



IMPROVING THE PRACTICE OF ENSURING THE ECONOMIC SECURITY OF ENTERPRISES

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Article history:	Abstract:
Received: 7 th May 2024 Accepted: 4 th June 2024	In today's global economic environment, most companies operate in conditions of uncertainty, unpredictability. The unstable political and socio-economic situation in the country increases the degree of risk of decision-making and the functioning of enterprises in general. In such conditions the problem of ensuring the economic security of the enterprise becomes relevant. This determines the relevance of studying the issue of economic security of enterprises in modern conditions.

Keywords: economic security, small business, systematic analysis, business entities, security threat, extortion.

INTRODUCTION

In a dynamic external environment and unsustainable development of the national economy, domestic enterprises face many threats to their functioning. These threats are diverse: financial, economic, social, personnel, information, production, commercial. Therefore, businesses face the task of ensuring, firstly, the stability of functioning by avoiding or neutralizing threats, and secondly, the effectiveness of activities through prudent management of social and labor, financial and economic, production and other business processes, which is complicated unfavorable socio-economic and political situation in the country. The risky nature of business, uncertainty and unpredictability of many environmental factors, as well as political and economic instability in Ukraine and increased competition have significantly highlighted the problem of survival of the enterprise in the current economic conditions. This situation necessitates the correct determination of the level of economic security of the enterprise, identification of risk areas and timely development of a set of anticrisis measures. The change of economic conditions from administrative to market is objectively accompanied by the evolution of both the very concept of economic security of the enterprise and methods of its assessment. Economic safety is necessary condition of being either enterprise, it provide security of vital interests against internal and external threats, risks and dangers and it is basic of durable functioning. The company have to save its organizational structure, to put in order internal relation with consider external influencing factors and, on its base, ensure its own functioning and development. A concept of economic safety as social phenomenon connected with formation society and birth of state, when necessity of safety of all life-support components of social structure comes to the fore. In the period of ancient civilizations a concept of economic safety leads down to problem of protection public wealth from

enemy attack or any external encroachment, and also to protect the government, property and property of rich branches of society from internal riots and riots of the poor people. At the state level, the term «security» began to be used in the XVII–XVIII centuries, when in European countries the idea arose that the main goal of the state – to achieve universal well-being and security of people. In the XIX century the key to the country's economic security was considered to be the policy of protectionism, that is the protection of the national market and national producers from foreign competition, including through high customs barriers.

LITERATURE REVIEW

Proponents of this economic doctrine believed that free trade poses a threat to domestic producers, and the entry of cheap foreign goods into the market is nothing more than external economic aggression. The most significant in this aspect is the experience of Great Britain, which in the late nineteenth century was depended on food imports, and therefore the mass appearance of cheap German goods in the country was considered by most residents as a threat to economic security, which led to the escalation of the Anglo-German conflict and was one of the causes of World War I. The origin of the concept of national security is associated with the name of US President F. Roosevelt, who in the 30s of the twentieth century defined it The study of the essence and nature of economic security began in the last 30 years of the last century, when companies were faced with the need to take risks. Economic security in foreign literature is called ecosecent (economic security of enterprise). It should be noted that regarding the definition of the content of the concept of «economic security of the enterprise» at the present stage there are a large number of opinions. The structure of economic security of the enterprise is divided into the following components:

- technical and technological safety;
- ecological safety;



- financial security;
- political and legal security;
- personnel security;
- informational security;
- commercial security;
- force security;
- intellectual security.

Financial security of the enterprise is a state of the enterprise characterized by balance and quality of various financial instruments, technologies and services used by the enterprise, resistance to internal and external threats, ability of the financial system to ensure its own financial interests, mission and tasks with sufficient financial resources, as well as to ensure the effective and sustainable development of the financial system. Intellectual component – preservation and development of intellectual potential of the enterprise.

MATERIALS AND METHODS

The main condition for security is the ability to withstand threats from which the company may suffer significant losses, reduce the pace of its development and reduce capital. Personnel component – the presence of highly educated and skilled workers, management staff, lack of mass outflow of specialists, a high level of training. Development and realization of interests, and satisfaction of material and intangible needs of employees. Technical and technological component – the presence of high technical and technological level of production, which ensures the competitiveness of goods and services and the enterprise as a whole and timely detection of threats (natural disasters, fires, unauthorized access to the enterprise), detection of illegal actions by employees, etc. Information component – effective information and analytical support of economic activity of the enterprise, ensuring the protection of information, achieving the required level of information support of all departments. Ecological component – compliance with current environmental regulations, minimization of losses from environmental pollution and the destructive impact of production and economic activities on the environment. Power component – ensuring the physical and moral security of personnel of the enterprise, its capital and property, commercial interests. Commercial security is a state in which the organization and management of sales processes are effectively carried out, consumer demand is met, commercial profit is obtained, the level of competitiveness of its subject increases. The political and legal component covers the following elements of organizational and economic direction:

- 1) analysis of threats of negative influences;
- 2) assessment of the current level of security;

- 3) planning (program) of complex activities by specialized units of the enterprise;
- 4) implementation of resource planning;
- 5) planning the work of the relevant functional units of the enterprise;
- 6) prompt implementation of a program of measures aimed at crisis management and improving the appropriate level of security.

