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ESSENCE AND MECHANISM COMPONENTS OF FOREST ENTERPRISES ECOLOGICAL AND ECONOMIC SECURITY PROVISION

СУТНІСТЬ ТА СКЛАДОВІ МЕХАНІЗМУ ЗАБЕЗПЕЧЕННЯ ЕКОЛОГО-ЕКОНОМІЧНОЇ БЕЗПЕКИ ЛІСОГОСПОДАРСЬКИХ ПІДПРИЄМСТВ

Urgency of the research is determined by the growing role of enterprise security management in the situation of increased competition, limited resources, exhaustive technology use and as a result - ecosystems depletion.

Target setting. The problem of forestry operations is to ensure short-term results, the dominance of economic interests over environmental ones. In the long run, this can lead to the loss of the main forest resources, the disturbance of the ecological and economic equilibrium, and hence the impossibility of further effective development.

Actual scientific researches and issues analysis. Within article the author develops approaches to the formation of economic and organizational mechanisms for enterprise security ensurance.

Uninvestigated parts of general matters defining. There is a need to ensure environmental and economic security through the introduction of an appropriate mechanism, incorporating tools that will balance economic and environmental interests in the long-term and short-term perspective.

The research objective. The main objectives of the study are: the definition of the mechanism ensuring ecological and economic security of forest enterprises and their principles, goals, goals, structures.

The statement of basic materials. The article further develops the approaches to the substantiation of the mechanism of ensuring ecological and economic safety of forest enterprises; Meaningful filling of the components of this mechanism, namely the system of institutional support for the management of the EES, the diagnosis of the EES, the tools and ways of providing the EES depending on the results obtained; Approaches to the substantiation of the essence of the potential of ecological and economic security of the enterprise, its components.

Conclusions. The mechanism of providing ecological and economic security is an effective tool in the system of forest enterprises management, designed to ensure the realization of the goals for their development in the long-term and short-term perspective in a rapidly changing and aggressive environment.

Keywords: forestry enterprise; environmental and economic security; ecological and economic security assurance mechanism.

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Актуальність теми дослідження визначається зростанням ролі методів управління безпекою підприємств через загострення конкурентної боротьби, обмеженість ресурсів, застосування ресурсомістких технологій, що призвело до вичерпання частини з них і виснаження екосистем.

Постановка проблеми. Проблема діяльності лісогосподарських підприємств полягає в забезпеченні короткотермінових результатів, домінуванні економічних інтересів над екологічними, що в довготерміновій перспективі може призвести до втрати основних ресурсів лісу, порушення еколого-економічної рівноваги, а отже, неможливості подальшого ефективного розвитку.

Аналіз останніх досліджень і публікацій. Розроблено підходи до формування економічного, організаційного механізмів забезпечення безпеки підприємства.

Виділення недосліджених частин загальної проблеми. Виникає необхідність в забезпеченні еколого-економічної безпеки завдяки впровадженню відповідного механізму, інструменти якого дозволять збалансувати економічні та екологічні інтереси у довго- та короткотерміновій перспективі.

Постановка завдання. Основними завданнями дослідження є: визначення сутності механізму забезпечення еколого-економічної безпеки підприємств лісогосподарської сфери, принципів, мети, цілей, структури.

Виклад основного матеріалу. У статті набули подальшого розвитку: підходи до обґрунтування сутності механізму забезпечення еколого-економічної безпеки лісогосподарських підприємств; змістовне наповнення складових цього механізму, а саме системи інституційного забезпечення управління ЕЕБ, діагностики ЕЕБ та інструментів і шляхів забезпечення ЕЕБ залежно від отриманих результатів; підходи до обґрунтування сутності потенціалу еколого-економічної безпеки підприємства, його складових.

Висновки. Механізм забезпечення еколого-економічної безпеки є дієвим інструментом в системі менеджменту лісогосподарських підприємств, покликаним забезпечити реалізацію цілей їх розвитку на довго- та короткотермінову перспективу в умовах швидкозмінного та агресивного зовнішнього середовища.

Ключові слова: лісове господарство; еколого-економічна безпека; механізм забезпечення еколого-економічної безпеки.

Relevance of research topic. Extremely rapid changes in social needs, the development of science and technology all lead to an intensification of competition, formation of new spheres and directions of the limited resources use, prompting enterprises not only to consider the factors of the environment, but also to assess possible threats for not receiving the desired results. At the same time,

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ineffective use of natural resources, the use of resource-intensive technologies, lead to the exhaustion of some of them and the depletion of ecosystems. This also applies to forest resources, as uncontrolled felling of forests not only reduced the efficiency of the operation of logging and timber processing complexes due to the exhaustion of ripe logging sites, but also caused environmental problems and led to a decrease in forestry.

Formulation of the problem. The problem of forest enterprises activities lies in pursuing short-term results showing the dominance of economic interests over environmental ones, which in the long run may lead to the loss of the main forest resources, the disturbance of the ecological and economic equilibrium, and, consequently, the impossibility of further effective development.

