

The Concept of Ensuring the Strategic Economic Security of An Enterprise in The Context of Its Permanent Development

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Abstract: This article highlights the concept of ensuring the strategic economic security of an enterprise in the context of its permanent development. It also looks at ways to address economic security threats. In addition, conclusions and recommendations on economic security of enterprises are given.

Keywords: Functioning of the economy requires, economic security of the enterprise, period of time, Microeconomic cycles, Capacities, Generalization of empirical data.

I. INTRODUCTION

The current stage of the functioning of the economy requires a new approach to enterprise management, the development of such an economic strategy that allowed the organization to maintain its competitive advantages in the long term. It is important to ensure the stable and most effective functioning of the organization in the current conditions, along with the creation of a high potential for development and growth in the future, that is, it is necessary to form the economic security of the enterprise. In the process of its development, any socio-economic system does not develop stochastically, there is a certain pattern in passing through a number of stages, the change of which is cyclical. A cycle is understood as a set of interrelated phenomena, processes that form a pattern of development over a period of time. As part of the development of commercial organizations, economic cycles are formed, understood as fluctuations in economic activity (economic conditions), consisting in repeated contraction (economic recession, recession, depression) and expansion of the economy (economic recovery). Cycles are periodic, but, as a rule, irregular in nature and are determined by fluctuations around the long-term trend of economic development [1].

At the same time, there is no single point of view on the causes of economic cycles [2]:

1. The view of the determinists proceeds from predictable, well-defined factors that form at the stage of recovery (factors of decline) and decline (factors of recovery).

2. The stochastic point of view assumes that cycles are generated by factors of a random nature and represent the reaction of the economic system to internal and external impulses.

There are macro-, micro- and meso-economic cycles.

In the economic literature, depending on the duration, four types of macroeconomic cycles are distinguished: short-term – cycles Kitchina (associated with fluctuations in world gold reserves, lasting 3 - 4 years); medium-term - Juglar cycles (in the field of monetary circulation lasting 7-11 years), long-term - Kuznets cycles (construction, frequency 15-25 years) and large economic cycles. Kondratyev with a frequency of 45 - 60 years. The nature of cycles in a modern economy is studied by analyzing external (external) and internal (internal) factors.

Microeconomic cycles include the stages of development of organizations, and mesoeconomic cycles include the stages of the life cycle of products, markets, company employees (showing the stages in the development of an employee's individual career) and others. So, short-term economic cycles (Kitchin cycles) with a characteristic period of 3-4 years were discovered in the 1920s by the English economist J. Kitchin. The reason for the existence of short-term cycles was explained by fluctuations in world gold reserves. At the same time, at present, such an explanation cannot be considered reliable and satisfactory. In modern economic theory, according to S.P. Aukutsionek, the mechanism for generating these cycles is usually associated with (time lags in the flow of information that influence decision-making by firms.

Capacities, the market is filled with goods, then excessive stocks of finished products are formed in warehouses, after which a decision is made to reduce the capacity utilization, but with a certain delay, since information about the excess of supply over demand itself comes with a certain delay. At the same time, there is a time lag both between the decision-making and the actual decrease in capacity utilization, and between the moment the level of utilization of production capacities begins to decrease and the actual sale of excess stocks of goods in warehouses.

Unlike the Kigchin cycles, the Juglar cycles track fluctuations not only in the level of utilization of existing production facilities and the volume of inventories, but also fluctuations in the volume of investments in the main capital.

Thus, medium-term economic cycles with a characteristic period of 7-11 years (Juglar cycles), named after the

French economist C. Juglar, who was one of the first to describe these cycles, characterize fluctuations not only in the level of utilization of existing production facilities and the volume of inventories, and fluctuations in the volume of investment in fixed assets. As a result, the time lag is added here to the time delays that characterize the Kitchin cycles between investment decisions and the construction of the respective production facilities, as well as between the construction and actual start-up of the respective facilities. An additional delay is created between the decline in demand and the elimination of the corresponding production capacity. The ego causes a longer period, compared to Kitchin's cycles. Negative cyclical economic crises (recessions) can be considered as one of the phases of the Zhuglyar cycle together with the phases of recovery, recovery and depression [3].