Assessment of the real state of political and legal security of the enterprise is carried out in the following areas: the level of organization of the quality of work to protect this component of the general level of economic security; budget and resource support of works; efficiency of divisions of business entities. The principle of economic nature of the enterprise provides a high end result and optimal interaction of individual processes and systems. All processes are economic in nature and focused on maximizing the economic result, which can be assessed through profit, market value of the business or other criteria in the work of the enterprise. The security of the enterprise is ensured by the economic interaction of all its subsystems (marketing, main production, ancillary production, etc.). All business entities must interact clearly with each other, and the criteria for evaluating their work must be interrelated and focused on the end result (set profit). This principle involves establishing business contacts and coordination with the external environment in which the company operates. Combination of publicity and confidentiality. Basic safety measures must be known to all employees of the enterprise and must be observed. This will allow timely detection and prevention of potential, real dangers and threats. At the same time, a number of methods, measures, forces, methods of security must be concealed and known only to a narrow circle of specialists. This allows you to fight more effectively internal and external threats, timely prevent damage to the enterprise. The safety of the enterprise involves a system of solutions that create the conditions and meet the environment to obtain the desired end results. The security strategy allows the company to implement a system of development strategies.

RESULTS

This is achieved through the implementation of many solutions aimed at ensuring the security of the enterprise. Strategic aspects of ensuring the economic security of the enterprise involve the implementation of 3 components:

- 1) urgent response to threats, transport process, in particular the loss of property, deterioration of staff structure, etc. In this case, the principle of «threat – reflection» applies. Units, services, methods



and tools created to solve this problem can reduce or prevent the impact of threats and, at the same time, there may be a situation where the company will be damaged;

2) forecasting, which involves identifying hazards and threats in advance, purposeful study of economic and criminogenic situations both within the enterprise and in the environment. Specialists involved in solving this problem, formed units of the security service provide an opportunity to consciously and purposefully work to create favorable conditions for the enterprise;

3) compensation (compensation, recovery) for damage. This strategic approach can be considered acceptable only when there is a loss, or when it is not possible to implement strategic approaches of the first and second types.

Thus, the system of economic security of the enterprise is a limited number of interconnected elements that ensure its security and the achievement of strategic goals of enterprises. The components of such a system are the object and subject of economic security, the mechanism of economic security, as well as practical actions to achieve it. The formation of the security system and, above all, the creation of its bodies depends on the size of the enterprise, its economic, financial, technical, informational, intellectual, professional, organizational and other capabilities. Small enterprises more often use the services of external specialized private organizations: consulting, security, information, etc. These include registration chambers, recruitment and certification firms, credit bureaus that provide information services on the business reputation of partners and their solvency, marketing research centers, private security and detective organizations. Medium-sized enterprises can use a combined security system. On the one hand, if necessary, receive services from external organizations, on the other – actively use the capabilities of services and departments, including: legal and financial departments, marketing, security, security, personnel, economic analysis, throughput, business. To increase the efficiency of services and units to protect the economic interests of the firm at the enterprise should be created a coordinating body or appointed one of the leaders responsible for economic security. It is advisable for a large enterprise to create its own security service. As a rule, all security activities are coordinated by one of the company's managers. Such security services are usually set up by local law enforcement agencies or the state security service. The security service of any enterprise constantly performs a certain set of tasks.

CONCLUSIONS

The main tasks of the security service for any enterprise are:

1) protection of production and economic activities and protection of information that is considered a trade secret of the firm (enterprise, organization);

2) organization of work on legal and engineering protection of trade secrets of the firm;

3) prevention of unreasonable admission and access to information and works that constitute a trade secret;

4) the organization of special record keeping, which prevents the unauthorized receipt of information classified as a trade secret of the firm;

5) identification and localization of possible channels of leakage of confidential information in the course of normal activities and in extreme situations;

6) organization of the security regime for the implementation of all activities, including meetings, negotiations and meetings in the framework of business cooperation of the firm with other partners;

7) ensuring the protection of premises, equipment, offices, products and technical means necessary for production or other activities;

8) organization of personal security of management and leading managers and specialists of the firm;

9) assessment of marketing situations and illegal actions of competitors and attackers.

The security service of the enterprise must always be ready to overcome the critical (crisis) situation that may arise due to the conflict of interests of business and the underworld. To manage security, many companies create «crisis groups», which include the head of the company, a lawyer, a financier and the head of the security service. The main goal of the «crisis group» is to counteract external threats, risks and dangers to the security of the enterprise. Thus, the economic security of the enterprise is designed on the basis of efficient use of corporate resources, create conditions for successful operation of the enterprise, timely find and minimize the effects of various dangers and threats in conditions of competition and economic risk.

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