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ECONOMIC SECURITY OF THE ENTERPRISE: MODERN CHALLENGES AND THREATS

Alona Zahorodnia, Tetiana Fedorenko. "Economic security of the enterprise: modern challenges and threats". In this article is defined and analyzed the concept of economic security of enterprises. The article examines various aspects of economic security of an enterprise, in particular, the classification of threats that may adversely affect its activities. Internal and external threats, their sources, nature, probability of realization and possible consequences are characterized.

The methods of neutralizing these threats are considered, in particular, the possibility of creating a sustainable system of economic security at an enterprise and measures to minimize risks and threats are considered.

The principles and stages of implementation of security measures that allow an enterprise to more effectively withstand potential challenges are presented.

Keywords: economic security, economic security of enterprises, threats, challenges, threat analysis, risks, competitiveness

Альона Загородня, Тетяна Федоренко. «Економічна безпека підприємства: сучасні виклики та загрози». У статті визначено та проаналізовано поняття економічної безпеки підприємств. Досліджено різні аспекти економічної безпеки підприємства, зокрема, класифікація загроз, що може негативно впливати на його діяльність. Охарактеризовано внутрішні та зовнішні загрози, їхні джерела, характер, ймовірність реалізації та можливі наслідки.

Розглянуто методи нейтралізації цих загроз, зокрема розглядається можливість створення стійкої системи економічної безпеки на підприємстві та заходи з мінімізації ризиків та загроз. Представлено принципи та етапи реалізації заходів безпеки, що дозволяють підприємству ефективніше протистояти потенційним викликам.

Ключові слова: економічна безпека, економічна безпека підприємств, загрози, виклики, аналіз загроз, ризики, конкурентоспроможність.

Introduction. The relevance of this study is due to the growing threats to the economic security of enterprises in the modern world, where the development of technologies, increased competition and economic instability create new challenges for business. Businesses are forced to adapt to changing conditions, provide protection against various types of threats, including internal and external, as well as respond to possible risks in a timely manner. The study and analysis of these threats, as well as the development of strategies to neutralize them, are important for maintaining the stability and competitiveness of the enterprise, which makes research in this area extremely relevant.

Analysis of recent research and publications. The theoretical foundations of the concept of economic security of an enterprise were studied by the following scientists: S. Dolynskiy, T. Kuzenko, N. Reznik, L. Shvab, O. Zakharov, as for the issues of threats and risks to the economic security of the enterprise, we can include the following scientists: V. Baidala, V. Loiko, I. Mihus, and others. However, the issues of economic security of an enterprise are not sufficiently considered and require further research.

The formulation of the goals of the article is to analyze the threats to the economic security of the enterprise and future considerations for developing approaches to their effective neutralization.

Presentation of the main results. The issue of "economic security" has always been of interest to scholars, but they mostly focused on general aspects of security, such as national security, considering economic security as one of the aspects of its formation. It was only in the 1970's that the concept of "economic security" became a separate part of national security. Since then, the term has been actively used around the world, especially in developed countries. The countries of Western Europe, based on a

realistic assessment of the international situation, sought to widely use economic methods to ensure their national security [4].

According to T. Kuzenko, the economic security of an enterprise means a state of successful use of the company's resources and capabilities, which makes it possible to counteract external and internal risks, ensures sustainable growth and long-term existence [5].

L. Shvab considers economic security as a state in which an enterprise is protected from the negative impact of the external environment, is able to effectively eliminate emerging threats and adapt to existing conditions that may adversely affect it [9].

Thus, in a broad sense, economic security is a system that ensures the prevention and neutralization of various threats, protects the economic interests of an enterprise and prevents losses exceeding the critical limit.

In his works, researcher O. Zakharov describes a unique approach to the economic security of an enterprise, emphasizing that these are not just individual steps, but a set of interrelated organizational, legal and technical measures aimed at reducing and counteracting real and potential, internal and external risks and threats that can cause significant economic losses, stop or slow down the development of an enterprise [11].

The economic security of an enterprise is influenced by various negative factors and threats, which can be classified according to various criteria. According to the views of scientist I. Migus, a threat is an event that has a negative impact on the efficiency of an enterprise [7].

The threat to the economic security of the enterprise should be considered as some existing conditions, facts that can cause harm, damage, have a negative impact on the development of an economic entity [6].

