

ECONOMIC SECURITY OF ENTERPRISES IN THE CONTEXT OF NATIONAL SAFETY OF THE STATE

What is considered in this article are key positions in relation to the factors that form economic security of an enterprise. Hierarchical strengths of securities are analysed. The macroeconomic sources of the threats that have an influence on corporate safety of the subjects management are certain. Directions of the improvement in the area of economic security of enterprises are considered as the bases for forming the national safety and security of the state in line with the authors' recommendations.

Key words: *state security, safety of enterprise, corporate safety, macroeconomic factors, sources of the threats*

The formation of the free market economy in Ukraine is being accompanied by the transformation of the forms and methods of the national regulation, decentralization, and diversification of the goods production, change of the economic conditions and constant growth of the competition between the companies, intensification of the influence of the environment on the activities of the entities, the main characteristic of which is uncertainty. These processes cause the loss of the marketing outlets of the national companies, deterioration of the financial state, outflow of professionals, scientific and technological developments, sometimes – bankruptcy of the companies.

Since the term “security” per se is poly-functional and polymorphic, that causes the possibility of its decomposition, in other words selection of individual levels and areas. In table 1 there are hierarchical levels and objects of security.

Table 1. Hierarchical strength of securities

Security level	Object of the security	Security subjects
1. Global security	World community, planet Earth	International organizations of universal type
2. International security (regional security)	Regions of the planet, association of countries, international integration, alliances	regional international organizations, countries
3. National security	The state, country	Different branches of the government power
4. Intra Regional Security	Regions of the country	National and sectoral authorities
5. Company safety	the company	Owners, workers of the company
6. Personal safety	A person, family	A person

Source: own developed.

During the last century the safety phenomenon has been significantly transformed. At the beginning of the last century the safety of a company has mainly been associated with the protection of the assets, personnel safety, namely the managers of the company. In the second half of the XX century the safety has included, besides physical safety, reservation and protection of information resources, which was caused by the acceleration of scientific and technological progress. At the end of the XX century company security acquired a systematic character, including financial, technical, intellectual, physical and other components, becoming one of the major needs and goals of the organization.

The term “corporate safety”, as inherently multifunctional and polymorphic concept requires study of its nature, structure and components while applying from the position of systemic approach. Therefore during the study of the structure of corporate security, companies use the theoretical and methodological apparatus of systems theory. According to this theory all the processes, phenomena, functioning of structures of different complexity must be considered in terms of a systemic approach.

No business entity is operating in the “vacuum”, it's surrounded or it is in a highly differentiated and complex environment. Everything that is outside of the company to some extent affects its activity. This effect can occur constantly or from time to time with varying attitude.. Therefore, every company must not only know the features of environment in which it operates, but also be able to adequately respond to each of these influences.

In a market economy, stability and security of the enterprise depends on the well-known factors of macro environment, which include the cyclical economic development, particularities and conditions of governmental interference in economic processes, political situation, the level of economic freedom in the country, scientific and technological development of the state. With this in mind, it is important for national enterprises conducting to analyze and take into account various environmental factors.

We believe that the long run level of corporate security of entities is directly proportional to the level of national and, above all, economic security of the country, in other words, corporate security of the company steams from the economic security as a part of the national security of the country. Taking this into consideration we will analyze the features of corporate security of entities in the current economical conditions of Ukraine.

Let's study the features of the modern period of Ukraine's economic development that must be considered in the process of providing corporate security of the companies and identify factors that are permanent sources of risk at the enterprise level.

1. One of the main factors of destabilization of the national economy, in our opinion, is a high level of political opposition in the Ukrainian society, which results in a system crisis of national administration, which covers technical basis, the economy, social sphere, politics, law, etc. These structural elements are in such mutual inconsistency, that deregulation of the system can not be mastered without corresponding radical transformation.