Thus, in the Zhuglyar cycle with a characteristic period of 7-11 years, the following four phases are distinguished, with details on the subphase [4]:

- revival phase with start and acceleration subphases;
- phase of recovery (prosperity), including sub-phases of growth and overheating, or boom;
- a recession phase with sub-phases of collapse and / or acute crisis and recession;
- phase of depression (stagnation) with subphases of stabilization and shift.

Long-term economic cycles lasting about 15-25 years are called Kuznets' cycles (rhythms). They were named after the American economist and future Nobel laureate Simon Kuznets, who proved their existence in 1930.

II. LITERATURE REVIEW

The current stage of the functioning of the economy requires a new approach to enterprise management, the development of such an economic strategy that allowed the organization to maintain its competitive advantages in the long term. It is important to ensure the stable and most effective functioning of the organization in the current conditions, along with the creation of a high potential for development and growth in the future, that is, it is necessary to form the economic security of the enterprise.

At different times, scientists such as L. I. Abalkin ", P. S. Bezuglaya, I. A. Blank, V. F. Gaponenko, A. A. Bsspalko, A. S. Vlaskova, A. N. Glumov E. P. Kiselitsa, L. P. Goncharsnko A. Kolesnicheiko, M.T. Gilfanov, A.G. Porshnev, Rummyantseva, N.L. Salomagin, V.K. Senchagov, O. L. Stepicheva, V.D. Mamontov39, L.L. Krasnoshchek, E. L. Oleinikov, I. K. Ivanova and others [6].

In the 90s of the twentieth century, economic security was interpreted as ensuring the conditions for maintaining the commercial secrets of an enterprise. Later, economic security was understood as the existence of a system for ensuring the opposition to unfavorable external economic factors. In addition, the economic security of the enterprise was also considered through the prism of minimizing losses and maintaining control over property, ensuring information and legal security, and combating unfair competition.

Currently, there are various interpretations of the economic security of an enterprise. Stepicheva O. L., Mamontov V. D. characterize economic security as the state of the economy and governing bodies, ensuring guaranteed protection of declared interests and goals from possible threats. ' In our opinion, this definition is applicable to all parts of the country's financial system, including commercial organizations [7].

From the point of view of V.K. Senchagov, such a state of the enterprise's economy can be considered economically safe, in which reliable protection is provided against external and internal factors that threaten its functioning and existence.

L.G. Porshnev, Z.P. Rummyantsev and II.L. Salomatin argue that economic security consists in a timely response to changes in the external environment, which ensures the adaptation of the enterprise to the conditions of its existence. " Economic security of the enterprise L.P. Goncharenko is interpreted as the state of the most efficient use of resources for preventing threats and ensuring the stable operation of the enterprise. The economic security of an enterprise is characterized by a combination of qualitative and quantitative indicators.

According to L. I. Glumov and Kiselitsa, the economic security of an enterprise is the state of the most efficient use of resources in order to eliminate threats and ensure the effective and stable operation of the enterprise in the current and future periods.

They note that the economic security of an enterprise is characterized by a set of qualitative and quantitative indicators, the main of which is the level of economic security, which is the result of assessing the state of use of the enterprise's resources according to the criteria of economic security [8].

From the point of view of L. K. Ivanova, an enterprise is economically safe in the presence of competitive advantages due to the correspondence of material, financial, personnel, technological potential and organizational structure to its strategic goals and objectives. In the works of V.F. Gaionenko, L.L. Besspalko, L.S. Vlaskov's economic security is defined as the state of an enterprise, characterized by its ability to function normally in order to achieve its goals under existing external conditions and their changes within certain limits. Manokhina N.V., the economic security of a company is defined as the presence of competitive advantages due to the correspondence of material, financial, personnel, technical and technological potentials and organizational

structure of an enterprise to its strategic goals and objectives[9].

