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INFORMATION AND ANALYTICAL SUPPORT AS AN ELEMENT OF ORGANIZATION OF ECONOMIC SECURITY OF ENTREPRENEURIAL ACTIVITY

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ІНФОРМАЦІЙНО-АНАЛІТИЧНЕ ЗАБЕЗПЕЧЕННЯ, ЯК ЕЛЕМЕНТ ОРГАНІЗАЦІЇ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПІДПРИЄМНИЦЬКОЇ ДІЯЛЬНОСТІ

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The article describes the importance of information and analytical support for the formation of organizational support for economic security of business. The stages and principles of formation of information-analytical support for creation of system of economic safety of the enterprise are analyzed. The connection and the nature of the influence of information-analytical activity and organizational support of economic security of the enterprise are investigated.

It is important for the management of each organization to develop an individual mode of working with information, especially at the stage of its accumulation and analysis. Only a detailed and step-by-step definition of the process of working with information resources of various departments and officials increases the effectiveness of organizational support of economic security of the enterprise. The quality of analytical support is the basis for building an effective system of economic security of the enterprise and one of the key factors in its development.

The harmonious combination of information-analytical work and the organization of economic security is a problem for the management of the business structure and requires a constant, operational study of the economic efficiency of the existing organizational structure. Adjusting the organizational structure directly affects the company's ability to withstand threats and risks from the external and internal environment.

Modernity puts forward specific conditions for the economic security of the enterprise, especially given the deepening of the role and increase the amount of available information. The information array, which is freely available, is constantly replenished, which requires decision-makers to find new methods of information processing.

The article analyzes the features of using the results of information support and analytical research to form an effective organizational structure of economic security of the enterprise. The study demonstrates the need for

reliable and effective information and analytical support to improve the organizational support of economic security of the enterprise.

Keywords. *economic security, organizational support, business activity, information and analytical support, enterprise.*

Introduction. In domestic enterprises, the main emphasis is placed on safety - the creation and maintenance of a favorable environment for doing business, but not on creating the basics of analytical work with information or the use of trade secrets, which is also part of information security, as part of the overall economic security of entrepreneurial activity. In other words, not enough attention is paid to the formation of a complete system of economic security. From the point of view of the need for a assessment of economic security of entrepreneurial activity, the relevance of issues of formation of information and analytical support as an element of economic security is important.

Its formation at the proper level contributes to blocking the manifestations of threats and the negative consequences caused by them. Organization of an effective system of economic security of entrepreneurial activity requires the availability of appropriate information and analytical support. In this regard, the formation of effective information and analytical support in the framework of the organization of economic security of business is of particular relevance.

Analysis of basic research and publications.

In OECD report "Defining Entrepreneurial Activity" they described that: "...entrepreneurs and entrepreneurship are not concepts that relate exclusively to small businesses or the self-employed, as many studies, through expedience, have often assumed. Our view is that entrepreneurship as a definable phenomenon reflects certain characteristics that relate to the processes through which it is manifested and this is

not uniquely the preserve of small companies or entrepreneurs, important though these are to the entrepreneurial process. Entrepreneurial activity is the enterprising human action in pursuit of the generation of value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets" [13].

The essence of economic security of the enterprise, approaches to the analysis of its level and theoretical bases of management of economic security of the enterprise are considered in the works by such scientists as: Melikhova T. O[3], Orlyk O. V[5], Otenko I. P [6,7], Franchuk V. I.[12] and others.

However, further research on the impact of information and analytical support on the formation of organizational support for the economic security of entrepreneurial activity is needed.

Goal. The purpose of the article is to analyze the relationship between the information and analytical activities of an enterprise with organization of a general system for ensuring economic security of entrepreneurial activity.

Materials and results of the study.

Enterprise resource management is a task that faces the management of each business structure, inconsistent with its size and form of ownership. Solving these problems is the only way to strategically ensure the economic efficiency of its activities, increase competitiveness and the level of economic security.