It can be said without prejudice that Ukrainian society is in a deep political crisis, elements of which are: the constitutional and legal crisis caused by the desire of the elite by any means to stay in power; the ideological crisis, main problem of which is in eve-

ning out the principles, rules and regulations of the ideological basis of the state, the fall of morality and growth of crime; foreign policy crisis that appears in the fall of prestige and international influence of Ukraine connected with a high level of corruption at the highest levels of government, violation of the law.

The political opposition appears not only between different parties and blocs, but often between different branches of government, that negatively affects the budget process, relations with international economic institutions, legislation, and social protection of people. Extremely dangerous phenomenon of Ukrainian society is the practical exclusion of citizens from government. Another source of conflict between state authorities and the population is exclusion on the basis of different orientation of the interests of citizens and officials who are guided not so much by the interests of the population, as personal (mostly) and corporate (clan).

Quite often in political opposition the ruling elite uses not only amoral, but openly criminal methods and tools against political opponents. This can be seen in blackmail, physical and psychological pressure, unjustified inspections and often closing companies that are the members of the opposition. Some state authorities deliberately turned from controlling to the repressive, which destroy one and provide immunity to others.

Such practice of political terrorism requires businesses priority for monitoring and taking into account the political risks in the process of corporate security of the company.

2. At the present stage of national economy development entities suffer from another equally important factor – corruption. As a result of corruption of officials, unfair execution of their duties, protection of the narrow interests, and organized crime in the economy they control a significant portion of enterprises.

The range of corruption is also linked to the legislative elections and appointments to the executive bodies. The high public offices in many cases are perceived as a reward for “service” and as a mean of multiplying their income. Recently, the obvious fact, which was previously hidden – the possession of power allows to avoid criminal liability, because the people who have power do not wish to serve as an example to prove the effectiveness of the constitutional provision on equality before the law.

Total corruption and abuse of power limits the development of business in our country is probably the biggest obstacle to the integration of the Ukrainian economy into the world economy, increase of investment attractiveness of the domestic market. Proof of this is the real dynamics of foreign direct investment, specific parameter which is the lowest in Eastern Europe and differs from the nearest neighbors dozens of times. The main reason for this is corruption, which, according to World Bank experts, has the following implications:

- “sale” to private «interest groups» votes of the deputies, when making economic laws;
- submission of presidential decrees to private “interest groups”;
- “sale” of judicial decisions in criminal and civil cases;

- contributions of private “interest groups” to political parties to conduct election campaigns.

All these trends characterize Ukraine as a country with the highest corruption in Eastern Europe. A characteristic trend of the last decade is the continuing criminalization of economic relations and increase of the amount of economic crimes. It can be said that official statistics do not fully characterize the real situation, because in most cases, criminals can avoid punishment. In other words the increase in the number and types of economic crimes, growth of the practice of corruption and bribery of public officials, the use of state regulatory authorities in competitions, require companies to build adequate protection from a variety of criminal acts.

3. Threatening proportions has reached the sphere of economy that functions outside of the government control. In Ukraine, it's usually called shadow economy, among English-speaking countries it is defined as «traditional», «underground», «hidden» in Italy – as a «secret», «underwater» in France – as the «underground», «informal.» In the official terminology of global organizations (International Labor Organization, United Nations Organization) sector of the economy, which is not controlled by the state is defined as the «informal economy»¹ [2, p. 120].

Generally are distinguished four parts of uncontrolled sectors of the economy [2, p. 123], namely:

- the traditional economy, which is represented by households, production gardens, internal product flow, activities of charity organizations;
- informal economy, which includes business and individual business without registration of the entity;
- shadow economy, which includes the legal business, hiding the proceeds from taxation;
- criminal economy, represented illegal business, a manufacturer of products prohibited by law and the provision of prohibited services.

Despite the lack of accurate statistical data, some experts and even government leaders recognize that uncontrolled sphere has almost equaled the official economy, clearly surpassing the developed world practice of critical limits. In 2011, the level of shadow economy in Ukraine was 52,8%². Only a naive person could believe that the turnover of 80-90 billion. Equality of shadow turnover with the legal one, forms the economic base from which the organizers are beginning to dictate public policies of economic, political and social play. Such large sector of uncontrolled economy, in turn, lead to high tax and social burden on legally operating businesses and therefore the stability of their future development.

