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OPPORTUNITIES TO USE INNOVATIONS TO ENSURE ECONOMIC SECURITY OF THE ENTERPRISE

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Abstract. In modern conditions, ensuring economic security requires innovative approaches, one of which is the digitalization of all business processes of the enterprise. The purpose of the article is to study the essence of innovative development and determine its role in ensuring the economic security of enterprises. Methods of analysis and synthesis, induction and deduction, method of comparative analysis and method of systematization were used for the research. The main results of the study are the systematization of approaches to the interpretation of the concept of "economic security of enterprises". The main threats in the innovative activity of enterprises are systematized: the first group should include threats that arise in the process of ensuring innovation, and the second group - is the threats that may arise in the process of organizing innovation. The main factors that negatively affect the safety of Ukrainian enterprises are systematized. It is proposed to use innovative tools to ensure the economic security of enterprises.

Keywords: innovations, innovative development, economic security of the enterprise, e-economy.

JEL Classification: D72, L21, L14

Formulas: 0; **fig.:** 1; **tabl.:** 0; **bibl.:** 12

Introduction. In market conditions, the enterprise as an open system operates in a complex, unstable and dynamic external environment, so in the process of enterprise management, the main thing is self-survival and development. Enterprises play a key role in implementing the program of scientific and technological development of the country and society. It is the enterprises that concentrate the material, financial and human resources necessary for the implementation of the innovation development strategy. The need for innovative development of enterprises determines the new requirements for management, namely the content and methods of management. The process of restoring all elements of production systems becomes a significant object of management. Today, the management of innovative development of the enterprise is no longer a single act of innovation, but a purposeful system of measures for the generation and development of ideas, implementation and development of innovation, commercialization of innovations.

In market conditions, the enterprise as an open system operates in a complex, unstable and dynamic external environment, which places new emphasis on the management of the enterprise, bringing to the fore its quantitative and qualitative properties of self-survival and development in conditions of destabilizing unpredictable and unpredictable external and internal factors. In this context, it is natural to abandon the extensive path of economic development and the transition to qualitative transformations of production potential by means of intensifying innovative development as the basis of economic security of the enterprise in particular and the state as a whole. Therefore, the problem of forming the state of economic security of the enterprise is in the plane of scientific research of modern

problems of innovative development and is in the space of increased attention of domestic and foreign scientists.

Literature review. Many modern scientists study the trends and problems of innovative development of enterprises in transition economies. In particular, among scientists from far and near abroad, it should be noted the research of I. Ansoff, P. Drucker, V. Zinov, V. Medinsky, M. Porter, V. Santo, J. Schumpeter, Y. Yakovets and others.

Among Ukrainian scientists studying the issues of enterprise innovation management, it is necessary to note the significant achievements of O. Amosha, M. Voynarenko, A. Voronkova, S. Ilyashenko, V. Stadnyk, O. Orlov, L. Fedulova and others. Theoretical and practical issues concerning the organization of economic security of the enterprise are covered in the research of many Ukrainian scientists such as O. Arefeva, O. Zakharov, G. Kozachenko, O. Lyashenko, I. Mihus, V. Muntian, S. Shkarlet, O. Yastremska and others. Despite the importance of scientific research, certain aspects of economic security in the process of innovation of the enterprise require further study, in particular, in the context of measures to protect the enterprise from external and internal threats.

The following issues can be discussed: there is almost no single approach to understanding the category of "economic security of the enterprise"; only partially formulated principles of managing the state of economic security of enterprises; the functions of the economic security service of the enterprise have not been finalized.

Aims. The purpose of the article is to study the essence of innovative development and determine its role in ensuring the economic security of enterprises.

Methods. Methods of analysis and synthesis, induction and deduction, method of comparative analysis and method of systematization were used for the research.

Results. The concept of "innovation" is broad in nature, but in the formation of economic security of the enterprise are important inventions that bring new technical solutions; change the state of the art; significantly improve production processes and the quality of the original product in the context of the gradual replacement of old equipment (technology), principles, structure, etc. with new objects. Innovation is one of the main factors of economic security and competitiveness of the enterprise and potentially contains the principles of financial success.

In connection with the strengthening of the role of scientific and technological progress as a factor of economic development, one of the founders of innovation theory J. Schumpeter, defined innovation as a process of enterprise implementation of a new product, introduction of a new method of manufacturing, new market development. J. Schumpeter proved that the capitalist economy is constantly revolutionizing the internal through new entrepreneurship, ie through the introduction of new goods, new methods of production or new commercial opportunities, and concluded that the desire to renew is the main driving force of economic development as a means of combating a changing environment. , risky in relation to the business entity [1].

Scientists have long been inclined to believe that the system of innovation management is an integral part of the economic security of the enterprise. According

to S. Lobunska, the processes of introducing innovations into the economic activity of enterprises are directly related to additional economic risks, which lead to a decrease in the overall level of economic security of the enterprise (EBP). On the other hand, the lack of innovation in the enterprise itself is a factor of considerable risk and threat to the enterprise "[2, p. 55]. Noteworthy is the point of view of S. Scarlett on the formation of economic security of enterprises by means of intensifying their innovative development [3]. Therefore, the issue of forming an effective system of management of innovation activities of the enterprise in the general system of the NBP is very important in modern business conditions. The growing importance of innovation, increasing competitiveness and the formation of economic security of enterprises led to the choice of research topic.

