
ОРГАНІЗАЦІЯ ВИРОБНИЦТВА, МЕНЕДЖМЕНТ. ЕКОНОМІКА ПІДПРИЄМСТВА

UDC 339.9: 338.439
JEL Classification: J01

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THE ESSENCE OF ECONOMIC SECURITY OF ENTREPRENEURIAL ACTIVITIES

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This paper focuses on approaches to defining the concept of economic security of an enterprise. One of the conditions for the sustainable development of business entities is the existence of an effective system for ensuring their economic security, which becomes a special management object both at the macro and micro level. At present, however, most domestic enterprises still do not understand or underestimate the importance of this issue, do not possess a clear understanding of the economic security of entrepreneurial activities. This has determined the choice of the object, the statement of the purpose and objectives of this study. This paper aims to substantiate the concept of the «economic security» of entrepreneurial activities. It has been revealed that the scientific literature, as well as certain documents, has not, up to now, clearly elucidated the notion of security. The concept of «security» is widely used as a protection against the influence of any object, or, conversely, as a characteristic of the safety of any object from internal or external threats. Most authors associate this fact with the absence of a unified conceptual apparatus. The existence of a large number of interpretations of the concept of economic security predetermines the need for a thorough analysis of this concept. The results of our analysis of the category «economic security» have made it possible to define the following approaches to its interpretation: systemic, resource-functional, competitive, harmonization, and others. The analysis of different approaches to understanding the concept of «economic security» allows the systematization of all directions within the two basic ones, specifically, a philosophical approach and an organizational approach. Within a framework of the philosophical approach, economic security is a state at which protection against internal and external adverse influences is ensured. In terms of the organizational approach, security is a set of conditions created in the economic entity under which protection against internal and external threats is provided, as well as achieving the goals of its functioning. It has been concluded that ensuring the safety of entrepreneurship implies the creation of conditions under which the interests of an entrepreneur would be implemented, and the goals set by him/her would be met. Ensuring security is a managed process, which means that one can argue about building a system for ensuring the safety of entrepreneurial activities.

Keywords: entrepreneurial activities, economic security, approaches, business entity.

DOI: 10.32434/2415-3974-2021-13-1-87-93

Introduction and problem statement

One of the conditions for the sustainable development of business entities is the existence of an effective system for ensuring their economic security, which becomes a special management object both at the macro and micro level. However, at

present, the issues related to economic security have turned to be the least developed in theoretical and practical aspects. Most domestic enterprises still do not understand or underestimate the importance of this issue, do not have a clear understanding of the economic security of entrepreneurial activities.

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Therefore, given the lack of a holistic and unified system for the organization of security, imperfection of the legislative framework, non-developed and non-unified mechanisms for protecting the economic interests of business entities from external and internal threats, the issue of their economic security is especially relevant.

Literature review and analysis

Given the specified aspect's problematic nature, the aspects of theoretical and practical approaches to building an effective system for ensuring economic security at the macro- and micro levels, defining its essence, identifying threats and risks in a market economy, were investigated in the works by an entire galaxy of domestic and foreign scientists, including: Cherep A. V., Fomina M. V., Il'yashenko S. N., Kozachenko H. V., Liashenko O. M., Liaskovets O. V., Melnyk O. O., Oliinyk T. I., Ponomarov V. P. and other. However, most scientific research emphasized the issue of forming economic security of the state, rather than individual business entities.

The purpose of the article

The aim of this paper is to substantiate the concept of «economic security» of entrepreneurial activities.

This study's main findings

At present, there is still no unified understanding of security in the special literature and some documents. The concept of «security» is widely used as a protection against the influence of any object, or, conversely, as a characteristic of the safety of any object from internal or external threats. In the explanatory dictionary by Ozhegov, the word «security» is defined as «a state at which there is no danger, there is protection from danger» [1]. The Law of Ukraine «On National Security of Ukraine» declares: «National Security of Ukraine is the protection of state sovereignty, territorial integrity, democratic constitutional order, and other national interests of Ukraine from real and potential threats. The national interests of Ukraine are the vital interests of human, society, and the state, the implementation of which ensures the state sovereignty of Ukraine, its progressive democratic development, as well as the safe living conditions and well-being of its citizens» [2]. However, this statement does not even imply the safety of enterprises, collectives, business entities.