Given the presence in the economic literature of different approaches to the formation of the economic security of an enterprise, the variability of the foundations for diagnosing the degree of their influence on the state of the economy, the problem is the setting of priorities, the formation of conceptual foundations and methods of strategic provision of economic security commercial organizations in order to ensure their sustainable development in conditions of protection of declared interests from possible threats.

Studies have shown that there are at least four approaches to the formation of the concept of economic security of an enterprise; systemic, situational, functional and process.

III. RESEARCH METHODOLOGY

Timely understanding in the process of tracking the financial state of the possibility and reasons for changing the type of financial stability towards the phases of its provision (absolute and normal) or phases of its loss (unstable and crisis) will allow, from our point of view, to manipulate the size and structure of property, financial resources and competitive advantages of the enterprise in order to ensure its sustainable development.

Most accurately, using special calculations, it is possible to establish the location of an enterprise at the following stages of the life cycle: birth, growth, maturity, recession and crisis. At the same time, it is necessary to monitor economic security at all stages without exception - throughout the entire life of the enterprise in order to ensure its strategic (long-term) security. At the same time, the logic of ensuring strategic security should be reduced to an assessment of threats and their immediate elimination. At the same time, it is important to establish the location of the enterprise on the life cycle curve, since, in our opinion, reaching the stage of maturity, as the highest degree of stability, is the most dangerous state of the enterprise [5].

If the life cycle of competitive advantages and the enterprise itself consists in a sequential movement from inception through rise to sustainable development, recession and crisis, then, using the same approach to determine the dynamics of the types of life cycle of financial stability of the enterprise, we identified other successive phases of development: the transition from absolute resistance to normal, and then - to an unstable and crisis financial situation (Table-1).

Generalization of empirical data allows us to conclude that in the practice of enterprises such a sequence in changing the phases of the life cycle of financial stability can be traced when using an aggressive strategy of forming the competitive advantages of an enterprise. Conservative and moderate types of strategies for the development of competitive advantages suggest a different, “non-classical” sequence in the development and succession of types of financial stability.

Table 1: Relationship between the type of financial strength and strategy development of an enterprise at different stages of its life cycle

Enterprise development strategies	Stage of the life cycle of an enterprise	The type of financial stability (instability) of the enterprise
Aggressive	birth	absolute
	height	absolute / normal
	maturity	normal
	recession	precarious financial situation
	a crisis	financial crisis
Conservative	birth	precarious financial situation
	height	normal
	maturity	absolute
	recession	precarious financial situation
	a crisis	financial crisis
Moderate	birth	normal / absolute
	height	absolute / normal
	maturity	absolute / normal
	recession	normal / unstable financial situation

The problem of such development lies in the prevention of unstable states at the enterprise and the development of approaches to a cyclical transition from one stable state to another along the trajectory of sustainable development, eliminating threats to the safety of business entities.

In this regard, at least three functional criteria can be distinguished that generate the financial component of the economic security of enterprises: profit, revenue, and equity. In this triad, the main driving force and target

function of controlling threats and ensuring the development of the enterprise, in our opinion, is profit. The growth of revenue ensures the development of the enterprise, and the increase in equity capital -

its financial growth and capital stability. The indicator synthesizing these characteristics should be recognized as the economic added value of the enterprise.

So, we can formulate the following definition of sustainability as the ability of an enterprise to withstand long-term destructive fluctuations caused by changes in the external environment and internal causes, and at the same time effectively perform its inherent operations, comprehensively providing capital-payment and business types of sustainability.

Unlike similar ones, this definition focuses on the long-term principle of the enterprise's opposition to destructive fluctuations as a result of the complexity of ensuring all components of stability, which contributes to maintaining the optimal parameters of the system's development.

