

## **ECONOMIC SECURITY OF INNOVATIVE ENTERPRISES IN THE CONDITIONS OF EUROPEAN INTEGRATION**

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The fundamental basis of the economic development of the state is economic security. Economic security is a state of the national economy that ensures the protection of national interests, resistance to internal and external threats, the ability to develop, and protection of the vital interests of people, society, and the state. Management of the state's economic security is a system of organizational and institutional-legal influence measures aimed at timely detection, prevention, neutralization and elimination of threats to the state's financial security. In the conditions of European integration, ensuring the financial and economic security of the state should be a priority task from the point of view of national interests. After all, modern trends of globalization, financial, economic and social processes generalize the requirements and characteristics of effective economic development of individual entities of the world economy, primarily national economies. It should be noted that in Ukraine, only in recent years, the central bodies of state administration have paid attention to the problems of the economic security of the state. However, not yet at the proper level, high-level civil servants realize that increasing the economic security of the state consists in strengthening the economic security of individual economic entities. Accordingly, not a single program document of a strategic nature in the field of economic security of entrepreneurship has been adopted in Ukraine. This does not correspond to the practice of economically developed countries of the world, in which entrepreneurship (especially small) is not only an object of state policy, but is considered as a factor of national security. The relevance of economic security in the context of European integration processes is determined by the need to form internal immunity and external protection from destabilizing influences and competitiveness on world markets, as well as the stability of the financial situation.

The economic security of an innovation-oriented enterprise (firm, organization) is understood as the state of the most effective use of corporate resources (including its innovative capacities and potential), which allows to achieve a state of protection from internal and external economic threats and further sustainable development in conditions of instability national economy.

An important step in the context of the general reform of the economy is the integration of market financial and economic instruments into the economic and legal environment of Ukraine. In addition, the Ukrainian economic system is still not aimed at innovation, which deters foreign investors, in particular from the European Union. In Ukraine, not a socially-oriented model of market economy has developed, but "oligarchic capitalism" focused on satisfying the economic interests of big capital. Our country will obviously have to go through a long period of transitional policy, the content of which will be the creation of a new economic and political model capable of ensuring the competitiveness of the national economy. In this process, Ukraine must very carefully balance between WTO requirements and the economic security of the country, because some reforms under WTO requirements may lead to negative consequences in domestic economic and social spheres[1].

One of the prerequisites for the successful functioning of an enterprise in a changing environment is the effective management of the economic security of the economic entity. At the stage of developing approaches to the management of economic security of enterprises, the factors influencing the economic security of enterprises are identified. At the same time, it should be taken into account that in the process of functioning, enterprises must adapt both to changes in factors that directly affect the safety of functioning and to the external environment, the share of factors of which indirectly affects the stability of the enterprise. The following groups of factors have an impact on the security of the functioning of enterprises in the conditions of European integration: - political and legal factors (changes in the political system of the country, changes in legislation, changes in the tax field, political instability, ineffectiveness of the state regulatory system, high level of corruption, etc.); - personnel factors (attrition of personnel, turnover of personnel, physical aging of personnel, their knowledge, qualifications; part-time work); - market factors (market share, competitive positions); - scientific and technical factors (low degree of innovative developments in this field, difficulties in implementing innovations in life, lack of support for innovatively active enterprises, etc.); - economic factors (state of the economy, inflation rate, investment climate in the country, infrastructure development, conditions for attracting loans and changes in the credit system, competition on the building materials market, changes in prices for building materials, shortage of skilled workers); - environmental factors (level of environmental pollution, changes in environmental legislation, etc.); - social and cultural factors (changes in the standard of living of the population, social instability); - natural factors (availability and availability of resources) [2].

Thus, the main problems of ensuring the economic security of innovation-oriented enterprises in the conditions of European integration processes include: - a critically low indicator of the level of favorability of the economic and legal business environment, in particular in the ratings of countries made up by leading international economic organizations; - a low value of the indicator of the integral assessment of most of the functional components of business security; - deterioration of the values of macroeconomic, foreign economic, investment, innovation functional components; - unsatisfactory indicators of the financial condition and efficiency of the functioning of enterprises; - negative trends regarding the number of active, newly established enterprises and the volume of their economic activity; - increase in the number of criminal offenses, corruption and discriminatory actions against entrepreneurs and their property; - low level of competitiveness and innovative activity of enterprises. The main directions that should be taken to ensure the economic security of the enterprise in the conditions of European integration are: increasing the level of current security; ensuring a high level of profitability of the main activity; ensuring a high level of efficiency in the use of resources; ensuring a high level of liquidity of assets (since low liquidity of the company's assets may cause loss of solvency and its bankruptcy during the next year or even month); improving the level of scientific, technological and innovative potential.

#### **List of references:**

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