

интервалах рынка. Значение этого результатом является то, что инвесторы в недвижимость, как правило, имеют увеличение доходности собственности всякий раз, когда позитивная макроэкономическая политика направлена на обезопасывание экономики страны. Это может быть: улучшение базы ВВП, повышение обменного курса, увеличение уровня занятости и покупательная способность в рынке жилья, растущий интерес и темпы инфляции, рост арендной платы за жилье и цены. Тем самым положительно влияя на доход инвестора.

На возврат собственности негативно влияют негативные политические действия, которые приводят к росту безработицы в экономике; поэтому любой развитие в экономике должно постоянно контролироваться, чтобы определить, как эти изменения влияют на рынок собственности. [3, с. 1].

На основании исследования рекомендуется, чтобы тщательное изучение факторов, изучение прошлых и прогнозных показателей положительно влияло на экономическую политику. Такая политика должна положительно сказаться на рынке недвижимости и его контроле. В свою очередь этот вклад в сектор недвижимости может положительно повлиять на национальную экономику.

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**BUSINESS SUSTAINABILITY AND SECURITY:
INNOVATIVE APPROACHES TO ASSESSING
OPPORTUNITIES FOR ELIMINATING FRAUD
MANIFESTATIONS**

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The strategic landmark of today's fundamental economic and political changes is the formation of competitive business entities as equal partners of the global economic community through the identification and elimination of existing challenges and threats under the conditions of a clear understanding of the reasons for their occurrence in the changing space of functioning. Being in a state of uncertainty, turbulence and bifurcation, business entities are obliged to increase their attention to economic security issues for their own market stability, which is manifested through resistance, risk reduction and economic succession.

In today's conditions, corporate fraud is a constant danger for business, which is impossible to predict, regardless the field of activity, location or method of management, any enterprise can become a victim of it.

International Standard on Auditing ISA (ISA) 240 defines fraud as an intentional act of one or more persons among management, managerial personnel, employees or others, which consists in the use of deception to obtain an improper or illegal benefit [1].

In turn, the Association of Certified Fraud Examiners (ACFE) [2], which is one of the largest international organizations in the field of fraud investigators, has about 75,000 members from 150 countries and was founded in 1988 in North America, interprets the definition of "fraud" as the use of an official position for the purpose of personal enrichment through the misuse or theft of corporate property or resources.

Therefore, cognitively analyzing the fundamental determinants regarding the concept of "fraud", it is possible to ascertain:

"fraud at the enterprise is the intentional illegal actions of one or more persons - employees, management and counterparties, in relation to the theft of the assets of the business entity as a result of corruption, misrepresentation and abuse of trust, manipulation and falsification of financial reports, distortion of information that leads to one's own moral or material benefit".

Despite annual crimes increase in business, most managers are convinced that the risk of committing fraudulent actions against their company is small, and funds for preventive measures will cost the business more than possible losses from fraud. As a result, they pay attention to the indicators of the growth of such illegal actions only after revealing glaring facts or causing significant damage. According to various studies, corporate fraud annually causes losses to enterprises in the amount of 5-15% of annual turnover. However, the real percentage of losses for enterprises is much higher because not all cases are detected; quite often, the company tries not to publish such information in order not to lose its reputation and not to be ashamed in front of customers; in addition to direct monetary losses, fraud creates additional risks for business - criminal proceedings against the company and top managers who did not discover the scheme, lawsuits from counterparties, inspections by regulatory authorities [3].

According to the global survey "Occupational Fraud 2022: A Report to the nations" [4], conducted by the international organization ACFE, which included a sample of 133 countries, from 2,110 detected cases of fraud, in 2022 the main types of professional fraud at enterprises were corruption, financial reporting fraud and asset misappropriation, which caused losses to business entities in the amount of more than \$3.6 billion in total (Fig. 1).

ACFE's research shows that fraudsters in business usually use false and altered documents to hide their act, as a result of which the company suffers considerable financial losses – from \$200,000 to \$500,000 in such sectors of the economy as real estate, wholesale trade, transportation, etc. (Fig. 2). In terms of

gender disparities among professional fraudsters, the percentage of wrongdoing committed by women and men varies significantly depending on the geo-scheme of the world. For instance, in the USA and Canada, 38% of professional frauds are committed by women, while in South Asia, East and North Africa, the percentage is much lower – 5% and 10%, respectively (Fig. 2). It is worth understanding that no matter how much the company tries to prevent all cases of fraud, it is not be possible to do it completely, so it remains only to detect such actions quickly.