There is no single definition of the term "economic security" among domestic and foreign economists. The analysis of the above definitions of economic security shows that neither in Ukraine nor abroad there is no unambiguous approach to the definition of the term "economic security of the enterprise". However, all concepts, for all their differences, have the same features.

Interpretation of the definition of "economic security of the enterprise" is given in Figure 1.

Therefore, most authors agree that the economic security of the enterprise is a certain state of the management system, which is also aimed at mobilizing all available corporate resources in the enterprise to protect it (the enterprise) from undesirable influences today and in the future. the most efficient use of these resources. That is, the system is able to self-organize and self-realize, maintaining balance and stability while minimizing threats. Economic security of the enterprise - as a state of protection of the enterprise from undesirable influences, both external and internal, with the most efficient use of available resources (potential of the enterprise).

Given the importance and need to study security, the Ministry of Economy of Ukraine in 2013 summarized methodological approaches to interpretation and proposed the following definition of economic security - a "state of the national economy that allows resilience to internal and external threats, ensure high competitiveness in the global economic environment and characterizes the ability of the national economy to sustainable and balanced growth "[10].

In the context of the above, the question arises of defining the essence of the concept of economic security of innovation of the enterprise. As O. Yastremska notes: "Economic security of enterprise innovation is a state of effective use of its resources and market opportunities to prevent threats to the external and internal environment that arise in the process of planning, providing and organizing activities related to the practical use of scientific ideas. research and development that contributes to improving the economic and social results of management on the basis of the formation of competitive advantages of the enterprise "[11].

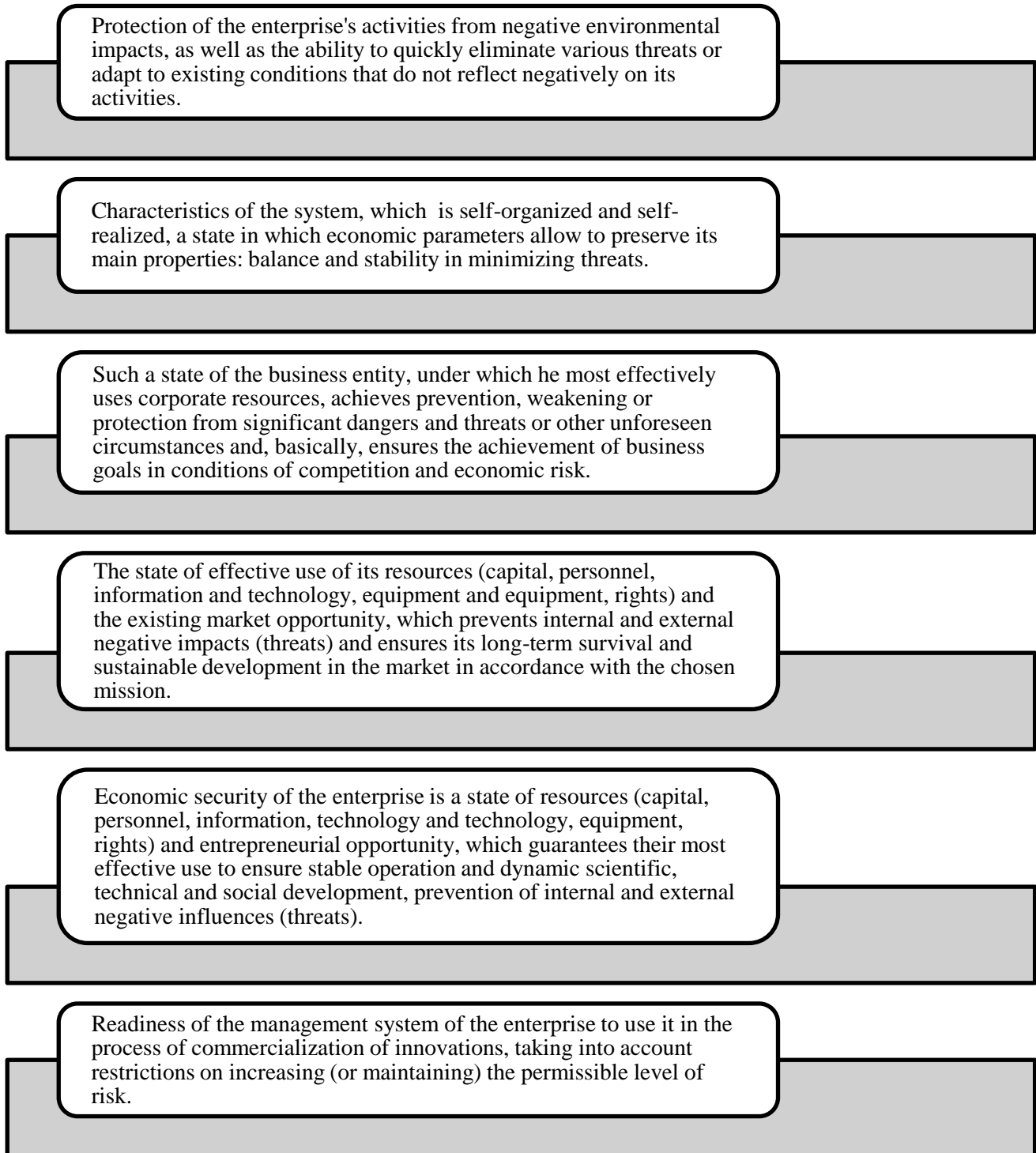


Figure 1. Evolution of the concept of "Economic security of the enterprise"