IV. ANALYSIS AND RESULTS

The considered principles are the basis for the formation of a system of strategic economic security of an enterprise. The purpose of the system of strategic economic security of the enterprise is ensuring sustainable and safe development of the enterprise in the long term. The process of realizing this goal of forming strategic economic security, focused on its strengthening, is aimed at solving the following tasks (Figure. 1). In order to establish a system of priority economic interests that require protection in the process of economic development of an enterprise, it is necessary to determine a set of components that form strategic economic security. Then, based on the complex of these components, it is necessary to identify possible external and internal threats to the economic security of the enterprise, and, taking into account the influence of which and the measures of the enterprise to combat them, justify the development strategy of the enterprise, based on the level of its economic security [10].

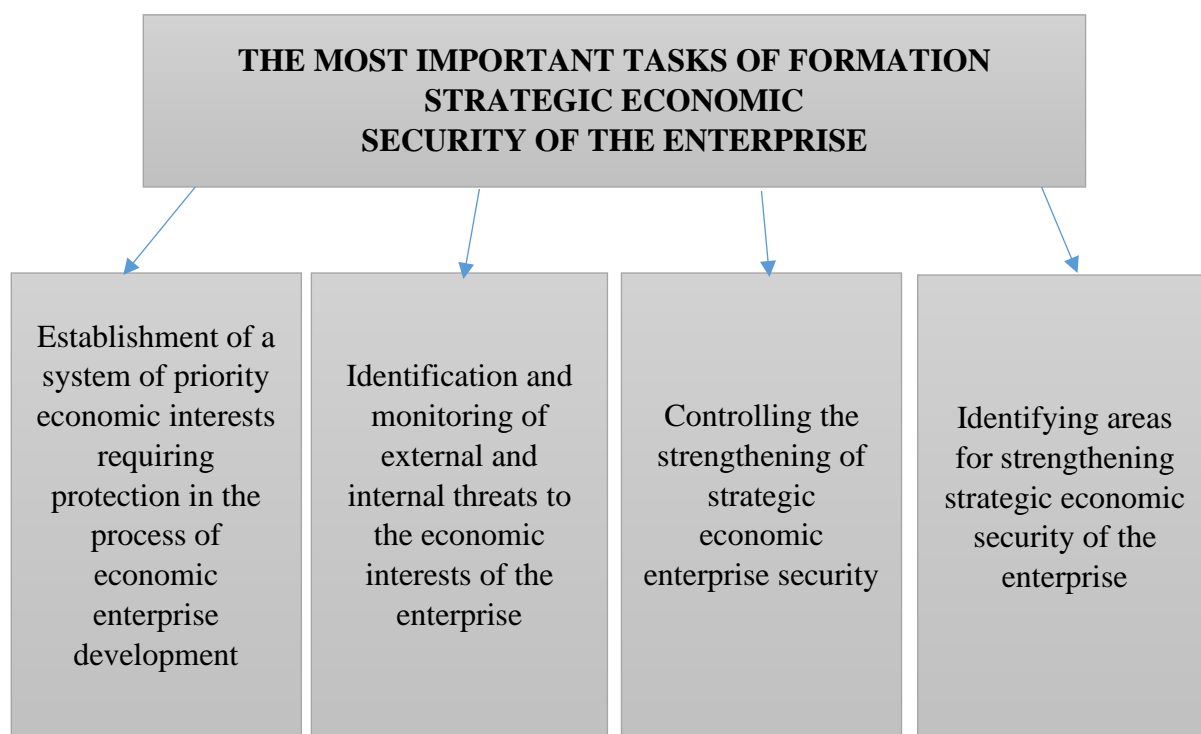


Figure 1. The most important tasks of the formation of the strategic economic security of the enterprise

The development of a market economy in our country poses one of the most difficult tasks for the managers of commercial organizations - the choice of a concept and method for ensuring strategic economic security.