Analysis of recent research and publications. The concept of the mechanism in the scientific literature isn't rare however there is no single interpretation of its nature. In particular, I. Ilyashenko defines the essence of the organizational and economic mechanism of natural and industrial strategic management of environmental safety on the basis of sustainable development [1]; V. Kuchmiev developed a mechanism for managing the ecological safety of the economic system on the basis of marketing [2]; M. Kamlik substantiated the system of economic security as a complex of interrelated organizational and legal measures [3, p. 253]; S. Kalambet, V. Voropay tied the elements of the management mechanism with the assistance to the economic security of the enterprise [4, p. 109].

Identification of unexplored parts of the general problem. One of the tasks of forest management is to ensure ecological and economic security (EES) through the introduction of a mechanism incorporating the tools which will allow to balance often antagonistic economic and environmental interests in the long-term and short-term perspective.

Setting objectives. The main objectives of the study are: the definition of the nature of the mechanism for ensuring ecological and economic security of forest enterprises. Defining of the forest enterprises principles, goals, structures.

Presenting main material. The preliminary investigations of approaches to the development of economic and ecological safety mechanisms allowed to make a number of generalizations concerning the elaboration of the EES mechanism in terms of enterprise maintenance: the basic provisions for forming such a mechanism are the purpose, goals, principles, according to which certain actions are carried out in the management system of the enterprise; transforming actions provide leverage, tools that form the institutional environment of the enterprise; at each stage of the EES management, certain functions are performed – forecasting and identifying risks, threats, crisis management, process coordination, interaction for mobilizing efforts and resources to overcome negative consequences, balancing the enterprise as a system. The effectiveness of the mechanism is determined by the degree of stability, adaptability of the enterprise to the action of aggressive factors of its environment.

The complexity of forming a mechanism for the EES provision to forestry enterprises is conditioned by the twofold conflict of interests: economic and environmental; Long-term and short-term. Therefore, there is a need to use such tools the interaction of which would ensure a number of goals: obtaining sufficient financial results for current needs; advanced reproduction based on the latest environmentally-oriented technologies; integrated use of natural resource potential of forest enterprises on the basis of non-exhaust forest use; forest protection activities and reproduction of forest resources, prevention of degradation of forest areas.

O. Orlyk justified the principles of constructing a mechanism for ensuring financial and economic security of the enterprise, some of these principles are relevant to the mechanism of ensuring the safety of enterprises in the forestry sector, namely: legality, systemic construction, economic feasibility, effectiveness, continuous monitoring, reasonableness, timeliness, balance of interests, orientation for strategic goals, adequacy of response, adaptability and flexibility [5, p. 227-228].

The structure of the mechanism for ensuring ecological and economic safety of the forest enterprises includes the following blocks: formation of institutional conditions for the management of the EES; EES diagnostics; ensuring the company's current sustainability to external and internal threats; building a long-term security capability. Each block is characterized by specific tools.

The system of institutional support for the EES management includes two subsystems: an external and internal institutional environment. Operation of the management system as well as management

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of all activities at the enterprise is carried out in accordance with current domestic legislation and international law, as most forest enterprises are subjects of foreign economic activity which requires compliance with the requirements of the international law, conventions, quality standards, environmental norms and standards. Important tasks are the certifications of the enterprise quality management systems, implementation of environmental management and auditing.

Many problems in the forest management system are related to the imperfection of the organizational structure, which is characterized by a multilevel hierarchy, fuzzy official duties regulation and functions division, ineffective system of responsibility and authority delegation. All this leads to complications in communication, difficulties and delays in making managerial decisions. Therefore, we consider reengineering of the business processes, use of modern effective organizational structures (brigade, cross-functional, project-based) as effective tools.

In the system of EES management diagnostics allows to fully assess the state of the enterprise, identify problems and outline solutions for them; EES Diagnostic reveals the nature of violations, ensures the detection of the EES level. In order for diagnostics to become an effective tool for managing the EES, it is necessary: to form a system of indicators, to select effective methods of analysis and evaluation, which will allow not only to identify trends, but to establish causal relationships; develop a model of the desired condition; define the current condition mismatches with the desired.

Particular attention is required to the substantiation of the norms and parameters of the company operation, arising from the signs of its EES, some of which are a prerequisites, others – the results of management. The first group corresponds to: the norms of providing material, financial and natural resources; permissible level of threats and security potential; flexibility, adaptability of the management system, competence of the personnel; environmental restrictions. The second is the protection of enterprise's vital interests from possible threats; reliability; stability; ability to develop, to achieve the objectives, taking into account the nature-resource constraints. The result of the diagnosis may represent the following conditions: 1) high level of stability, guaranteed preservation of integrity and identity of the enterprise; 2) the risk of losing current benefits, but the potential for security, the level of stability of the enterprise to the threats is sufficient; 3) the tendency to the threats growth, the risk of losing of identity, integrity and strategic benefits of the enterprise.

