

ECONOMIC SECURITY AND THE MECHANISMS OF ITS GUARANTEE AT PHARMACOLOGICAL ENTERPRISES

Development of pharmaceutical companies initiates the creation of new production methods, the use of new sources of raw materials and new markets. It can increase the economic potential and competitiveness of national economy. It can improve the state's participation in the international division of labor. Economic security is the objective conditions of the national economy development and therefore it is an important public policy objective of strengthening economic security of the state, as it can significantly minimize the possibility of such threats in the economic sphere, as slowdown in domestic production, reduced innovation and investment activity and scientific, technical and technological capacity. Other threats are violation of cooperative relations in the economy, increased financial and credit risks, a critical level of physical and moral depreciation of fixed assets in major industries, insufficient rates of reproduction processes and structural deformation in the economy, excessive dependence of the national economy on foreign markets and irrational structure of exports, increase in the share of foreign capital.

The problems of business economic security, including various levels of the hierarchy of economic management, are discussed in the writings of scientists, like V.Andreichuk, G.Androshchuk, A.Baranovsky, W.Begma, T.Bludova, Z.Varnaliy, A.Vlasyuk, V.Vorotin, A.Halchynskiy, V.Geets, A.Emelyanov, M.Yermoshenko, A.Kachynsky, T.Klebanova, T.Kovalchuk, B.Kravchenko, P.Krainev, V.Kuz'menko, J.Mazur, O.Malinovska, A.Miller, A.Mokiy, V.Muntiy, G.Pasternak, Taranushenko, D.Prager, A.Sukhorukov, L.Fedulova, E.Khlobystov, V.Shlemko et al. Among the foreign who examine the problem of providing economic security, as well as various economic sectors are Russian scientists L.Abalkina, V.Abramov, Yu.Altukhova, V.Bogomolov, G.Vyechkanova, A.Gorbunov, A.Drago, B.Syenchahova et al.

Company economic security is the condition that characterizes the protection of financial, economic, commercial, intellectual and human resources, technological, social, technological innovation and environmental potential of the company from negative external and internal factors of influence through effective use of corporate resources, and ensuring stable operation of business both at present and in the future.

The sources of negative impacts on the economic security of the pharmacological enterprises can be:

- 1) conscious or unconscious actions of individual officials and entities (public authorities, international organizations and competitors);
- 2) coincidence (state of the financial market situation, scientific discovery and technological development, force majeure, etc.).

The main goal of economic security at pharmacological enterprises, according to B.Kravchenko, is to ensure their stable and most efficient operation and high development potential in the future. The major functional problems of economic security include:

- Providing high performance, financial stability and independence of the enterprise.
- Providing technological independence and achievement of highly competitive technological capabilities of the enterprise.
- Achieving high performance of management, optimal and efficient organizational structure of the company.
- A high level of staff qualification and efficient use of their intellectual capacity.
- Minimizing the damaging effects of the economic activities on the environment.
- Effective management of security of personnel, its capital and property, and commercial interests; high quality of legal protection of all aspects of the company operation.
- Protection of the information field, trade secrets and achievement of the required level of information support of all business units and functional departments.

At present, the main task of the pharmacological enterprises is to continuously monitor the changes at the markets where products are sold: the changes in the market size, in product demand and price, the range of products and their competitiveness, existing opportunities for development of new market niches.

Existing approaches to determine the level of company economic security can not provide precise data on a certain company security, since in present conditions of business functioning, every company has a number of peculiarities that dramatically differentiate one company from another, said A.Halchynsky.

Understanding the structural elements of the economic security of pharmacological enterprises is caused by socio-economic status of the country. The question is whether there is or there is no risk to the country economic security? If there is no material basis for the protection of the economy, there are no mechanisms for the use of competitive advantages, unless the country is able to create and save a decent standard of living for its citizens, it is clear that there is a threat to economic security.

Modern pharmacological enterprise security is provided through the following modes: confidentiality and protection of intellectual property, that form information security; physical security, i. e. physical security of assets and personnel of the company.

Under the conditions prevailing at the Ukrainian market, enterprises can rely on effective protection of their vital interests only in the following cases:

- if it is able to organize a procedure oriented process, which should be aimed at depriving a potential enemy of information about the production and trading capabilities and intentions of the company, mainly by identifying and eliminating indicators associated with planning and business activities;

- if the process involves all employees of the company, not just security services.

Alexander Vlasyuk believes that to ensure economic security for the enterprise special bodies should operate like the subjects of economic security. Organization activities at the enterprise involve creating the structure that provides analysis of economic security and development of measures to ensure the economic security of the enterprise as a whole. The body that has to on-line monitor the economic security, to respond quickly to changing situations on a regular basis, to prepare documents for decision-making on certain issues and to monitor their performance is a service of enterprise economic security.

The mechanism ensuring economic security functions through certain actions of its objects. These objects are income, sources and amounts of financial resources, capital structure, cash flow structure, the structure of assets, investments, financial risks, financial innovation system, and so on.

Functions of a subject of a company financial security, depending on the size of the latter, can be assigned both to a structural unit and an individual employee.

The structure of financial instruments providing economic security that determine the financial relationships include: payment instruments (money orders, bill of exchange, credit, etc.), credit instruments (agreements on loans), deposit instruments (certificates of deposit agreement), investment instruments (stocks, shares), insurance instruments (insurance contracts).

Financial instruments that provide economic security are the system of incentives and rewards for employees for approving effective management decisions and the system of sanctions for negative consequences of their actions in the field of economic security.

An important element in ensuring economic security of pharmaceutical companies, according to I.Mazur, is an informational and analytical management subsystem of economic security, which must include the following data: qualitative and quantitative indicators of financial security, availability and potentiality of risks and threats, formal financial interests and the state of their implementation, strategic plan (strategy) to ensure financial security, financial plan (budget). Information- analytical support is formed on the basis of accounting data, management, operational and statistical records and reports; peer industry performance, reports, plans, projections, assessment of financial security threats to business activity, etc.

The concept of mechanism of economic security at pharmacological enterprises appeared due to the increased influence of the environment and change of the forms and methods of state regulation of economic activity. The analysis of understanding the nature of economic security has shown that this category has evolved significantly - from initial understanding of economic security as a condition of preservation of business trade secrets, to ensure sustainable and dynamic development of the company under the negative impact of the environment.

The concept of formation and subsequent functioning of economic security mechanism is based on understanding the nature of a company economic security as a measure of harmonization of its interests with the interests of the subjects of the environment. The basis of forming the mechanism of ensuring a company economic security is to determine the system of its priority interests and its harmonization with the interests of the subjects of the environment.