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INFORMATION AND ANALYTICAL ACTIVITY IN THE SYSTEM OF ECONOMIC SECURITY OF THE ENTERPRISE

Tetiana Fedorenko, Alona Zahorodnia, Yana Koval. *"Information and analytical activity in the system of economic security of the enterprise". This article is devoted to understanding the importance of information and analytical support for management decisions in modern conditions, when there are threats of various nature. It has been proven that the selection of reliable necessary information, scientifically based methods of its analysis provide optimal solutions in these conditions, aimed at ensuring the effective operation of the enterprise. Analysis occupies an intermediate place between the selection of information and decision-making.*

It has been studied that depending on business conditions, different decisions are made, different techniques and methods of analysis are used. The main features that determine the content of analytical activity are highlighted, such as: the study of economic phenomena, objective assessment of the efficiency of the enterprise, scientific substantiation of business plans and identification of reserves at the enterprise. The main tasks of the information and analytical system of enterprises of network structures in modern conditions are highlighted.

It is considered that the object of analysis is the economic activity of the enterprise, which can be divided into economic processes and financial results formed under the influence of objective and subjective factors.

Keywords: information and analytical activity, provision, economic security, economic security system, enterprise, information, analysis, methods

Альона Загородня, Яна Коваль. *«Інформаційно-аналітична діяльність в системі економічної безпеки підприємства».* Ця стаття присвячена розумінню важливості інформаційно-аналітичного забезпечення управлінських рішень у сучасних умовах, коли існують загрози різного характеру. Доведено, що вибір достовірної необхідної інформації, науково обґрунтовані методи її аналізу забезпечують оптимальні рішення в цих умовах, що спрямовані на забезпечення ефективної діяльності підприємства. Аналіз займає проміжне місце між вибором інформації та прийняттям рішень.

Досліджено, що залежно від умов бізнесу приймаються різні рішення, використовуються різні техніки та методи аналізу. Виділено основні риси, які визначають зміст аналітичної діяльності, такі як: вивчення економічних явищ, об'єктивна оцінка ефективності діяльності підприємства, наукове обґрунтування бізнес-планів та виявлення резервів на підприємстві. Виділено основні завдання інформаційно-аналітичної системи підприємств мережевих структур в сучасних умовах.

Розглянуто, що об'єктом аналізу є економічна діяльність підприємства, яку можна поділити на економічні процеси та фінансові результати, сформовані під впливом об'єктивних та суб'єктивних факторів.

Ключові слова: інформаційно-аналітична діяльність, забезпечення, економічна безпека, система економічної безпеки, підприємство, інформація, аналіз, методи

Introduction. Modern Ukrainian enterprises have to carry out their market activities in conditions of high uncertainty of the processes taking place both in the national and global economy) In order to successfully counteract threat factors and ensure stable operation and development of the enterprise, it is necessary to have an effective system of economic security).

Modern forms of managing economic activity include a multifunctional system for assessing threats and risks at an enterprise, which in turn creates the need to improve the methods and tools for information and analytical support of economic security of enterprises. The problem of optimization of the relevant methods and tools is at the intersection of such scientific areas as financial analysis and statistics.

Analysis of recent research and publications. The issue of information and analytical support for economic security was considered by leading domestic and foreign scholars, such as: R. Babaev, I. Belousova, N. Bondarchuk S. Ilyashenko, L. Hrechaniuk, I. Mihus, S. Philippova, A. Pravdiuk, N. Reznik, T. Suhak, and others. However, the issues of information and analytical activities in the

system of economic security of an enterprise are not sufficiently considered and require further research.

The formulation of the goals of the article is to optimize the management of economic security in the process of information and analytical support of economic security of the enterprise.

Presentation of the main results. We would like to draw your attention to the fact that modern transformation systems lead to an increase in the role of information and analytical support of the system of enterprises of network structures, which require the development and application of new methods [8].

It is important for the management of each organization to develop an individual mode of working with information, especially at the stage of its accumulation and analysis. Only a detailed and step-by-step definition of the process of working with information resources of various departments and officials increases the effectiveness of organizational support for the economic security of the enterprise. The quality of analytical support is the basis for building an effective system of

economic security of an enterprise and one of the key factors of its development [3].

Modern times impose specific conditions on the economic security of an enterprise, especially given the expanding role and amount of information available. The information array that is freely available is constantly being updated, which requires decision makers to search for new methods of information processing.

The essence of the analysis is information and analytical support of management decisions in the conditions of existence of threats of various etymologies.

The selection of reliable necessary information, scientifically substantiated methods of analyzing this information provide optimal decisions in these conditions, focused on ensuring the effective operation of the company. Analysis takes an intermediate place between the selection of information and decision-making.

Depending on the business conditions, different decisions are made, different techniques and methods of analysis are used. We can distinguish the main features that determine the content of analytical activity:

- the study of economic phenomena, and the reasons that caused them, and representing, in fact, the factors that form both threats to the safe functioning of the company, and advantages (provided that they are "correctly" embodied;
- objective assessment of the efficiency of business activities (threats of internal origin);
- scientific substantiation of business plans, control of their fulfillment;
- identification of on-farm reserves, study and generalization of specific experience [2].

The object of analysis is the economic activity of the enterprise, which can be divided into economic processes and financial results, formed under the influence of objective and subjective factors and reflected through the system of technical and economic information and included in the system of economic security of the company.

