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XXI CENTURY: NATIONAL AND  
GEOPOLITICAL ASPECTS. ISSUE 2**

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In edition I. Markina, Doctor of Economic Sciences, Professor



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## **Current thinking on new approaches to the essence of economic security of the company**

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The usefulness of ensuring the economic security of any company dictates the objective necessity to fulfill the tasks of ensuring the stability of functioning and achievement the basic goals of activity for each economic entity. The economic crisis has increased the impact of dangers and threats on the activity of all companies in these difficult conditions that have developed in the Ukrainian economy. The issue of ensuring the economic security of the company is acute because the ability of any enterprise to develop steadily and carry out effective economic activity is determined by the stability of its financial condition, the efficiency of economic activity, as well as the ability to stand up to internal and external negative factors. Ensuring these basic principles of enterprise activity will allow the Ukrainian economy to get out of the systemic crisis and fallow the road of social and economic development.

The notion of "economic security" as an independent entity is quite new. It is integrally and thoroughly researched by modern scientists at the macro level, mainly in the system of general categories. It is about national security or economic security of the country. A comprehensive study of the essence



of the notion "economic security" as an independent object of management at the level of business entities in modern literature has not been sufficiently investigated. It is identified only as one of the elements of enterprise security.

The necessity for a comprehensive approach to the formation of economic security of the enterprise determines its allocation to an independent management unit in the overall system of financial management. This approach protects economic interests of the enterprise in the development process. In this regard, there is a need to study carefully the essence of the notion "economic security of the enterprise". There is a need for identifying its most characteristic features as an object of management.

Modern scientists interpret the notion of "economic security" as the condition of the most efficient usage of resources of the company, also as a measure of harmonization of its interests in time and space or as a condition of protection against external and internal threats [1]. So, we may say about the absence of a clear and precise definition of the term "economic security of the enterprise". Scientists study various factors that affect the economic security of the enterprise depending on the explanation of this category.

It is characterized by both qualitative and quantitative indicators, which are directly dependent on the ability of top management and profile specialists of the company to respond adequately and effectively to possible threats and quickly eliminate the harmful effects of negative components of the external and internal environment of the company.

Economic security and its criteria are quite versatile in researches concerning economic security. Therefore a generally accepted definition of this notion is not available yet.

So, O. A. Grunin understands the economic security of the company as a condition of an entity that uses corporate resources most effectively and can mitigate, prevent or protect

itself against the existing dangers or threats or unforeseen circumstances and is capable to achieve business goals at a moment of competition and economic risk [2].

According to E. A. Oleynikov, economic security of the enterprise is a condition of the most efficient usage of available resources in order to overcome threats and ensure the stable functioning of the enterprise at present and in the future [3].

There are many other variants of definitions of "economic security". They are characterized by their diversification and a wide range of usage which have a relation to international relationships, sociology, jurisprudence, etc. At the same time, almost all domestic researchers use such categories as "threat", "priorities", "economic security criteria" and their "limit values".

Given an in-depth analysis of the proposed definitions of the economic security of the enterprise, it can be underlined that the scientific literature still lacks a common and consolidated view on the notion of the economic security of the enterprise. However, it is possible to distinguish some specifics and approaches to the definition of "economic security of the enterprise". According to these peculiarities the purpose of creation and basic methods of operation of the system of economic security of the enterprise may change (table 1).

Modern security theory interprets the essence of economic security in terms of several approaches, such as: protective, financial, sustainable, informative, resourcing and functional, competitive and harmonizing. Some approaches are still at the stage of formation, others have their own positions in the enterprise security system (protective, resourcing and functional, harmonizing).

At the same time, approaches to the understanding of the category "economic security of the enterprise" do not contradict or compete with each other.

*Table 1*

**The aim of creation and functioning of the system of economic security of the company in accordance with the approaches of its understanding**

<b>The name of the approach</b>	<b>The essence of the approach</b>	<b>The purpose of creating and functioning of the economic security system</b>
Resourcing and Functional approach	Enterprise development that is achieved through the efficient usage of corporate resources by functional components	Ensuring stable functioning and development of the enterprise, preventing internal and external negative threats
Protective approach	Preventing the negative impact of the environment and protecting the economic interests of the enterprise	Counteracting the negative impact of the environment Protection of the enterprise from threats of the internal environment
A sustainable approach	The ability of an enterprise to have a balance and sustainability as an economic system	Ensuring stability, independence, ability to progress in the conditions of destabilizing factors
Competitive approach	The competitive advantages as the main condition for ensuring the economic security of the company	Advantages that guarantee the possibility of existence and development in a competitive environment
Harmonizing approach	Harmonization of the interests of the company with the interests of the environment	The economic interests and their protection in interaction with the external environment
Financial approach	The ability of the company to provide the realization of financial interests	Increasing financial stability of the company, protecting its commercial interests from the impact of negative market processes
Informative approach	Keeping business secrets	Data protection

*Based on [4, 14]*

They do not substitute each other and are not analogues of other ones. Each of them is a synthesis of the point of views of a certain area of economic security and has a number of special advantages and disadvantages [5].