There are various classifications of threats to the economic security of the enterprise, the most common of them is the division of

threats by the source of occurrence, internal and external.

External threats imply the actions of such persons as:

- third-party firms engaged in industrial espionage;
- organized crime;
- individuals who are hatching fraudulent plans and encroaching on any form of property.
- competing businesses, creditors and investors, and product purchasers;
- former employees of the enterprise who were fired and harbor resentment.

Internal threats to the economic security of the enterprise:

- misconduct of the enterprise's employees themselves, both intentional and unintentional;
- violation of regulations on commercial information and storage of confidential information, violation of access regime, physical protection of the enterprise;
- violation of the rules of using any technical means [10].

Another classification on the types of threats to the economic security of the enterprise by the object of encroachment subdivides into threats:

- personnel (personnel); it is necessary to focus on the implementation of works that promote the efficiency of employees, as well as the development of the intellectual level of personnel.
- technical-technological; the main emphasis should be placed on increasing the level of technical-technological development, focus on international standards, strive to improve competitiveness.
- finance; the main task is to ensure the highest possible level of solvency of the enterprise, liquidity of current assets.
- information; it is necessary to display the incoming information in a timely manner and provide it to all departments of the enterprise to prevent the emergence of threats.

The following classification of threats provides for their division by type of origin into:

1. Accidental (unintentional); such threats are not associated with deliberate actions in relation to the enterprise, they are realized at random moments of time. For example, natural disasters, accidents, breakdowns and failures of equipment, accidental errors of the enterprise personnel.

2. Intentional (deliberate); threats planned in advance, related to human activity, for example, espionage, eavesdropping, theft of confidential information [8].

Threats by the probability of their realization:

- real;
- potential.

Threats by nature of occurrence:

- Political (political situation, change of power, possible reforms in the activities of the state, martial law, imposition of embargo).
- Socio-economic (increase in unemployment, inflation rate, high level of corruption in the country, growth of offenses in the financial and intellectual sector, unstable state of financial policy in the country).

– Criminal (actions of criminal structures towards the enterprise).

– Competitive (behavior of competing enterprises, methods of competitive struggle, factors of monopolization, unfair competition).

Threats by the amount of expected damage:

– catastrophic – continuation of economic activity is impossible, the enterprise is forced to declare bankruptcy.

– significant – the probability of bankruptcy occurs, loss of competitive positions.

– causing difficulties – there is a loss of material resources, the enterprise experiences some difficulties. [3]

Threats by degree of probability:

– improbable – extremely low probability of falling out of the circumstances of the threat to the enterprise;

– unlikely;

– probable – require planning, it is necessary to calculate the significance of damage;

– unavoidable – predictable, their occurrence is obvious and inevitable, must be planned and budgeted.

Threats by their occurrence in time:

– close – predicted and planned in the time interval equal to the period of up to 1 year;

– distant – not planned in the near term. Therefore, cannot be provided for by the current budget, the time period is more than 1 year.

Threats on the basis of their occurrence in space:

– on the territory of the enterprise;

– on the territory of the region;

– on the territory of the state [1].

Neutralization of threats to the economic security of the enterprise is a system of views on the problem of economic security of the enterprise at all stages of production activity, as well as the main principles, directions, stages of implementation of security measures. The very neutralization of threats will cost the enterprise much cheaper than the resolution of the threat that has already occurred. To combat the totality of perceived

threats to the activities of the enterprise, it is necessary to create a purposeful process of counteraction, namely, the creation of economic security service at the enterprise, or the transfer of these powers to an external company. It should be noted that it is extremely difficult to protect the enterprise from all types of threats and neutralize their consequences is extremely difficult, because the enterprise carries out its activities in this environment and outside its activities are impossible [2].

Conclusions. Thus, economic security of an enterprise is exposed to numerous threats that can be classified according to various criteria, such as the source of occurrence (internal and external), the object of the attack, the probability of realization, the nature of occurrence, the amount of expected damage, and the time and place of manifestation. Successful management of economic security involves careful monitoring of these threats, planning measures to neutralize them, and creating an effective countermeasure system, such as an enterprise's economic security service. Preventive measures and timely detection of threats are more efficient and cost-effective than overcoming the consequences of already realized threats. This emphasizes the importance of continuously improving the system of protecting the economic security of the enterprise at all levels of its activities.

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