For this purpose, according to the data of the reporting information, the past activity is evaluated and the position of the enterprise at the time of analysis is determined, and also the future potential of the enterprise is evaluated, i.e. the forecast of further development. The result of such an analysis should be the development of directions for qualitative improvement of economic activity for the purpose of safe operation of the enterprise.

There are two approaches to collecting and processing information. The first is quantitative research based on descriptive surveys aimed at strict standardization and formalization of the process of information collection and processing, which enable the company to obtain accurate data on the audience under study, expressed in absolute or relative values. As a rule, the survey technique is the main one in quantitative research. But there are a number of other methods such as hall tests and home tests, which are included in the variants of experiments, test trials [7].

The second approach is qualitative research, which is an in formalized collection of data using field methods and non-standardized form of their analysis, which allows obtaining detailed information about the psychology of the consumer, his values, worldview, underlying motives of behavior, as well as data that respondents consciously or unconsciously can not or do not want to provide to the researcher.

According to the content of the management process there are operational, current (retrospective), prospective types of analysis.

Operational analysis is a system of daily study of the fulfillment of planned tasks in order to quickly intervene in necessary cases in the process of economic activity to ensure continuous and effective functioning of the economic complex [6].

Current analysis is a system of periodic, comprehensive study of the results of economic activity for a certain period. It allows to evaluate the work of enterprises and

their departments, to identify shortcomings and their causes, internal production reserves, mobilization of them to improve the efficiency of economic activity in subsequent periods.

Prospective (forecast) analysis studies phenomena and processes from the perspective of the future, i.e. the prospects of their development. The most important tasks include forecasting of economic activity, scientific justification of current and prospective plans for socio-economic development, assessment of the realism of planned decisions, their compliance with the internal logic of economic development, assessment of the expected implementation of plans [4].

Stages of analysis:

1. Preliminary study of the subject of analysis, drawing up its economic model. The purpose of the stage is to establish internal and external relations of the subject of analysis, to determine the nature of processes and their dependence on different factors.

2. Detailing of factors, establishing the direction of action and relative strength of influence of each group of factors.

3. Quantitatively determine the impact of individual factors (groups of factors) on the dynamics of development, performance, to identify the essential and decisive factors. The most difficult and responsible stage of analytical research is a scientifically justified grouping of factors and the development of a system of indicators characterizing the state, dynamics of development and performance of the subject under study. The value of measurement lies in the combination of qualitative and quantitative characteristics of the object of analysis, which gives a clear picture of the results of its activities.

4. Generalization of the results of the analysis includes conclusions containing an assessment of this activity, a summary of reserves and recommendations for their use. The task of the analysis is to make a general, integral picture of the process from various kinds of data, sometimes scattered, reflecting separate phenomena and facts, to identify

inherent trends and regularities and to make the right optimal decision if possible [5].

Analysis of the economic entity's activity contains three objects: analysis of the accounting system, analysis of the management system, analysis of the production and sales system.

The function of the accounting system is to create conditions for information support of control of the necessary intensity of production and realization of products. The accounting system meets the requirements to the extent that it reliably allows to control the fulfillment of norms by employees, the course of the process of production and realization of products, to create an information base for making managerial decisions [1].

The function of the management system is to develop management decisions on the effective development of the organization. Therefore, the purpose of this analysis is to determine the ability of the management system to develop such management decisions. The quality of the management system is expressed in the selection of persons of the top management of the organization.

The purpose of the analysis of the production and sales system is to quantify the probability of effective operation of the enterprise in the future. The analysis is designed to solve the problems of rational consumption of resources during the manufacture and realization of products [11].

The choice of the analysis approach specifies the purpose of the analysis:

- comparison of the indicators of the enterprise with the norms, with the average indicators of the world market economy, with the indicators of competitors allows us to assess the level of development of the enterprise, its competitiveness;

- comparison of the enterprise data in time allows to evaluate the development of the enterprise in dynamics, to make a forecast of future potential, which is important for assessing the value of the enterprise [9].

As for analyzing the economic security of the enterprise, the following methods can be distinguished:

– Cyclic – based on the theory of economic cycles (long, medium and short waves of economic development). At the junction of waves there are threats to economic security. The realization of threats takes place at the transition to a new cycle of economic development or at the loss of competitiveness;

– Systemic – with this method economic security is determined by a set of elements that make up its structure. These elements include: personnel, production, financial investment, organizational, intellectual and scientific-technical potential;

– Infrastructural (cluster) – economic security at the expense of certain factors achieves specified goals (level of product quality, solvency, cost reduction, etc.);

– Process – when assessing the methods of analyzing the dynamics of indicators, economic security is monitored. This method characterizes the level of economic security as a synergistic effect. Thanks to this effect, it is possible to respond to threats to economic security in time.

It should be noted that in combination with each other, these methods represent a powerful system for analyzing and forecasting the risks of the enterprise in the field of economic security, since all possible internal and external factors affecting the enterprise are taken into account [10].

Conclusions. Thus, information and analytical activities in the system of economic security of the enterprise include three objects: analysis of the accounting system, analysis of the management system, and analysis of the production and sales system. Each of these aspects is important for ensuring the efficient operation of the enterprise and its economic security.

To ensure effective management of the economic security of an enterprise, various methods are used, such as cyclical, systemic, infrastructure and process, which together create a powerful system for analyzing and forecasting the risks of an enterprise in the field of economic security, since all possible internal and external factors affecting the enterprise as a whole are taken into account.

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