The scale of the business directly affects the number of tasks (problems) faced by those responsible. Information support is a necessary element of building an effective management system, and an important aspect is the formation of operational information support and implementation of the latest methods of data processing. As you know, the decision-making process as more reasonable, efficient and comprehensive as its information support is developed. In turn, this creates the need to use such methods of working with information that will use and process large amounts of it. Collecting, accumulating and processing this kind of information resource requires a lot of effort and money. And even if there is sufficient labor and financial support, it is not a guarantee of its targeted, full and effective use by managers and other persons, who are involved in decision-making process, and directly affects the level of economic security of the enterprise and entrepreneurial activity.

Organizational support of economic security also requires a significant resource base, especially information. The organization of the enterprise protection system from possible risks and threats requires considerable attention to the quality of operational information and methods of its processing [2].

Most companies have already concluded that the presence of its own information and analytical support is a direct factor in the level of organization of economic security of entrepreneurial activity. Information support, being a systemic element of the

infrastructure, in organizational terms is analyzed by creating information and analytical databases engaged in the preparation of relevant business information.

Information and analytical support of the organization of economic security of the enterprise must be built and implemented systematically and constantly, taking into account the diversity of actions that must be consistently implemented requires the attention of management [9].

Information and analytical support of the organization of economic security of the entrepreneurial activity is a type of information and analytical support, which consists in collecting, processing, storing and providing the necessary information on the security status to the relevant users in order to make informed management decisions.

The main task of information and analytical support of the economic security of entrepreneurial activity is the formation of an environment that allows timely detection and prevention of risks and threats to the economic security of an enterprise.

The management information and analytical support for the organization of economic security provides security chief or deputy director. This type of support is formed by the security service on the basis of its own information and information of other structural special units [1].

Company information and analytical maintenance of economic security - a complex of organizational and practical measures for the development of content, methods of action, the timing and sequence of forces and means of security information and analytical tasks [4].

The main content of the management of information and analytical support for the economic security of an enterprise and entrepreneurial activity is the collection and analysis of data about possible threats for countering their negative impact, in order to make decisions for the comprehensive support of the economic security of the company. Information and analytical support of the economic security of the entrepreneurial activity should provide the needs of management and security services in information about threats to the activities of the enterprise or personal safety of personnel.

Information and analytical work of the enterprise on the organization and management of security is a set of activities carried out by the security department of the enterprise in order to collect and process information about threats and security and develop appropriate information and analytical documents for enterprise management [8].

These stages of functioning of information and analytical support of the organization of economic security of the entrepreneurial activity require systematic implementation. Thus, only after fulfilling the goals of collecting and processing information, it is possible to draw conclusions about the need of changes in the organizational support of economic security of the enterprise. This cyclic repeatability is shown in Fig.

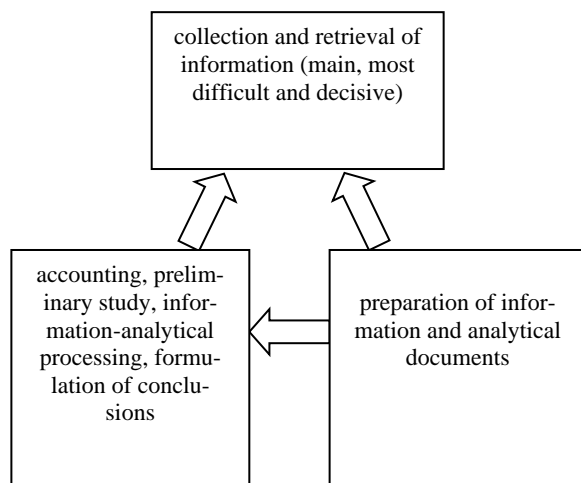


Fig. Cyclical functioning of information and analytical support of the organization of economic security of the enterprise

Construction of information and analytical support, the efficiency and harmony of which requires the use of the following principles [10,11]:

