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MECHANISM OF ENTERPRISES' ECONOMIC SAFETY MANAGEMENT UNDER CONDITIONS OF WORLD ECONOMY GLOBALIZATION

Contemporary changes in different areas of life influence economic processes that have become highlight the new goals. First of all it is providing of steady and safe development of economy under the conditions of uncertainty of economic processes which can be the reason of appearance of many factors that could both positively and negatively affect the economy. And if the positive factors do not arouse much interest due to the fact that they have a favorable effect on the economy, negative factors should be paid much attention because they are a different kind of danger. The danger in the form of threats has an ability to influence any object. In the case of danger appearance scientists speak about the economic dangers in the area of economic systems.

The economic safety of enterprise (ESE) is the state of economic system and the ability to resist risk ruining its organizational structure and status, as well as obstacles to achieve development goals [1]. In our opinion, an important aspect of economic safety is consideration of various factors, both internal and external, which threaten economic security of the enterprise in time and dynamics. At the same time influence factors act as a change in the indicators that characterize the enterprise sustainability.

We have come to this conclusion that macro-external environment is an environment that is characterized globally and has no significant direct impact on the enterprise, that is, it has an indirect impact. This group of factors includes: economy state (economic environment), socio-cultural factors, international environment, political factors, technological environment), and in recent study scientists have added ecologic and natural factors as well as geographical environment [3, 4, 5]. In our view micro-external environment is defined as a part of the environment, which affects the company directly and undergoes a reverse effect. Domestic specialists determine some other composition of these factors, in particular [4, 6, 7] they mark out influence of users, competitors, suppliers, public organs, finance and credit establishments, information supply.

It should be noted that the most of scientists, examining the impact of external factors on the company, submit their own list of environmental factors, which characterizes particular economic activity or production sphere.

Investigating exo- and endogenous environment of enterprise, the high-priority task is to analyze the level of its potential danger, source of uncertainty,

and it's also essential to find out how an enterprise can co-operate with this uncertainty. The current state of economy hides in itself the great number of threats for the normal functioning of enterprises which lie hidden both inside and outside [7].

On our point of view the process of management enterprises' economic safety is cycle, complicated and many staged phenomenon (fig. 1).

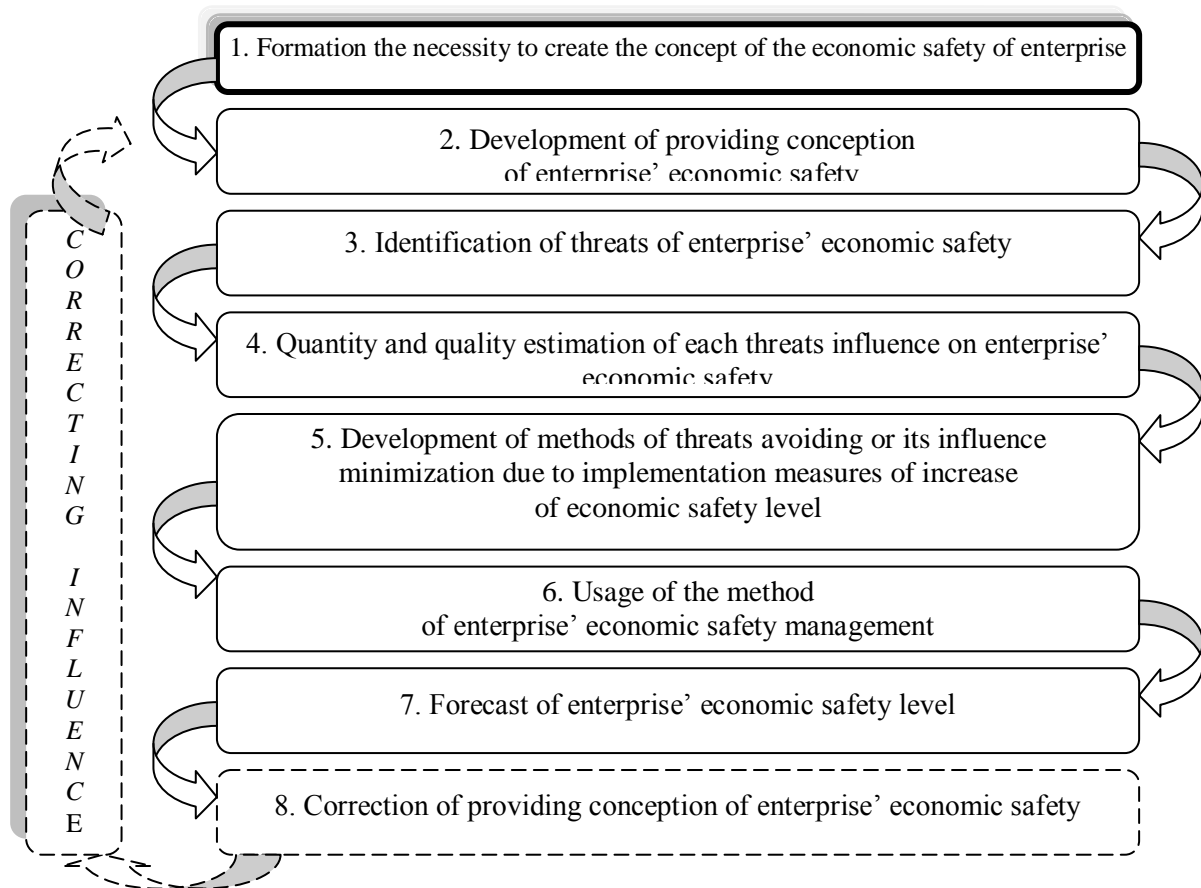


Fig. 1. Scheme of processes carrying out sequence of level of enterprise' economic safety management

The first stage is to develop a concept of enterprises' economic security. In addition, an important aspect of the implementation phase of the management level of economic security is the fact that the closer to the end is the development and training of the optimal method, the more difficult to make drastic changes to it. Then comes the stage of identification or detection of real and potential threats to businesses' economic security and it is important to the point that the inclusion of such threats that already existed in previous periods or remain permanent for the enterprise is automatic and identification of new threats must be identified on the grounds of the analysis environment, both internal and external, and by means of prediction.

Very important is the next step in the process of managing the level of economic security transport enterprise it is to examine the essential characteristics and factors that undermine the stability of the entity because

some similar factors may be repeated in multiple threats simultaneously, so it is important to identify all possible relationships between factors. On the grounds of these measures the development and selection of the optimal method of ensuring economic security of enterprises is done, which is defined as a set of tools and the system of their execution and monitoring, with which are achieved maximized level of economic security [5, 7]. In addition, an important aspect of the implementation phase of the management level of economic security is the fact that the closer to the end is the development and training of the optimal method, the more difficult to make drastic changes to it.

Thus, the determination of factors of exo- and endogenous environment becomes necessary background of construction and creation of integral system of enterprise economic safety. The system of factors of influence must be examined not as the detailed list of its elementary parts but as the structured aggregate of interrelated components in complex. Its necessary to underline that in the management of economic safety the great role should be noted to the special methodical instruments which target to investigate the level of ESE and identify «problem areas» in business carrying out.

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