

ISSN 1561-6894

NR 5 (29) 2010

Nauka i Studia

Przemysł
Nauka i studia
2010

Wydawca: Sp. z o.o. „Nauka i studia”

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54,90 zł (w tym VAT 22%)

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PROVIDING ECONOMIC SECURITY OF ENTERPRISES AS PRECONDITION ITS SUSTAINABLE DEVELOPMENT

Recommendations regarding the formation of complex scientific-based approach to the system of economic security of enterprises were proposed. In this approach, it should be taken into account all the possible economic interests of businesses that will ensure effective implementation of corporate strategy.

Keywords: *economic security of an enterprise, providing of an economic security, functional components of economic security.*

Introduction

Effective functioning of the enterprise in a highly competitive condition is impossible without providing its economic security. This difficult problem in modern conditions acquires increasing actuality as the enterprises are forced to seek new means to support their market positions and to counter external and internal threats.

Modern scholars in Ukraine and in neighboring countries and abroad are dealing with problems associated with providing economic security. Dovbnya S.B. [1], Shlemko V.T. [2], Pokropyvnyy S.F. [3], Ilyashenko S.M. [4], Klyebanova T.S. [5], Kozachenko A.V. [6], Kravchuk P.Y. [7], Reverchuk N.Y. [8] and others have made significant contribution to the disclosure of the problem of economic security. However, in developing this issue remains a number of unresolved and contentious questions. In particular, a unified approach to establish a system of economic security hasn't been formed.

Statement of the problem

Nowadays companies are faced with the actual task of building a system of economic security to counter threats to internal and external origin. The increas-

ing level of economic security should put the foundation for the withdrawal of companies from crisis and their subsequent successful development.

Taking into account the urgency and degree of development of this problem, the aim of the research is formulation of recommendations for the formation of quality systems of providing the economic security.

Results

The polarity of the research methodology from too broad definitions – the efficient using of resources for providing sustainable development of enterprises, to a very narrow vision of the meaning of this term from position of an information security are observed in the existing approaches to defining the essence of economic security.

After systematization of scientific approaches, the best economic security can be characterized as the state protection of vital interests of the company from various internal and external threats that guarantees the most efficient use of corporate resources to enhance the efficiency of functioning of the enterprise and providing its sustainable development.

The integrated approach, in which all the economic interests of the company are taken into account should be used for the development of quality systems of economic security of a company. This will provide the implementation of corporate strategy, and accordingly the strategy of economic security.

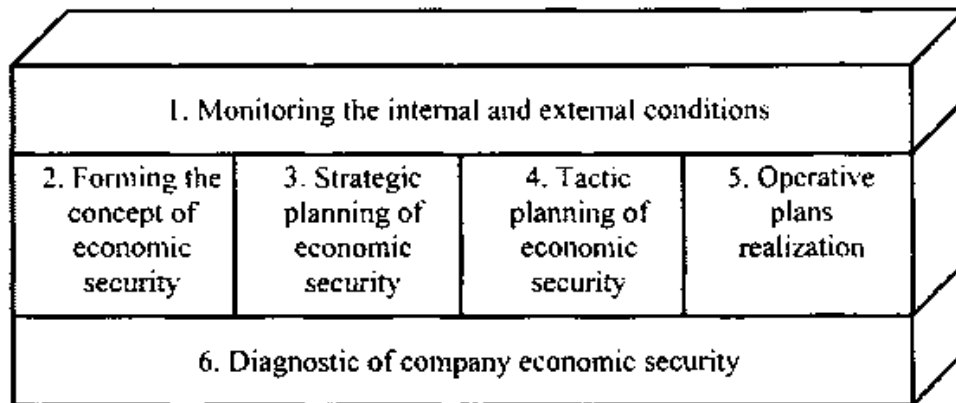
Integration providing the economic security requires the creation of internal security service in the enterprise [7-9]. This process is quite complicated and requires consideration of all the individual characteristics of the company: profile of industrial and economic activity, scale of production, number of staff, type of organizational structure, characteristics of external factors and so on.

In recent years, some companies create in their structure, special units, whose main task is to provide economic security. However, most of these units don't have well developed and efficiently functioning system of providing of economic security. This aspect significantly reduces the efficiency of their operations and determines the need for developing quality assurance systems of company's economic security. At the same time creating such units is a positive vector of modern business and demonstrates some understanding of the entities' primary goals of company's economic security.

The process of ensuring economic security can be represented as a sequence of certain stages (Figure 1).

Monitoring the internal and external conditions in which business operates should be done before taking decision about economic security, developing the

concept and planning. How unity of economic security will be formed, which financial and human resources will be allocated to ensure economic security and more depend much from this stage.



The process of ensuring the company's economic security

Fig. 1. Process of providing of economic security

Comprehensive analysis of the internal and external conditions at the macro and regional levels, as well as analysis of existing and potential partners and competitors should be made.

Influence of the external conditions may be favorable, and vice versa, cause danger and threat to the economic security of the company. So the social and economic, political situation in the country and the region, lowers the state of the market environment (the presence of real and potential competitors, the availability necessary resources, markets, pricing, market condition of infrastructure) and more must be estimated.