The undeveloped initial provisions of the theory of security have recently been noted by an increasing number of authors, linking this fact with the lack of a coherent conceptual apparatus. In our opinion, one can rather argue about a broad and narrow interpretation of the «security» category. There is no single approach in defining the category of economic security.

The existence of a large number of

interpretations of the concept of economic security predetermines the need for a thorough analysis of this concept (Table).

According to G.V. Kozachenko, A.N. Lyashenko, V.L. Bezbozhny, economic security should protect an enterprise against the impact of existing threats and contribute to the successful functioning of business entities [8]. According to L. O. Filipkovskaya, O.O. Matvienko, economic security is a way to achieve the set goals, expected financial results from activities, as well as protection against the influence of environmental factors [13].

The issues of economic security, considered to be a state of a production system, were addressed by Z. Stakhovyak, V. Tambovtsev, Yu. Lysenko [14]. The essence of this statement was that they considered the state of an enterprise's activities that employed methods to eliminate and avoid threats from the external environment, the main goals of its activities were achieved, the operational process was set up.

N.M. Gapak, I.V. Dochynets treated the concept of economic security of enterprises as an opportunity for sustainable economic development, prosperity, the establishment of the production process under conditions for reducing and preventing the negative effects from threats related to the market environment, the interaction and social protection of employees, the improvement of their professionalism, as well as wage growth [15].

In paper [16], O.O. Melnyk, similarly to other authors, argued that the economic security of an enterprise should ensure protection and eliminate the impact of negative factors of the market environment, provided that the existing resources are utilized effectively, the development goals are attained, the work of employees is well-established, and the production process is well-managed. In addition, the author categorized dangers and threats to the security of economic development and paid special attention to external and internal threats.

According to M.I. Kamlyk, development efficiency, financial stability, solvency, rational utilization of resources, protection against and counteraction to the influence of market environment factors are ensured under the condition of the security in the economic development of enterprises. A group of scientists, S.I. Nikolayuk, D.Y. Nikiforchuk, argued that economic security affects the social development of personnel, equipment improvements, scientific and technological progress, financial stability, staff motivation, the atmosphere in the collective through the rational use of resources, the establishment of the production process.

The economic security of an enterprise should create favorable conditions for the functioning of the enterprise, for achieving the tasks and goals set,

Approaches to defining the socio-economic essence of economic security

| Approach | Definition | Essence |
|---|--|--|
| Systemic | a set of measures to ensure the stable development of an enterprise through the creation of favorable conditions, as well as the neutralization and elimination of external and internal threats [3] | economic security is defined as a set of measures to ensure the stable development of an enterprise |
| Resource-functional | economic security should ensure improving the rationality of using financial resources, promoting equipment modernization, improving working conditions given the constant influence exerted by the internal and external environment [5,6] | efficient utilization of resources, making use of development opportunities create conditions for achieving the set goal and economic security |
| Competitive | economic security is associated with the existence of competitive advantages; this is due to the level of financial, social, technological development, personnel potential, production structure [7] | competitive advantages create opportunities for prosperity, improvement of a positive image in the international market |
| Harmonization | economic security is a way to establish relations and interaction between the external environment and the enterprise itself [8,10] | a technique to achieve a state of equilibrium |
| Protection of an enterprise against threats | economic security should contribute to the protection of the enterprise against the influence of existing factors from the external and internal environment, provide opportunities to avoid negative consequences and possible threats during activities [11] | elimination of threats and adaptation to the established conditions of activities |
| Sustainability of entrepreneurship | economic security affects ensuring and maintaining stability, the success of economic development, prosperity, and positive image of an enterprise [12] | the level of protection of financial activities against the negative impact of the unstable political and economic situation |
| Philosophical | a condition where there is no danger is protection from danger [3] | a state ensuring protection from internal and external adverse impacts in order to change |
| Organizational | a set of conditions created within an economic entity, which provides protection against internal and external threats, meeting the goals of its functioning [3] | the result of ensuring economic security is the stability of the functioning of an economic entity |

for counteracting threats internally and externally. That is the view of A.I. Mohylny while another scientist, L Bendikov, considers economic security to be a means of protection against factors exerted by the external and internal environment on the industrial, financial, innovative, organizational, and personnel areas of activities, arguing that economic risks are predetermined by inefficient activities of public authorities.

