

INSIGHTS INTO LEVEL ASSESSMENT OF ENTERPRISE ECONOMIC SECURITY

The indicator of business activity that summarizes the most and directly reflects management company efficiency is its net profit. The factors of businesses macro- and microenvironment can create a lot of dangers for a company and prevent ensuring of certain economic security level. The environmental factors S that have direct impact on the performance indicator of economic activity are determined by the expression:

$$S = F_{ex} \cap F_{in}. \quad (1)$$

So a profits can be represented as follows:

$$P = f(S). \quad (2)$$

A profit amount sets economic security of an enterprise and in this order an achievement of its goals that are referred to different business areas (economic, financial, innovation, social, environmental, etc.). If a profit is accepted as the main factor that characterizes the enterprise economic security, then change of the security level will vary in direct proportion to it. Just this level evaluates the economic security of enterprise for a certain period of functioning as its ability to achieve set goal under micro- and macroenvironment conditions in analyzed period. Thus all the strategic goals of the enterprise are identified with the end indicator of its economic activity in the form of net profit by determining its rational level and comparing it with the actual level of net profit. Under the condition of gaining profit the enterprise economic security level (ESL) is offered to determine as follows:

$$ESL = 1 + \frac{P_a - P_r}{P_r}, \quad (3)$$

where P_a – the actual level of net profit in analyzed period;

P_r – the rational level of net profit calculated in accordance with the given natural, technical, technological, organizational and economic conditions in analyzed period.

When a profit changes in a value of $(P_a - P_r)$ an economic security level changes to a value that is proportional to $(P_a - P_r)/P_r$. Some of this increase (decrease) of the economic security level will be directed into the formation of additional income (or caused the reduction of accumulated profits).

In the considered task the rational level of net profit is understood as such its level that meets the cost of planned output subject to taxes and revenues from enterprise's sales on the assumption of strengthening of accumulation and consumption funds. Thus business activity can be considered as rational (in particular task business activity is analyzed as such one of production and sale of goods (works, services) in all its areas) when it is supplied by material, labor and financial resources for earning the most profit that is possible in the given conditions.

Economic security as any technical system security is a relative concept. It reflects the entity's ability of reacting to the impact of various micro and macroenvironments' factors to achieve the business activity goals. Representing the realization of these goals net profit enables changes of functional conditions of enterprise through operating its components that depend on itself. Therefore, for increasing an enterprise economic security level determining of factors that have the greatest impact on the net profit is needed.

Evaluating of economic security level creates opportunity to diagnose timely the current operating state of an enterprise that can be characterized by inefficient use of its corporate resources in the existing environmental conditions.