¹ V. M. Granaturov, O. B. Shevchyk, *Risks of entrepreneurial activity: Problems of analysis*, Kyiv 2000, p. 152.

² *The level of shadow economy in Ukraine presents 52,8%*. Electronic resource: http://news.dt.ua/ECONOMICS/riven_tinovoyi_ekonomiki_v_ukrayini_stanovit_52,8-94238.html.

4. A characteristic feature of the domestic economy is distorted structure of social production according to the needs of the state and population. It was formed by command-administrative system of the Soviet Union and its consequences have appeared in the development of market economy in Ukraine.

According to the statistical reporting in 1989 in Ukraine the share of manufacturing goods group "B" was 28,8%, but their composition had 31,5% of raw materials and semi finished products for heavy industry. That means that actually the share of consumer goods was not 28,8, but only 19,7%³. Practice in market economies shows that the optimal ratio of consumption goods and means of production is about 2/3 and 1/3. Deformed structure of the Ukrainian economy was one of the main causes of prolonged and deep recession of 90's of the twentieth century.

At the same time remains imperfect branch structure of industry, dominated by ferrous metallurgy (27,4%), electricity (12,1%), fuel industry (10,1%) and machinery and metal constitute only 13,4% when optimal share is 30%. In addition, Ukraine has a lot of open cycle production, which produce a large share of intermediate products.

A characteristic feature of the modern development stage of the national economy is the high level of monopoly. Monopoly is particularly noticeable in the chemical sector, individual branches of engineering and manufacturing. Many industries are characterized by a high material, labor, energy and capital intensity of production, low quality and competitive ability of the products. In addition, Ukraine has still not established market infrastructure, such as financial and credit institutions, telecommunications system, network consulting, auditing, advertising, insurance and other companies, which creates some difficulties of businesses.

The negative feature and source of potential danger for business entities is the high level of raw material, energy and financial dependence of Ukraine's economy. The absence of diversified sources of satisfaction in strategic raw material and energy resources of Ukraine's economy, creates a number of potential threats to domestic enterprises. Therefore, corporate security services must anticipate and take into account these potential threats to business and develop adequate measures to diversify both sources of raw materials and market of finished products of the company.

5. The demographic situation in the country is rather complicated. During the last decade the level and quality of life has been significantly reduced. The rate of population receiving incomes below the subsistence minimum clearly indicates low incomes in Ukraine, calculated as a percentage of the total. Thus, during the years 2005-2010 this figure was approximately 87-89%, with the limiting value of 7%⁴ [1, p. 56]. In parallel, a decrease of the specific consumption of food and at the same time increase property differentiation of the population in terms of expenditures and revenues.

Derived from the reduction of income is the increase the rate of mortality, fertility decline and, consequently, reduce the population of Ukraine. Other important demogra-

³ V. M. Granaturov, O. B. Shevchyk, *Risks of entrepreneurial activity...*, p. 152.

⁴ R. B. Pokotylenko, *Mechanism of forming and providing of economic security*, Donetsk 2002, s. 249.

phic problems include the high level of hidden unemployment, reduction of life expectancy, worsening age structure of population, high levels of migration of highly skilled specialists, low consumer demand. This makes the service a corporate security company to pay attention to intellectual and personnel component of corporate security, anticipate and take into account the long-run trends in demographics, consumer demand, the level of provision of qualified personnel.

6. The negative trend of recent years is the loss of our country a part of scientific and technological potential. Thus, if the early 90's Ukraine had 6,5% of world scientific potential and by this indicator was in the top ten countries, by the end of the 90's network of design and research institutes decreased by 40% share of budget allocations for science declined about 6 times, six thousand doctors and candidates of science left the country [2, p. 77]. Reduction of the scientific and technical potential is a consequence of the economic crisis and a sharp decline in the share of national income that goes to its development. Today, the actual cost of financing of science does not exceed 0,3% of GNP. The funding of scientific and technical activities per inhabitant of Ukraine is about \$ 11 which is 20-50 times lower than in developed countries (Germany – 459 dollars, UK – 373 dollars, Italy – 235,6 dollars)⁵ [4].

