

selling clothing style, in jewelry stores - jazz and brass band in trendy boutiques - fashion music similar to used at fashion shows. Sports shop requires vigorous dynamic music with high tact. The choice of music for the grocery store depends on its size. You should use preferably medium-slow with the fast tact in a supermarket for medium class. Popular music can increase throughput, not to create a queue in cash departments, to improve mood. In shops for contingent with high incomes is another goal - to get visitors to stay longer, make the buying process comfortable. You should use slow and mid-tempo slow music. Music can be used successfully in the holidays. For example, on New Year, when sales are high, it is possible to increase them for another 20 percent with holiday music. The most important goal during the installation of sound equipment - uniform sound field distribution, as a result of which it is impossible to locate the source of the sound. Localized source of sound, for example, the only stereo speakers, will begin to attract the visitor's attention, even if unconsciously. And it must be focused on the process of buying and music should not disturb him in this. For this reason, should be set a certain sound level is not loud or quiet. Hardly audible sound will make the visitor to listen, strain, too loud - will be distracting.

Used properly the music turns into one of the most effective means of store marketing. It was monitored - by 20 shops of Dnepropetrovsk with musical accompaniment. Music by styles as follows: pop music - in 6 stores; neutral music without words - 5 shops; fashion music - 3 stores; energetic dynamic music - 4 store; quiet, slow music - 2; As a result, it is clear that the direction of the music content being actively developed.

Musical works have a positive impact on the mood of customers. If visitors like what they hear during their stay in a shop or establishment, they are in no hurry to leave, and it certainly will drop again. And the more a person walks through the store, the more likely that he will buy something or buy more. You can believe or not believe in the possibility of the influence of music on the subconscious, but this simple method definitely works. Now, on the question: **"Is it possible by using music to influence people's willingness to make purchases"** - you can confidently answer - **Yes!**

Pilova D.
National Mining University

FOCUS ON ENTERPRISE ECONOMIC SECURITY

Key words: economic security

In general economic security of enterprise can be described as its ability to offer resistance to the total influence of environment's threats with the use of corporate resources in order to achieve its strategic goal as a result of activities on the basis of making management decisions, which are adequate to the given conditions. Achieving enterprise goals is determined by top managers' abilities to make the best use of existing corporate resources and forecast negative impacts of environmental

factors. So environment changes should be monitored carefully for making decisions, which are the most adequate to the existing condition. Environmental factors are divided into internal and external ones according to their origin area. The external factors' influences are not directly caused by an enterprise activities, thus enterprise should adapt to their impact. The internal factors are created by enterprise activities.

Thus, enterprise economic security is its ability to respond to the general influence of environment's threats with the use of corporate resources on the basis of acceptance of management decisions, which are adequate to the given conditions.

Most common threats of enterprise economic security are:

- customer data is compromised and it makes the headlines;
- enterprise's brand and reputation are negatively affected by a security breach, resulting in a loss of investor and consumer confidence and loyalty;
- sensitive intellectual property (such as trade secrets and new product information) is stolen by a competitor or made public;
- organization is found to be non-compliant with regulations (national, state, local) as they relate to the protection of information and information security;
- enterprise's network goes down because of a security breach and it's impossible to detect a security breach.

Increasingly, an organization's ability to take advantage of new opportunities often depends on its ability to provide open, accessible, available, and secure network connectivity and services. Having a reputation for safeguarding information and the environment within which it resides enhances an organization's ability to preserve and increase market share.

Establishing and maintaining confidence in an organization's security and privacy posture increase the likelihood that customers will refer others to the products and services offered by the organization. In addition, being viewed as an ethical organization with a culture of doing the right things and doing things right (including security) has tangible value in the international marketplace, as does being able to reliably demonstrate compliance and duty of care with respect to applicable regulations and laws.

Enterprise risks include financial (including credit), legal and compliance, operational, market, strategic, information, technology, personnel, and reputation. Enterprise security risks that derive from these may include those that damage stakeholder trust and confidence, affect customer retention and growth, violate customer and partner identity and privacy, disrupt the ability to offer and fulfil business transactions, adversely affect health and cause loss of life, and adversely affect the operations of national critical infrastructures.

Enterprises might consider how investment in security can enable an organization to act on new opportunities to better achieve business objectives that may include:

- enabling new types of products and services;
- communicating with customers in a reliable, cost-effective, and timely manner;
- causing transactions to occur with greater integrity and privacy, thus ensuring business throughput, customer satisfaction, and customer confidence, which

can all help create and sustain customer loyalty;

- enabling new types of customer/supplier engagement; interacting in a more timely and reliable way with the organization's supply chain;
- providing more secure access by internal and external staff to enterprise applications.

Clearly an organization cannot protect and prevent everything. Interaction with key stakeholders is essential to determine the organization's ability to tolerate risk and appetite to tolerate the impact if the risk is realized. In effect, security as a component of risk management involves a process of determining what could go wrong, the likelihood of such an event occurring, the impact if it did, and actions to mitigate or minimize both the likelihood and the impact to an acceptable level with an acceptable range of variation.

The answers to these questions can help organizations determine how much to invest, where to invest, and how fast to invest in economic security-governance actions. They serve as one means to identify security risks to the enterprise and quantify the degree of risk exposure. In the absence of answers to these questions (and a process for periodically reviewing and updating them), an organization may find it difficult to define and deploy an effective security strategy and thus unable to effectively govern for enterprise security.

Plotnichenko D.
Gerashchenko S., research supervisor
National Mining University

ANALYSIS OF THE STATE FOREIGN DEBT

Key words: debt, external debt, budget, GDP, economy.

Currently, the public debt problem is one of the most important ones as it serves as one of the country's macro-economic well-being indicators. The nature of the debt problem solution will depend on budgetary capacity, the state of its foreign exchange reserves, and hence the stability of the national currency, interest rates, investment environment, and behavior of all the factors of the national financial market. The reason for the emergence and growth of public debt is a permanent state budget deficit.

Public debt is divided into internal and external. In our opinion, special attention should be paid to the external public debt. External public debt is the total amount of the country's debt on foreign loans, which make up the outstanding loans and unpaid interest thereon. The presence of foreign debt in the country is a normal international practice. However, we should bear in mind the negative effects of international loans: increased production and foreign trade imbalances borrowing countries, influence of creditors on their national economic policies, the development of inflationary processes, credit impact on the dynamics of exchange rates and interest rates, accumulation of external debt and debt crisis main indicators of external debt in the international practice are the ratios of external debt to GDP