreneurship: Collected papers of Volodymyr Dahl East Ukrainian National University]. Luhansk: SNU im. V. Dalia, 2008, no. 20. Available at: http://www.nbu.gov.ua/portal/Soc_Gum/Emp/2008_20/index.htm (accessed 19 February 2013)
16. Tkachenko A.M., Reznikov O.L. *Otsinka rivnia ekonomichnoi bezpeky pidpryiemstva* [Evaluation of Economic Security Level of the Enterprise], 2010, no.1, pp.101-106. Available at: www.nbu.gov.ua/portal/socgum/venu/.../21.pdf (accessed 4 February 2013)
17. Riashchenko V.P., Lubenchenko A.V., Lubenchenko O.E. *Ekonomika. Menedzhment. Pidpryiemnytstvo: Zb. Nauk. Pr. Skhidnoukrainskoho Natsionalnoho Universytetu imeni Volodymyra Dalia* [Economy. Management. Entrepreneurship: Collected papers of Volodymyr Dahl East Ukrainian National University]. Luhansk: SNU im. V. Dalia, 2012, no. 24(2), pp. 7-14.

© . . . , 2013

. . . , . . . ,

Reviewer

V. M. Danich
 Doctor of Economic Sciences, Professor
 Volodymyr Dahl East Ukrainian National University, Luhansk, Ukraine