The situation of the enterprise should also be the subject of research. A comprehensive analysis of all functional components of economic security should be made. Also, an enterprise resource potential, a measure of protection facilities security, reliability of human resources, opportunities for enterprise to establish and provide the operation of corporate security and more should be analyzed.

Carrying out all these activities is a critical stage because it essentially provides meaningful information for developing the concept of economic security of an enterprise, realization of which is a prerequisite for ensuring sustainable and safe development of an enterprise.

Based on the concept, the strategic planning by the functional components of economic security is carried.

In the scientific literature it's common practice to emphasize the financial, intellectual and human, technical and technological, political and legal, informational, environmental, and force functional components of economic security [3].

Some authors also propose to separate market and interface [4], commercial, social, raw materials and energy components [1].

Formation and productive performance of the strategy of economic security has to become the foundation to ensure stable operation of the business and its sustainable development.

In drawing up the strategic plan a series of activities to ensure the functional components and overall economic security of an enterprise is developed, sequence and timing of activities are defined, the optimal scheme of resource supplying is calculated and responsibility performers are assigned.

The next stage of the process of ensuring economic security is the tactical planning. This stage involves the creation of a variety of tactical plans for the separate components of economic security, the plans of business units, plans to eliminate and neutralize threats to economic security and more.

Operational implementation of planned activities for the functional components of economic security embodies the main thesis of the developed concept and strategy of economic security of enterprise.

At the final stage the diagnosis of economic security of enterprise for the individual components and overall assessment should be done. Today, scientists offered several methods of estimating the level of economic security [1-8].

When carrying out the diagnosis of economic security, all functional components are important to consider. However, the most significant in modern economic conditions should be considered financial component, as to ensure sustainable functioning of the enterprise as a whole, it must have a sustainable financial position. The stable level of profits will ensure compliance with its vital economic interests and to prevent internal and external threats to financial condition.

The indicative approach and the resource and functional approach to estimate the level of economic security are the most prevalent in scientific literature.

The indicative approach means calculation of a set of indicators of economic security and the comparison (matching) of their actual values with critical ones. In this approach, the level of security of an enterprise is defined as the average degree of conformity of the actual values of performance indicators to their critical values. This calculation is usually carried out first for each individual functional component of economic security, and then calculated by its overall level, taking into account the weight of each component.

Resource and functional approach provides determining the level of economic security based on the estimation of the degree of using of resources of an en-

terprise. In this approach, estimation is performed by each functional component, and then determined the integral indicator.

When choosing a method of assessment it's necessary to determine which approach best meets the needs of management of a company and can provide more objective results.

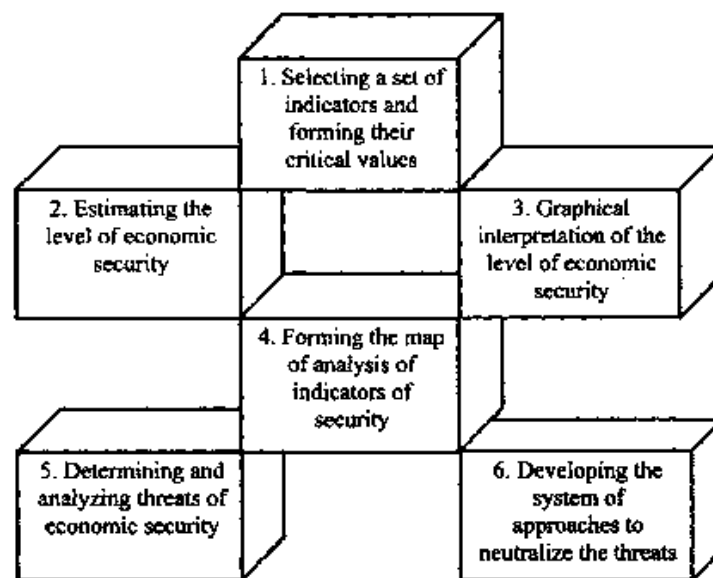
The process of diagnosing the level of economic security can be represented as a sequence of stages which are depicted schematically in Figure 2.

To provide a comprehensive diagnosis of the level of economic security the following aspects must be taken into account.

The system of indicators should be selected so that each component will most accurately cover all aspects of the enterprise's activity. Because of the objectivity of the results of calculation as for individual components in general depends on the adequacy of these indicators.

Particular attention should be paid to the formation of critical values of assessment indicators, because they are the basis for comparison in calculations.

Assessing the level of economic security is better to do separately for each functional component, and then determine relative estimates of the integral index. Thus functional analysis will reveal where the threats originated from and that will be useful for their operational management.



The process of diagnosing the level of economic security

Fig. 2. The process of diagnosing the level of economic security

Graphical interpretation of the level of economic security of an enterprise for all components should be provided. It can be the diagram, which some authors offer [4], or any other graphical display of the results of calculations; this will provide visual picture of the current security situation and one to strive for.

For analysis of enterprise security, the presentation of the results of their calculations using the card analysis of security is recommended [8].

Conclusions

Application of the proposed recommendations will provide scientific and reasonable approach to establish a system of economic security that is comprehensive in nature. This is due to the presence of phases of monitoring external and internal factors of an enterprise, planning and diagnosis of the level of economic security. The subject of further research may be more detailed elaboration of each stage of the process of ensuring economic security.

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