Having substantiated the theoretical foundations of the formation of the strategic economic security of an enterprise, it seems to us possible to develop its ontological model. This model allows you to develop "mobile" systems that respond to changes in the external and internal environment. It establishes the contours of the response and the stable positions. Ontological models solve the problem of conceptualizing enterprise domains at the upper levels of the architecture and representing interrelated enterprise models in a single system. In this sense,

every theoretical system is certainly based on certain ontological assumptions that make up its stable substantive basis, on the one hand, and are subject to change as cognition develops, on the other hand.

The application of the ontological approach to modeling strategic economic security in the formalization of the basic categories of the enterprise domain has the following advantages [11]:

- such a model is universal and capable of describing various aspects of strategic security - from a system of strategies and goals to an organizational structure and a system of business processes;
- the model is applicable at various levels of detail - from the top level of the description of the basic categories of management to the level of design of analytical applications;
- the model is easily adaptable, while the depth of elaboration of individual aspects is determined by practical necessity and is not regulated by the methodology.

Ensuring strategic economic security is a system of principles and methods for the development and implementation of management solutions related to ensuring the protection of the enterprise from real and potential external and internal threats, allowing it to develop steadily and achieve its goals in the long term. In the process of research, we found that as soon as the enterprise from the growth stage it passes into the stage of sustainable development, there is a likelihood of a threat of its transition to the stage of recession and crisis. This probability is closely related to the level of corporeal economic security (high level - this probability is almost exaggerated, low - such a probability is high) [12].

At the same time, in the economic literature there are approaches to determining the level of strategic economic security of an enterprise. In this regard, it seems necessary to develop conceptual provisions on assessment of the level of strategic economic security of the enterprise, which will serve as the basis for the formation of the concept of ensuring strategic economic security of the enterprise.

V. CONCLUSION AND SUGGESTIONS

The functional and systemic approaches to ensuring the economic security of an enterprise prevailing in modern science are very broad, therefore, trying to cover all functional areas of activity and system units, an enterprise is faced with a lack of specifics even in the qualitative definition of the concept of its economic security. At the same time, there is a high proportion of subjectivism of persons who manage the economic security of an enterprise. In addition, detailed development and control over ensuring economic security enterprises complicate the practical implementation of these two approaches. However, it is unreasonable to restrict the process approach in its traditional sense for managing strategic economic security, since resources remain no less important as a necessary condition for the implementation of various processes, persons carrying out work between the "input" and "output" of the process, that is, actions, as well as counterparties that can disrupt the process. The dissertation substantiates the expediency of the synthesis of the process (the impact on the economic security of the enterprise of the business processes existing at the enterprise) and the cyclical approach (endo- and exogenous enterprise life cycle factors), which allows you to identify threats in the context of enterprise security determinants at the micro level (business processes and resources), propose key security indicators and their framework parameters, and on this basis form a mechanism for ensuring the strategic economic security of the enterprise.

In order for the life trajectory of commercial organizations to be strategically safe, it is necessary to replace the equifinal benchmark for the development of enterprises (passing the stages according to the laws of the life cycle birth, growth, maturity, recession and crisis) to permanent by maintaining a constant, continuously ongoing process of enterprise development (involving the change of maturity stages to the stage of new growth, avoiding recession and crisis). The idea of permanent development of the enterprise itself is not new, however, one of the main methodological and methodological problems of its implementation remains the diagnosis of bifurcation points, then there are such threshold states of organizational and structural variables in which threats to economic security are generated and implemented either in the form of a transition to a new cycle of economic development, or in the form of a crisis and loss of competitive advantages.

Secondly, the concept of "strategic economic security of an enterprise" has been clarified as such a state of security of a functioning enterprise, in which the mechanism of protection against real and potential external and internal threats' ensures its permanent sustainable development and achievement of the set goals in the long term.

The content of the strategic economic security of an enterprise as an object of management in the dissertation is revealed through the decomposition of this concept. The purpose of the system of strategic economic security of the enterprise is to ensure sustainable and safe development of the enterprise in the long term. In the process of realizing this goal of forming strategic economic security, focused on its strengthening, it is aimed at solving problems that make up the ontology of the subject area of the economic security of an enterprise.

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