Kozachenko V.G. and Adamenko T.M. understand the lack of rivalry in approaches to understanding the definition of "economic security" because of the fact that each approach uses the interpretation of the essence due to the concept which is based on the categorical and conceptual apparatus, the so-called "imperative concept" [4].

The imperative notion of the approach to understanding the essence of the economic security of the enterprise is a starting point for other concepts of a specific approach that complements it, reveals its content more fully and clarifies its purpose.

Among other things, the concept of "threat" is compulsory in the defensive approach, "resource efficiency" is the basis principle of the resourcing and functional concept, "business interest" is important in the harmonizing one and 'competitiveness' is basis in the competitive concept.

The protective approach most fully reflects the main essence of the economic security of the enterprise, that means protection against the negative impacts that may occur in all areas of its activity, at the same time, supporters of the protective approach do not take into account the following characteristics in this interpretation: efficiency of the activity, as the main goal of creation and existence of the enterprise ; prospect – the condition of the object at the present time is under study; the influence of the environment takes into account indirectly.

L.E. Shulzhenko underlines that the key position belongs to the concept of "ability" in the interpretation of the concept of "security", which needs more consideration in the economic security of the enterprise [5]. D.P. Pilova defined the economic

security of an enterprise as its ability to resist the combined impact of threats to the macro- and microenvironment in order to achieve its strategic goal in all activities [6].

The economic security of the enterprise in accordance with this approach can be considered as:

- the condition of protection of the main interests of the enterprise from the available and possible dangers or economic threats;

- the protection of its productive potential from direct or indirect threats;

- the protection of its activities from the negative impact of the environment, as well as the ability to respond in a proper way to a variety of threats or adapt to existing conditions;

- the protection from the negative impact of internal and external factors: social, economic, environmental, legal and force [7, 8, 9, 10].

The main principle of harmonizing approach is the dependence of the interests of the enterprise on the interests of the environment. A group of economists led by V. Gusev define 'economic security' as the current state of efficient usage of resources and the existing market advantages of the enterprise, which contribute to the prevention of internal and external threats, ensure long-term survival and sustainable development in the market in accordance with a chosen mission [13]. That is why, the economic security of an enterprise is understood as a measure of harmonization of the economic interests of the enterprise in time and space with the interests of environmental stakeholders [15].

A common disadvantage of a harmonizing approach is that orientation towards the external environment significantly negates the impact of the internal condition of the enterprise on its economic security. Moreover, it should be emphasized that the focus on the external environment is a determining factor for the functioning of business in a market economy.

Resourcing and functional approach to the study of economic security can be considered as a quite popular one in the scientific literature. The following functional components of the enterprise are traditionally considered: technical, technological, financial, legal, environmental, personnel, informative, power. However, there is often a combination of resourcing and functional approach with active one, where the economic security of an enterprise is shown as:

- a state where external and internal threats can be prevented with the most rational usage of resources and existing market opportunities; ensure the viability and sustainable development of the enterprise in the market in accordance with the chosen mission;

- a state when the avoidance, mitigation or localization of threats and dangers are possible with the most efficient using of resources, and, as a result, the entire enterprise realizes own goals in competitive conditions;

- a state of corporative and productive resources (financial, personnel, informative, technological, technical) and entrepreneurial opportunities, where they will be most rationally used for the effective functioning, dynamic, scientific, technological and social development, confronting and preventing internal and external threats [1, 10, 12].

The main disadvantage of these approaches is the complexity of their usage in the activities of domestic enterprises at the present stage of their development.

In addition to all approaches above that characterize the level of economic security, some experts recommend the use systematic, integrated, strategic, sustainable approaches that have not got theoretical substantiation and wide practical application yet.

All approaches above are closely intertwined. None of them can be called inclusive and perfect. Each next scientist adds own refinements to the existing characteristics, but the

common idea from all definitions is the following: maintaining the enterprise in the condition of economic security is the main prerequisite for sustainable business development.

The final choice about the usage of this or that approach or its individual components rests with each enterprise and depends on such factors as the size of the enterprise, its activities, owner's ambitions and many more.

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