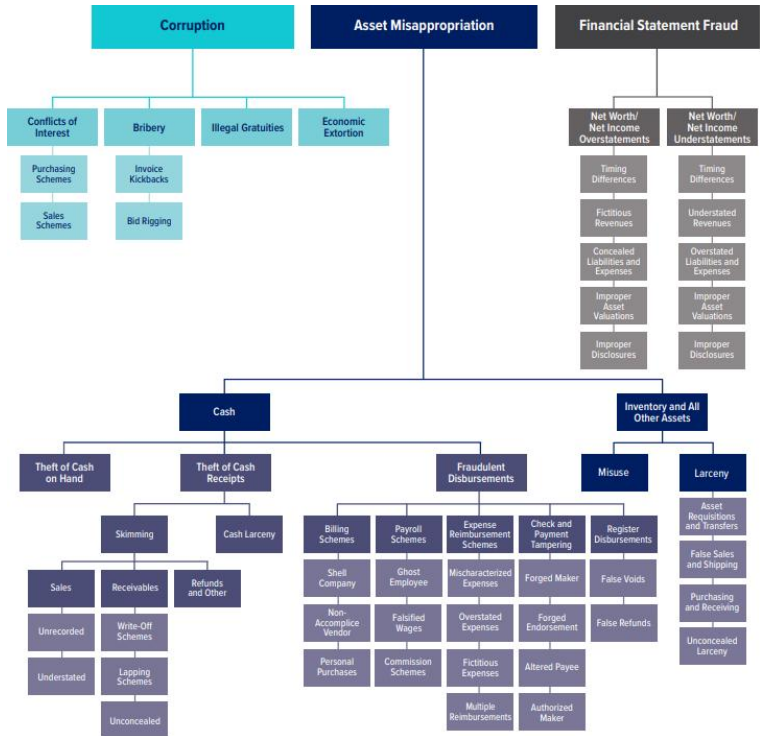


Fig. 1. Classification of types of fraud at the enterprise according to the ACFE survey
Note: source [4]

The global experience of combating fraud on business entities shows that innovative approaches such as forensics and compliance have become widely used tools for combating and eliminating its manifestations.

The concept of "forensic" (English: "forensic" – judicial, criminal) means a comprehensive independent investigation of the financial and economic activities of a business entity to prevent the occurrence of risks of corporate fraud, detection of facts of violations of current legislation by employees and management of the company, falsification of accounting and tax reporting, cases of embezzlement or improper use of assets, corruption and abuse of authority, as well as assessment of damages from them and development of an acceptable mechanism for compensation for damage and return of assets to owners [3].

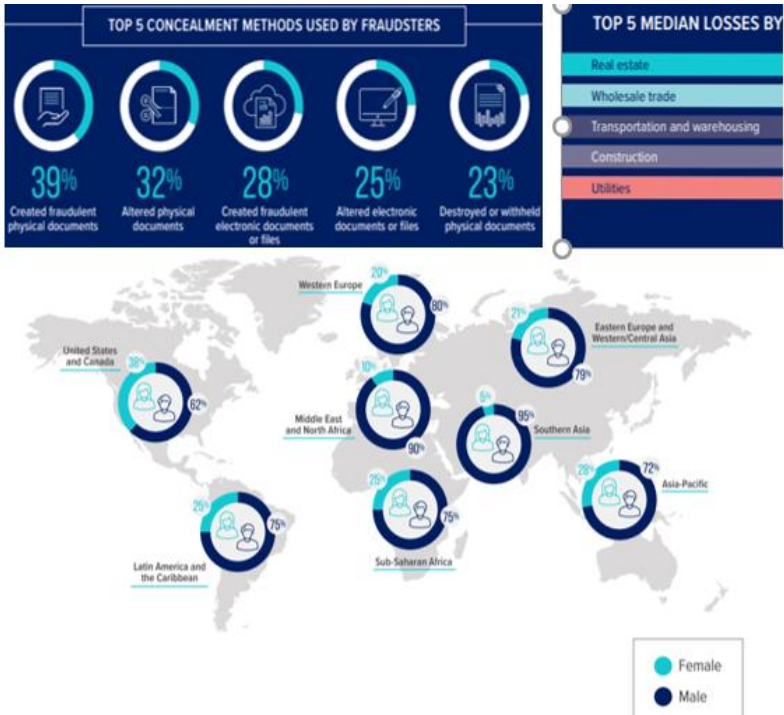


Fig. 2. The main methods of concealing fraud at the enterprise, the main sectors of the economy in terms of losses received as a result of fraud and the gender disparity of fraudsters by region (ACFE data)*Note: source [4]*

Comparing audit and forensics it should be noted that the second is a promising modern approach and is used to determine violations by establishing compliance of events with the financial strategy and modeling deviations of the predicted results from the basic financial strategy [5]. Undoubtedly, forensics is a more effective tool for ensuring the economic security of enterprises than inspections by controlling or law enforcement agencies, since unlike the intervention of law enforcement agencies, forensics makes it impossible for someone to influence the course of inspections and their results, it leaves the customer with the absolute right to choose the consequences for detected facts of fraud [6-7]. It is necessary to emphasize that forensics is a tool for ensuring the economic security of enterprises, therefore, it seeks to protect business from the inside, it studies not only the facts of committed offenses, but also the possible risks of fraud [3].

The term "compliance" was first used in the US Foreign Corrupt Practices Act [8] and means a set of business protection measures that should prevent the actions of company employees that violate the law, and according to which corporate business ethics is being built, based on compliance with external and internal requirements, norms and laws [9].

Therefore, if we take into account the number and complexity of economic crimes, the inability of existing methods to successfully prevent or detect them, forensics and compliance are promising innovative approaches in the field of fraud investigations both from the point of view of their detection, prevention and avoidance. Their purpose is to help businesses protect their own reputation, guarantee minimization of financial losses, work efficiently, strengthen competitiveness, determine vectors of further development and implement strategic plans.

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