The consequence of this policy was suspension of scientific researches in many areas, decline of the share of enterprises engaged in innovation activity, the gradual de-industrialization, which means ruining the scientific and technological potential, physical and moral depreciation of capital, the transition from high to primitive technologies, increasing technological dependence of our country from the state of art developed countries.

This determines the necessity of development and implementation of long-term plans of scientific and technological development of domestic enterprises, their active presence at the international technology market, because at the present stage of development of competitiveness and therefore the safety of the operation and development of enterprises determines the scientific and technical level of production.

7. Unfavorable for domestic entities is foreign policy of our country. The consequences of low efficiency of state management of foreign economic activity are:

- Imperfect structure of foreign economic relations, characterized by the fact that the commodity structure of exports dominated by raw materials and primary processing of products, including ferrous and nonferrous metals, chemical products and products from related industries, food and raw materials for their production at a relatively low proportion machinery and equipment. A characteristic feature of Ukrainian exports to its high vulnerability to protectionist measures of importing countries and the concentration in sectors characterized mainly by price competition. Commodity structure of imports is characterized by excessively high share of mineral fuels, inclu-

⁵ B. V. Gubskyj, *Internal and external factors of economic security of Ukraine* // The Strategic panorama, 2000, № 1-2.

ding oil, oil products, gas, fuel for nuclear reactors (about 40%). Of course, this very imperfect structure of Ukraine's foreign trade is due primarily to deformed structure of the domestic economy, high energy and raw materials production, high levels of physical and moral depreciation of fixed assets, except that since independence the country's leadership has made no significant effort to improve the commodity structure of Ukrainian exports and imports.

- High level of interference in the lives of domestic and foreign economic activity of Ukraine of international organizations and international groups, which in many cases openly lobby for the interests of transnational corporations of industrialized countries and their own national interests. There are numerous examples of pressure from international financial organizations on the Ukrainian government to make decisions that go against the interests of some Ukrainian enterprises or industries and aimed at developing the national economy as a raw appendage of economically developed countries.
- Serious problems with the return of value added tax on exports, and some difficulties with customs clearance of imported products. This results in lower efficiency of domestic enterprises engaged in the foreign trade.
- Is not present effective mechanism to represent and defend interests of domestic economic agents in the foreign markets through foreign consulates and foreign representative offices of Ukraine.
- This causes some difficulties in work and reduction of the efficiency of domestic enterprises engaged in the foreign trade activities. This requires the service of corporate enterprise security enhanced analysis and prediction of changes in the foreign policy and the proper consideration of the risk management and foreign trade in the enterprise.

8. A characteristic feature of hereditary Ukrainian society is generally low economic culture of the population, psychological rejection and disappointment in business of the society of our country caused by many aspects of business, which is clearly seen in the period of economical transition. However, in Ukraine there is practically no experience that would characterize and promote the business from the positive side.

In addition, high level of criminalization in our country makes the processes of cultural involution of Ukrainian society. Manifestation of cultural degradation is a gradual increase in tolerance of society to the abuse of higher power, involvement of top officials to high-profile crimes, moral justification for the policy of "survival of the stronger" and use power to destroy the political and economic competitors. Rod component of cultural mutation supports permissiveness, understood as liberation from moral imperatives.

Of course in this cultural environment it is more difficult for entity to operate and develop due to growing arsenal of possible forms and methods of various attacks on the interests of the company. Therefore, an entity should closely monitor the business reputation, company image, the environment and create a corporate culture based on values of a democratic society.