Source: compiled by the author based on [2-9]

The given definition of the concept of economic security of innovative activity of the enterprise is caused by dependence of success of realization of the given activity on efficiency of management of the basic resources of the enterprise (material, financial and labor). Thus, the technical and technological equipment of the production process affects the quality, speed and cost of production. The availability of free financial resources allows for research and development and the

use of the latest technologies in the production process and to produce products that have competitive innovative characteristics (advantages). Qualification of industrial and production personnel affects the quality of products, its material and intangible motivation determine the loyal attitude of workers to management and the company in general, which contributes to security in the information sphere. The effectiveness of innovation indicates the achievement of goals in this area, which, in turn, affects the level of economic security of the enterprise.

Threats in innovation activities of enterprises can be grouped into the following groups.

The first group should include threats that arise in the process of ensuring innovation, namely: threats of failure to provide an innovative project with a sufficient level of funding include:

- failure to obtain the funds needed to develop an innovative project;
- the project budget may be in deficit due to liquidation, bankruptcy or seizure of creditors' property;
- threats related to the insufficient level of personnel and technical and technological support of innovation processes.

The second group is the threats that may arise in the process of organizing innovation (threats of non-compliance with business agreements), as:

- refusal of the partner to conclude the contract after negotiations;
 - concluding agreements with insolvent partners;
 - non-fulfillment of contractual obligations by the partners in due time;
 - environmental pollution and damage.
- outflow of confidential information either through the fault of employees or as a result of industrial espionage organized by competitors;
- incorrect choice of markets and incomplete information about competitors or lack of reliable information about competitors;
 - the appearance on the market of producers from other industries that offer the same type, able to meet consumer demand.

It is impossible to completely avoid threats in innovation, because innovation and risk are two interrelated categories. The complex environment in which the company operates requires it to constantly work to improve management decisions to ensure its economic security. A necessary component of this process is the analysis and evaluation of the operation of the enterprise. The choice of methods of their implementation is determined by the purpose and direction of possible impact on the elements of the internal and external environment or a combination thereof.

Innovative development is an effective defense response of the enterprise to emerging threats of losing market space, constant pressure from competitors, the challenge of new technologies, reducing product life, legal restrictions and changing market conditions. In the offensive version, innovation is a means of using new opportunities to maintain or gain competitive advantage [12]. In the long run, the company has no choice but to innovate (innovative development), which is the only source of long-term success, and hence the economic security of the enterprise. Effective innovation determines the formation of competitive advantages of the

enterprise, which allows it to operate successfully in the market. Therefore, it is very important to ensure the stability of innovation processes in the enterprise, and this is the main task of forming the economic security of innovation.

The following are the main factors that negatively affect the security of Ukrainian enterprises:

- active participation of government officials in the management of commercial activities of the enterprise;
- use of criminal structures to influence competitors;
- lack of legal framework to fully combat unfair competition;
- lack of favorable conditions for scientific and technical research in the country;
- lack of detailed and objective information about business entities and their financial position;
- lack of business culture in the business environment;
- application of operational and technical methods in order to obtain the necessary information about competitors.

The system of economic security of the enterprise and the mechanism of its provision provide for the solution of economic security not only by a specially created unit - the Economic Security Service (SES), but with the active participation of all departments and services of the enterprise.

Along with such components of the ECS as financial, technical and technological, intellectual and personnel, political, legal, environmental, the innovative component of the EBU should be considered. The main content of the innovation component is that it has the ability to influence other components and increase their level of economic security through the introduction of innovations in production and management. The main work of the SEC should be based on a preventive (preventive) model, but if the impact of the threat cannot be prevented, then the damage should be minimized with the help of the active response model.

Conclusions. Security of economic activity is a vital condition and basic principle of functioning of all stages of the economy, which acquires the status of complex, social and social needs of owners and managers of enterprises, focusing on tasks to ensure them: first, a set of means of economic security at all stages of its life and operational cycles for the sake of stable and profitable production and economic activity; secondly, the mechanisms of anti-risk diagnostics, assessment and counteraction to internal and external, potential and real crisis manifestations and prevention of destruction of the socio-economic condition of the enterprise; third, the innovation factor determines the paradigm of economic development and the essence of the concept of economic security, so the economic security of the enterprise can not be defined only as a "state of security" without taking into account the possibilities of long-term development on an innovative basis. Prospects for further research in this area are the development of methodological support for assessing the contribution of innovative strategies of the enterprise to ensure its economic security and the implementation of the goals of innovative development of enterprises.

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