

The current state of enterprises in the industry is characterized by the presence of intense competition, the need to respond flexibly to ambiguous changes of the situation in the market. A significant part of the Ukrainian market is occupied by light industrial products from China - 50%, Turkey - 23%, Vietnam - 8%, Italy - 4% and others - 12%, the share of domestic products is 3%.

## **DIAGNOSIS OF ECONOMIC SECURITY: THEORETICAL AND PRACTICAL ASPECTS**

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Enterprise in the ordinary course of business is not a cycle. After a period of growth in a stage of stabilization of the company, but it does not necessarily lead to its further decline. If there are more businesses opportunities for further growth as a result of various events, then it goes to the next round of development. The higher level of economic security due to the use of all resources, the greater the company's ability to counter threats to the environment since formed its ability to neutralize the impact of these changes.

Demonstrate how research, the concept of economic security, according to some Ukrainian scientists, contains all components of national security, which equates these concepts. That suggests that the content of the two concepts is identical and equally they can use when performing tasks and scientific and applied nature. The concept of economic security is treated as a complex multifactorial category that describes the ability of the national economy to expanded reproduction with the aim of balanced needs of the population of the state at a certain level, the prevention and removal of threats and negative consequences of their impact.

The main stages of the life cycle of each company is growth, stabilization and decline. This is because in the course of business enterprises undergoing constant exposure to large amounts of external and internal factors. If a company by its existing resources can counteract these influences, its economic security is high. Accordingly, the downward trend in the level of safety characterizes the inability to effectively counter the threats of their activities.

A necessary condition for protection of companies and stimulator of its transition to a new cycle of development is to overcome major problems due to the capabilities of diagnostic procedures of economic security. Where a company has a poor state system of economic security, the stabilization phase gradually passes into decline due to the accumulation crisis trends and, consequently, lead to termination of operation of the market.

In the first stage of diagnosis, an analysis of economic and financial activity in recent years. The analysis added to expert opinion, to determine indicators that are negative trends change. The second stage - calculation of integral index of economic security. To increase the information content about the state of economic security, the

figure is supplemented by calculation of group indices for selected functional components, which enables to detect specific functional components that have poor or low. In the third stage diagnosis of the economic security provided by characteristic evaluation of economic security, depending on the range of values obtained in the study, according to the theory Harrington. At the fourth stage by the model prediction is defined trend in the integral index of economic security. The key point of this stage is the choice of the analysis method of forecasting.

To improve the effectiveness of the proposed approach to the forecast of the integral index of economic security in practice it is advisable to combine with the model prediction. Its use by the need to identify opportunities manifestation of threats to economic security based on certain trends in the integral index of the region. The biggest advantage for short-term forecasting models are adaptive. The main tool in predicting adaptive model is a mathematical model of a single factor, which is the time factor.

The process of assessing the level of economic security and predict its level in the short term is a complex multifactorial problem, which is to identify the most significant numerical indicators of clustering and integration. The system of indicators should signal danger ahead and allow developing a set of measures to prevent it or reduce the impact of negative factors on the level of economic security.

Research carried out for the economic security of its major subsystems. This will not only determine its overall value, but also to isolate problematic components of security and economic factors that give rise to threats to business enterprises.

Accordingly, the analysis of economic security is based on the following conditions [1]:

$$ES = f\{[FS];[SM];[PIS];[IndS];[MarkS];[InformS];[InerfS];[LLS];[EHS];[PS]\},$$

where ES - economic security; FS - financial security; SM - security management; PIS - personnel and intellectual security; IndS - industrial security; MarkS - marketing safety; InformS - Information Security; InterfS - Interface safety; LLS - law and legal security; EHS - environmental health and safety; PS - power safety.

A key aspect of diagnostics of economic security is evaluating its level by using the integral index, which in turn is a collective assessment of individual functional components of economic security. The basic requirement for the correct determination of the level of economic security is the level of training of specialists dealing with the problem and the effectiveness of forming a proper database on which largely depend on the accuracy of its implementation. Therefore, to make the correct diagnosis arises the necessity to create databases representing an ordered set of logically related data intended for the study of economic security.

Diagnosis of economic security will allow the company time to identify threats to its development and to develop and implement measures to prevent or neutralize. Economically secure enterprise activity contributes to the gradual growth of economic potential. In turn, the low efficiency of economic activities is unsatisfactory use of capacity, which could lead to the destruction of the system of economic security and contribute to the advance of the crisis. The stage on which the

company is now determined by the trend change in the integral index of economic security.

The stable development of the national economy is impossible without providing a reasonable level of economic security is possible only if the protection of national interests of Ukraine from any political pressure and attacks with the use of military force. Therefore, one of the main prerequisites for national security and further economic development of Ukraine's role and importance of economic security is strengthened.

## **МЕТОДИЧНІ ЗАСАДИ ПРОВЕДЕННЯ ДІАГНОСТИКИ РІВНЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМСТВА**

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Підприємство в ході своєї діяльності проходить не один життєвий цикл. Після періоду зростання настає стадія стабілізації підприємства, але це не обов'язково приводить до подальшого його занепаду. Якщо у підприємства з'являються додаткові можливості для подальшого зростання в результаті впровадження різних заходів, то воно переходить до наступного циклу свого розвитку. Чим вищий рівень економічної безпеки підприємства, обумовлений використанням всіх видів ресурсів, тим більша здатність підприємства до протидії загрозам зовнішнього середовища, так як формується його спроможність до нейтралізації впливу цих змін.

Основними етапами життєвого циклу кожного підприємства є зростання, стабілізація та занепад. Це пояснюється тим, що в ході господарської діяльності підприємство зазнає постійного впливу великої кількості зовнішніх та внутрішніх факторів. Якщо підприємство за рахунок наявних у нього ресурсів може протидіяти цим впливам, то його економічна безпека знаходиться на високому рівні. Відповідно тенденція до зниження рівня безпеки характеризує неможливість ефективно протидіяти загрозам їх діяльності.

Необхідною умовою захисту розвитку підприємства та стимулятором переходу його до нового циклу розвитку є подолання основних проблем за рахунок можливостей проведення процедури діагностики рівня економічної безпеки. У випадку, коли підприємство має незадовільний стан системи економічної безпеки, то стадія стабілізації поступово переходить у занепад через накопичення кризових тенденцій розвитку і, як наслідок, призводить до припинення його функціонування на ринку.

На першому етапі діагностики проводиться аналіз господарської і фінансової діяльності підприємства за останні роки. Результати аналізу додаються до експертного висновку, що дозволяє визначити показники, які мають негативні тенденції зміни. На другому етапі - проведено розрахунок