Integral characteristic that determines the level of external threats to do the business in the country is the index of economic freedom (IEC). This index was designed for empirical measurement of economic freedom around the world. A large group of economic institutes from 47 countries took part in the research devoted to the study of IEC in 150 countries. As the result of this study the annual report was issued, namely "Economic freedom in the world in 1997". IEC is determined while taking into consideration 10 economic factors, such as trade and tax policy, government intervention in the economy, monetary policy, foreign investment and capital flows, banking policy, control of wages and prices, regulation of markets, property rights and the black market. Each of these 10 factors used to study 50 independent economic criteria in order to obtain aggregate level of economic freedom in each country. The rating certifies that States that have achieved maximum economic freedom, achieved a higher standard of living and the pace of economic development. As of 1997, Ukraine ranked 135th, among 150 countries, place. According to the rating of economic freedom in 2011, our state took the last place with 43 countries in Europe. Its economic system, specialists Heritage Foundation and Wall Street Journal newspaper rated as repressive. Ukraine this year, ranks 164th among 179 countries, worsening its performance for several years⁶.

Thus, on the contrary to industrial companies in developed countries for which the stability and safety of operation is determined primarily by internal factors, domestic enterprises should be given priority to monitor and reflect environmental factors, due to peculiarities of the modern period of the national economy.

The features of the modern period of Ukraine's economy, affecting its level and recommended to be considered during the process of ensuring corporate security of domestic enterprises, in our opinion, are: high level of political opposition in the Ukrainian society, excessive corruption at the highest levels of government, a large proportion of the shadow economy; distorted structure of production; complicated demographic situation in the country, loss of scientific and technological potential of the state, unfavorable foreign economic policy, low economic culture and extremely low index of economic freedom in our country. Only the most complete consideration of these features of the modern economy of Ukraine will promote the safe operation and development of domestic enterprises.

In our opinion, providing the corporate security to domestic enterprises, and taking into account features of the modern period of Ukraine's economical development must manifest itself in:

- a constant analysis and effective management of political risks, keeping the political neutrality and non-interference in internal political process;
- establishing an adequate system of protection and counteraction the criminal and economic organized crime, illegal acts or omissions of public officials;
- effective implementation of personnel policy in the company, forecasting, and taking into account changes in consumer demand, the level of security entities qualified personnel, the formation of modern corporate culture;

⁶ *Ukraine on the last place in Europe after rating of economic freedom.* The Electronic resource: <http://www.radiosvoboda.org/content/article/2274419.html>.

- monitoring of the foreign policy, the optimal regional diversification of sources of raw materials and markets;
- long-term forecasting prospects for further integration of Ukraine into the international sharing of the labor, modeling the effects of globalization of the domestic economy and the implementation of measures to neutralize the negative effects of these processes.

Bearing in mind research outcomes, only the most complete consideration of the features of modern economy of Ukraine will give the opportunity to provide stability of operations and safe development of domestic enterprises. Given the clear trend of strengthening the legal protection of the individual, business, national security in the industrialized countries at the beginning of the XXI century Ukraine should as soon as possible make maximum effort to reform national legislation to guarantee the security of businesses and the state at large.

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EKONOMICZNE BEZPIECZEŃSTWO PRZEDSIĘBIORSTW W KONTEKŚCIE BEZPIECZEŃSTWA NARODOWEGO

Autorzy artykułu rozważają zasadnicze aspekty dotyczące problemów, które decydują o bezpieczeństwie ekonomicznym przedsiębiorstw. Bezpieczeństwo ich funkcjonowania poddano analizie w kontekście siły powiązań hierarchicznych w państwie. Przyjęto, że są obecne makroekonomiczne źródła zagrożeń mające wpływ na bezpieczeństwo korporacyjne w badanych obszarach zarządzania. Kierunki doskonalenia w obszarze bezpieczeństwa ekonomicznego są brane pod uwagę, jako podstawa dla budowania narodowego bezpieczeństwa i spokoju, co jest uwzględnione w rekomendacjach prezentowanych przez autorów.

Słowa kluczowe: bezpieczeństwo państwa, bezpieczeństwo przedsiębiorstwa, bezpieczeństwo korporacyjne, czynniki makroekonomiczne, źródła zagrożeń.