Works by T.N. Gladchenko reveal in detail the essence of the economic security of an enterprise. His interpretation is based on the fact that the owners and personnel of an enterprise play an important role in economic security since it is the administrative staff that devises economic, technical, legal, organizational, personnel measures to protect against the impact of an unstable external environment. N.M. Gapak analyzed in detail in his paper the available interpretations of the concept of economic security of enterprises and came up with his own definition. He held a similar view on the interpretation of a given definition since economic security warrants prosperity, development, improvement of working

conditions, the establishment of personnel relations, protection of enterprises against the influence of economic risks, and requires control from the administration of an enterprise.

An interesting point of view is held by S.F. Pokropyvny, a representative of the resource-functional approach. In his opinion, economic security should guarantee the improvement of rationality in the use of financial resources, promote modernization of equipment, improvement of working conditions given the constant influence from the internal and external environment [11]. S.M. Ilyashenko [4], M.V. Fomin [6] adhere to this view and emphasize that the effective utilization of resources, making use of development opportunities create conditions for achieving the goal and economic security.

V.V. Belokurov [7] adhered to a competitive approach and argued that economic security is associated with the existence of competitive advantages; those are due to the level of financial, social, technological development, personnel potential, production structure. After all, it is the

competitive advantages that create opportunities for prosperity and build a positive image in the international market.

Representatives of the harmonization approach argued that economic security is a way of establishing relations and interaction between the external environment and an enterprise itself, that is, achieving a state of balance; this approach was shared by G.V. Kozachenko, V.P. Ponomarev, O.M. Lyashenko [8], I.V. Kovalchuk [10]. Scientists D. Kovalev, T. Sukhorukov [11] adhered to the approach of protecting an enterprise against the effects of threats and explained that economic security should contribute to protecting an enterprise from the influence of existing factors exerted by the external and internal environment, provide opportunities to avoid negative consequences and possible threats during activities. At the same time, an important role belongs not only to the elimination of threats but also to the adaptation to the established operational conditions, which positively affects further development. The approach of entrepreneurship sustainability was followed by such scientists as G.B. Kleiner, V.L. Tambovtsev, R.M. Katchalov. In particular, V.L. Tambovtsev in work [12] argued that economic security affects maintaining and preserving the stability, the success of economic development, contributing to the prosperity and positive image of an enterprise. Under these conditions, the level of protection of financial activity against the negative impact of the consequences of an unstable political and economic situation plays an important role.

The analysis of different approaches to understanding the concept of «economic security» allows us to systematize all directions within the two basic ones, specifically, a philosophical approach and an organizational approach.

As part of a philosophical approach that has many modifications, the most common one is as follows: economic security of the system is a state at which protection against internal and external adverse influences is ensured in order to change. It is easy to notice that this approach is based on defining the state of protection of vital interests of the individual, society, and the state against internal and external threats. An example of such a concept of security is the definition of safety as «a state at which there is no danger is protection from danger» [3].

Those authors who define economic security within this approach associate economic security with the condition of the state's economy, which makes it possible to protect its vital interests. However, when proceeding from macroeconomic to microeconomic concepts, the concepts of «danger» and «security» make sense only if applied to a specific function, object, or process. Therefore, when arguing about

the economic security of an enterprise, it is necessary to consider not the state of protection but the extent of influence exerted by various internal and external adverse factors and environment on its economic activities. Otherwise, it is impossible to explain the specific difference between economic security and its other types: environmental, information, technological, etc. In addition, when giving a definition following this approach, the concept of economic security is «replaced» with the concept of «protection», which is also not explained unambiguously; in addition, it leads to many questions: how to measure it, how to evaluate the effectiveness of this state, how to determine the maximum permissible values, etc.

