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ВИЗНАЧАЛЬНІ ФАКТОРИ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМСТВА

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DETERMINANTS OF ECONOMIC SECURITY OF THE ENTERPRISE

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Economic security of the enterprise is of great importance nowadays. As economic environment is unsustainable it needs enterprises to quickly adapt to its changes. For having opportunity to be economically protected the enterprise needs to be aware of the determinants of economic security.

Depending on the degree of measurement, determinants of economic security are divided into two groups: external and internal factors.

External factors are factors which work independently from enterprise but have influence on its functioning. They include:

- change of ownership;
- change of state priorities for industrial policy;
- change of environment (consumers – supplies);
- lower demand;
- instability of the tax system;
- rising unemployment;
- credit system;
- growth of the international conference;

Internal factors are factors that created and controlled by enterprise itself. They include:

- ineffective management and marketing;
- low level of using all group of the resources;
- ineffective asset structure;
- growth of accounts receivable;
- product range aren't differentiated enough;
- range aren't competitive enough;

Also, the level of economic security depends on effective activity of enterprise services: how good they are in avoiding treats and eliminating losses from their negative impact.

So, nowadays there are many different determinants of economic security of the enterprise, thus the awareness of them can guarantee sustainability and development to the enterprise.