Depending on the result, the following element or instrument mechanism is activated. In particular, if the result # 1 is received, this means that the corporate management system is effective, the company's position in the external environment is stable, it has a high competitive status and significant competitive advantages. If the strategic goals of the company's development are not changing, significant changes in the external environment are not predicted, it is expedient to maintain the existing security potential, to follow a proven strategy and to direct efforts to maintain positions. In the situation # 2 it is necessary to choose a strategy aimed at ensuring the company's current sustainability to external and internal threats. The main tool should be risk management, which will allow continuous monitoring of the situation and identification even weak signals of its deterioration and consequent timely development and implementation of preventive measures. It is important that decisions are made quickly and brought to the performers on time, which provided by effective communications management. The implementation of #2 case measures is determined by the level of professional competence of the staff.

If there is a tendency to threats growth, the risk of losing the identity and integrity and strategic benefits of the enterprise is on a critical level, then it is necessary to develop anti-crisis measures to prevent the development of the crisis. If risks are below the critical level but the enterprise still has resources - it is necessary to choose a strategy aimed at building the security potential for long-term Perspective.

A. Shanthrett and G. Pushak consider the concept of the of enterprise economic security assurance potential as «the accumulation of sufficient amounts and the most efficient use of all resources, which would counteract the threats from the internal and external environment and ensure the safe operation of the enterprise through maintaining its integrity as a production and economic systems» [6].

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In our opinion, the potential of the enterprise's EES is a combination of all its capabilities (resources, competencies, rights) aiming to ensure: protection of its interests, resistance to threats, development stability, current and strategic goals achievement without harm to the environment, preservation of the territories' natural resource potential. The purpose of the EES potential development is to achieve the desired level of protection from negative influences, establishing internal stability in the economic, political, social etc. conditions that have arisen.

Goal setting is determined by the chosen strategy. However, the goals can be grouped into the following blocks: the formation of new competitive advantages via the introduction of technical and technological innovations, new products and services, raising the level of quality and environmental friendliness; development of strategic business zones; formation of an effective EES management system; optimization of forestry structure.

The main tasks here can be: neutralization of negative influence factors (threats); Use of positive external influence factors (opportunities); Use of strengths; creation of optimal conditions for effective use, preservation and reproduction of forest ecosystems; introduction of resource-saving and environmentally friendly technologies for minimizing harm to the environment in general and conservation of forest resources; ensuring favorable conditions for entrepreneurship development in related fields; creation of favorable conditions for attracting domestic and foreign investments; adjustment of the training system, training of specialists in the forest sector; intensification of international cooperation and foreign economic activity.

The foregoing determines the components of the security potential. Considering the object of our study, we consider it appropriate to allocate three groups of enterprises' ecological and economic security potential: economic, environmental and managerial. The group of economic security potential includes the following components: resources, investment, financial, personnel, innovation, technical and technological, information. Integrating these components results in the introduction of environmentally secure technical and technological innovations which provide long-term competitive advantages. The group of environmental safety potential includes: natural resources, land, forest resources, assimilation, forest resources recovery potential. Managerial security potential forms the management system of the enterprise as a whole, in particular it consists EES management, employee competence, organizational capacity.

In our opinion, despite the fact that security building capabilities are often tailored to the current situation, building a long-term security capability is not only a situational but also a fundamental position in terms of EES system management. The development of measures for building the EES potential should be carried out at strategic, tactical and operational levels.

The expected results of the forestry enterprises ESS provision mechanism functioning should be: 1) the state of protection against the adverse effects of environmental factors; 2) internal capabilities to counteract destructive effects determined by: the ability to respond quickly and adapt to changes, the speed of collecting the necessary information for making managerial decisions, the speed of obtaining positive changes ensuring the sustainability of forest ecosystems.

Conclusions. Thus, the article outlines the conceptual foundations for forming forest enterprises' ecological and economic safety ensuring mechanisms. As a result of the research, the author has further developed:

1) the approaches to the substantiation of the forest enterprises EES ensuring mechanism as a set of interrelated norms, rules, methods and techniques of influence on different areas, processes and resources in terms of enterprise aimed at the achievement of stability, security, adaptability, fast and flexible response to changes in its internal and external environment, detection, prevention of threats, elimination of their negative consequences, ensuring stable development, and achieving of the desired results without causing harm to the environment;

2) the content of the abovementioned mechanism's components, namely: the system of institutional support for the EES management, the diagnosis of the EES and the tools and ways of developing the EES depending on the results obtained;

3) approaches to the substantiation of the enterprise's ecological and economic security potential and its components.

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Thus, the mechanism of forest enterprises' ecological and economic security ensurance is an effective tool in the management system, which is intended to ensure the realization of the development goals in the long-term and short-term perspectives in the situation of a rapidly changing and aggressive environment.

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