From the point of view of the organizational approach, security is not a state of protection of the interests of an entity but is a set of conditions created in the business entity, under which protection against internal and external threats is provided, and the goals of its functioning are met [3]. At the same time, the state of security should be controlled by the business entity itself when the result of ensuring economic security is the stability of its functioning and the possibilities for effective financial and economic activities.

According to the above approaches, one can consider economic security and the definition of its essence from a different angle. An enterprise as the object of economic relations is created by the owner not to combat threats but to achieve the goals that are economic in nature. However, in order to analyze and start practical operations to ensure security, it is more convenient to first assume the theoretical existence of a possible threat, and only then look for ways to counteract. However, the consequence of this is that the concept of economic security is secondary to the concept of threat.

In our opinion, the definition of «economic security» should reflect the fact that businesses function and develop under risky conditions. Therefore, the following definition seems to us the most complete: «The economic security of an enterprise is such a state of the business entity at which it, provided the most effective utilization of corporate resources, seeks to prevent, weaken, or protect against existing dangers or other unforeseen circumstances and mainly ensures the achievement of business goals under the conditions of competition and economic risk» [15]. According to authors, identifying, preventing dangers and threats, using corporate resources, fighting competitors imply creating conditions for achieving strategic goals of entrepreneurship, as well as ensuring sustainable intensive development of entrepreneurship. Corporate resources are proposed to be understood as land, capital, human resources, entrepreneurial abilities

of managers, information, intellectual property, technology, etc. Authors also emphasize that corporate resources should be used not only to prevent dangers and threats but, above all, to achieve business goals, to ensure economic independence of business activities.

Conclusions

Thus, we can conclude that ensuring the safety of entrepreneurship is the creation of conditions under which the interests of the entrepreneur would be implemented, the goals set would be met. Ensuring security is a managed process, which means that one can argue about creating a system for ensuring the safety of entrepreneurial activities.

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Received 14.04.2021

Reviewer: Doct. of Econ. Sc., Prof. Harmider L.D.

СУТНІСТЬ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ

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У статті основна увага приділена підходам щодо визначення поняття економічна безпека підприємства. Однією з умов сталого розвитку суб'єктів господарювання, є наявність ефективної системи забезпечення їх економічної безпеки, яка набуває особливого значення для об'єкта управління як на макро-, так і на мікрорівні. Проте на сьогодні переважна більшість вітчизняних підприємств досі не розуміють або недооцінюють важливість цього питання, не мають чітких понять про економічну безпеку підприємницької діяльності. Це і визначило вибір теми, постановку мети і завдань даного дослідження. Метою статті є обґрунтування поняття «економічна безпека» підприємницької діяльності. З'ясовано, що в даний час в спеціальній літературі і в окремих документах досі немає єдиного розуміння безпеки. Поняття «безпека» широко прийнято використовувати як захищеність від впливу будь-якого об'єкта, або, навпаки, як характеристику захищеності будь-якого об'єкта від внутрішніх або зовнішніх загроз. Більшість авторів пов'язують цей факт з відсутністю узгодженого понятійного апарата. Існування великої кількості трактувань поняття економічна безпека зумовлює необхідність виконання ґрунтовного аналізу даного поняття. Результати аналізу категорії «економічна безпека» дозволили визначити підходи до її трактування: системний, ресурсно-функціональний, конкурентний, гармонізаційний, та інші. Аналіз різних підходів до розуміння поняття «економічна безпека» надає можливість систематизувати всі напрями в руслі двох основних, це філософський та організаційний підхід. У рамках філософського підходу, економічна безпека це стан, при якому забезпечується захищеність від внутрішніх і зовнішніх несприятливих впливів. З точки зору організаційного підходу, безпека являє собою сукупність умов створених в економічному суб'єкті, за яких забезпечується захист від внутрішніх і зовнішніх загроз, виконання цілей його функціонування. Зроблено висновок, що забезпечення безпеки підприємництва є створення умов, при яких реалізовувалися б інтереси підприємця, здійснювалися б поставлені їм цілі. Забезпечення безпеки – це керований процес, а значить можна говорити про створення системи забезпечення безпеки підприємницької діяльності.

