

The Role of the Economic Security Strategy in the Activity of Enterprises and the Principles of Its Work

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Abstract: In the article, the author's enterprise is to help with issues related to the processes of economic activity and to control the economic situation. The positive aspects of the development of economic profit strategy have been tried to a good result. Problems and solutions related to economic problems are explained.

Key words: Economic market relations, strategy, strategic plan, economic, economic, humanitarian, market relations.

Introduction

Today, the greatest need in the lifestyle and life of society, the state, and humanity is the need for security. It is not difficult for us to analyze that the circle of safe living has become very narrow in the times we live in. This, in turn, creates the danger that human needs cannot be met both massively and continuously, has a very negative impact on the sustainable development of the economic activity of countries, and increases the crisis situation and conditions in almost all the spheres of society that we know. Therefore, we should look at the "Economic Security Strategy" as a big and important element in preventing both external and internal threats and at the same time ensuring their safety. In order to achieve the tasks and goals that an enterprise has set for itself, it is necessary to define and develop a development strategy for itself. A security strategy for an enterprise is a tactic aimed at preventing different levels of risks that may be encountered in its activities, a long-term plan that is not disclosed as an absolute enterprise secret, taking into account possible or certain stages. Developing a strategy is necessary to adapt the business to the changing external and internal environment in the market conditions. In the modern literature on the field that we have studied and analyzed, this term economic security is a general category of security, and when translated from the Greek language, it means "control of the situation, monitoring of the situation", and we agree with it one hundred percent. The economic security of the enterprise is the ability to protect its activity from the negative effects of the environment, as well as the ability to quickly eliminate various threats that do not have a negative effect on its activity, or to adapt to the existing conditions.

The existence of a strategy for ensuring security, as well as ensuring the stable development of the enterprise, greatly helps in improving the work activity and order of the employees working in this enterprise. It's no secret that all enterprises want to develop their activities efficiently and sustainably. It is for this reason that the most important goal of the company's activity is to be able to ensure its economic security. We are learning

As a result, we believe that enterprises should take into account the following in order to ensure their safety:



Figure 1: Elements that businesses need to consider when ensuring their security (author's development).

We need to consider the concept of the economic security strategy of the enterprise as a package that protects the economic potential of a certain operating enterprise, its market position and financial status from external and internal threats. We can say that external and internal threats are individual for each operating enterprise. In our opinion, the following objects of the system of being able to ensure the economic security of the enterprise are available:

- 1) The enterprise as an economic entity includes production, commerce, management and supply;
- 2) Ownership of financial, informational, material, technical and intellectual resources and properties of the enterprise;
- 3) Structural divisions, service, workers, etc. in the enterprise.

Subjects of ensuring the economic security of the enterprise are persons, services and departments engaged in ensuring security. The mechanism for ensuring the economic security of the enterprise allows for the gradual development of qualified management decisions in the field of sustainable development and is implemented step by step. As a result of our analysis, we consider the mechanism of enterprises to ensure their security to be of the following nature:

- a) in-depth study and analysis of the efficiency of the elements of this economic security mechanism and, on the basis of this, improvement of the elements in a regular and dynamic manner;
- b) the ability of the operating enterprise to change in an appropriate and appropriate manner to the internal environment and the external environment, and the flexibility of this enterprise.

Economic security strategy is a general direction of activity that provides protection from the negative effects of external and internal threats, destabilizing factors, as well as the stable implementation of the company's main commercial interests and statutory activity goals. It should be noted that the concept of security in the economy is a relatively new concept. That's why we don't need to understand some process when we say enterprise security. In this case, it is appropriate for us to understand the existence of the unique characteristics of the enterprise, as well as the state of this enterprise. Ensuring enterprise security can be considered a process. In this article, we have already emphasized that the economic security of the enterprise is influenced by the internal and external environment. Now we will try to explain these influencing environments based on the following table:

The environment affecting the economic security of the enterprise	
Indoor environment	External environment
Information on commercial activities	Company competitors
Working staff	Recruiting agency staff
Abandonment or loss of intellectual property	Collaborators

Table 1. The environment that affects the economic security of the enterprise (compiled by the authors).

Today, almost all enterprises have to act in conditions of very high level of risk due to many risks due to some unique characteristics demanded by the market relations the necessity exists. For this reason, in order to ensure their economic security, every operating enterprise should take measures to minimize and prevent the harmful and negative consequences of the above-mentioned internal and external threats. very necessary. That's why it is very important to create a strategy for the economic security of the enterprise and implement it. Through such a strategy, it will be possible to control and manage dangerous processes and ongoing events. In addition, the economic security strategy should take into account the results of monitoring the state of the competitive environment and the development of the market where the company's products are directed. Here, the term economic security is a phrase with an extremely complex internal structure consisting of its separate elements, and therefore it is necessary to understand the concept of economic security and its content very deeply. Economic security is determined by the state of the national economy and institutions of power, which ensure the protection of national interests, socio-economic direction of the country, as well as the level of defense potential.

We will try to explain the following main criteria in the assessment of economic security in the diagram below:



Figure 2. The main criteria determining economic security (author's work).

We can conclude that the concept of economic security is important not only for the company, but also for the development of the state and society. Therefore, economic security is of great strategic importance and relevance for humanity, for countries, and for operating enterprises. We think that as much as people think about their own interests and make plans for their own benefit, it is in every way beneficial for the state and enterprises to make plans for their perfect development based on reality and an economically safe strategy.

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