Ключові слова: підприємницька діяльність, економічна безпека, підходи, суб'єкт господарювання.

СУЩНОСТЬ ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

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В статье основное внимание уделено подходам к определению понятия экономической безопасности предприятия. Одним из условий устойчивого развития субъектов хозяйствования, является наличие эффективной системы обеспечения их экономической безопасности, которая приобретает особое значение для объекта управления как на макро-, так и на микроуровне. Однако сегодня подавляющее большинство отечественных предприятий до сих пор не понимают или недооценивают важность этого вопроса, не имеют четких понятий об экономической безопасности предпринимательской деятельности. Это и определило выбор темы, постановку цели и задач данного исследования. Целью статьи является обоснование понятия «экономическая безопасность» предпринимательской деятельности. Выяснено, что в настоящее время в специальной литературе и в отдельных документах до сих пор нет единого понимания безопасности. Большинство авторов связывают этот факт с отсутствием согласованного понятийного аппарата. Существование большого количества трактовок понятия «экономическая безопасность» вызывает необходимость проведения тщательного анализа данного понятия. Результаты анализа категории «экономическая безопасность» позволили определить подходы к ее трактовке: системный, ресурсно-функциональный, конкурентный, гармонизационный и другие. Анализ различных подходов к пониманию понятия «экономическая безопасность» дает возможность систематизировать все направления в русле двух основных, это философский и организационный подход. В рамках философского подхода, экономическая безопасность это состояние, при котором обеспечивается защищенность от внутренних и внешних неблагоприятных воздействий. С точки зрения организационного подхода, безопасность представляет собой совокупность условий созданных в экономическом субъекте, при которых обеспечивается защита от внутренних и внешних угроз, выполнение целей его функционирования. Сделано вывод, что обеспечение безопасности предпринимательства является в создании условий, при которых реализовывались бы интересы предпринимателя, осуществлялись бы поставленные им цели. Обеспечение безопасности – это управляемый процесс, а значит можно говорить о создании системы обеспечения безопасности предпринимательской деятельности.

Ключевые слова: предпринимательская деятельность, экономическая безопасность, подходы, субъект хозяйствования.

THE ESSENCE OF ECONOMIC SECURITY OF ENTREPRENEURIAL ACTIVITIES

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This paper focuses on approaches to defining the concept of economic security of an enterprise. One of the conditions for the sustainable development of business entities is the existence of an effective system for ensuring their economic security, which becomes a special management object both at the macro and micro level. At present, however, most domestic enterprises still do not understand or underestimate the importance of this issue, do not possess a clear understanding of the economic security of entrepreneurial activities. This has determined the choice of the object, the statement of the purpose and objectives of this study. This paper aims to substantiate the concept of the «economic security» of entrepreneurial activities. It has been revealed that the scientific literature, as well as certain documents, has not, up to now, clearly elucidated the notion of security. The concept of «security» is widely used as a protection against the influence of any object, or, conversely, as a characteristic of the safety of any object from internal or external threats. Most authors associate this fact with the absence of a unified conceptual apparatus. The existence of a large number of interpretations of the concept of economic security predetermines the need for a thorough analysis of this concept. The results of our analysis of the category «economic security» have made it possible to define the following approaches to its interpretation: systemic, resource-functional, competitive, harmonization, and others. The analysis of different approaches to understanding the concept of «economic security» allows the systematization of all directions within the two basic ones, specifically, a philosophical approach and an organizational approach. Within a framework of the philosophical approach, economic security is a state at which protection against internal and external adverse influences is ensured. In terms of the organizational approach, security is a set of conditions created in the economic entity under which protection against internal and external threats is provided, as well as achieving the goals of its functioning. It has been concluded that ensuring the safety of entrepreneurship implies the creation of conditions under which the interests of an entrepreneur would be implemented, and the goals set by him/her would be met. Ensuring security is a managed process, which means that one can argue about building a system for ensuring the safety of entrepreneurial activities.

Keywords: entrepreneurial activities, economic security, approaches, business entity.

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