1) reliability of information - information support must really reflect all aspects of the enterprise;

2) exhaustiveness of information - the collected information about each aspect of the external and internal environment of the enterprise must be complete. Insufficient completeness of the information used to make a decision risks reducing the level of its economic security;

3) comparability of information - information about each of the business processes must be collected from different sources, only through this approach we can talk about the veracity of the collected information;

4) efficiency of obtaining information - the relevance of information is the only thing that allows you to quickly make effective decisions to strategically strengthen the economic security of the enterprise;

5) efficiency of information - compliance with this principle is possible only if the use of such methods of collecting, accumulating and processing information for which the effect of its use will be greater than the financial costs of the process of its preparation;

6) convenience of information - presentation of the received information should be simple, clear and convenient in use;

7) expediency of information - information collection should focus on such indicators, factors and processes that have a direct impact on the level of economic security of the entrepreneurial activity, otherwise the cost of analytical actions will increase and efficiency will decrease due to burdening the information-analytical system with unnecessary information [4,7].

Information and analytical support of the organization of economic security of the entrepreneurial activity is formed for the needs of a particular enterprise depending on the conditions of its operation and

possible threats to its activities from both internal and external environment.

The organization of economic security of the entrepreneurial activity begins with the analysis of conditions and features of its activity then indicators which will show efficiency of the accepted decisions are allocated. The very definition of indicators forms the requirements for the quality of information and the process of its collection.

The process of collecting information is the beginning of the formation of information and analytical support for the economic security of entrepreneurial activity. Increasing the efficiency of such activities requires systematizing the process of accumulating information resources.

Conclusion.

The increase of the volume of information is one of the consequences of the modern vector of development of society in general and the business environment in particular. In such conditions, each company is faced with the need to work with a wide variety of information flows that can act as risks and threats to its economic security.

The economic security of entrepreneurial activity, regardless of the size, form of ownership and scope of the enterprise, primarily depends on the quality of its organizational support. It is the competent organization of ensuring economic security that forms the conditions for the safe conduct of business.

Analysis of the changing conditions of the external environment in which business is conducted is one of the key methods of editing, adjusting and implementing the necessary changes in the organization and ensuring economic security along with information and analytical support. At the same time, from the point of view of systematic and cyclical implementation, at some stages, information and analytical support is the basis for building an effective system of economic security of entrepreneurial activity.

Thus, we can conclude that there is a relationship and interdependence between the organization of the economic security of entrepreneurial activities and the quality of information and analytical support.

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Воронюк Є.В. Інформаційно-аналітичне забезпечення, як елемент організації економічної безпеки підприємницької діяльності

В статті описана важливість інформаційно-аналітичної підтримки для формування організаційного забезпечення економічної безпеки підприємницької діяльності. Проаналізовано етапи та принципи формування інформаційно-аналітичного забезпечення для створення системи економічної безпеки підприємства. Розкрито зв'язок та досліджено характер впливу інформаційно-аналітичної діяльності і організаційним забезпеченням економічної безпеки підприємства.

Важливим для менеджмента кожної організації є розробка індивідуального режиму роботи з інформацією, особливо на етапі її накопичення та аналізу. Тільки детальне та покрокове визначення процесу роботи з інформаційними ресурсами різних відділів та посадових осіб підвищує ефективність організаційного забезпечення економічної безпеки підприємства. Саме якість аналітичного забезпечення виступає базисом побудови ефективної системи економічної безпеки підприємства і одним з ключових факторів його розвитку.

Гармонічне поєднання інформаційно-аналітичної роботи та організації економічної безпеки постає проблемою для керівництва бізнес-структури та потребує постійного, оперативного дослідження економічної ефективності існуючої організаційної структури. Корегування організаційної структури напряму впливає на здатність підприємства протистояти загрозам і ризикам які надходять із зовнішнього та внутрішнього середовища.

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Сучасність висуває специфічні умови до економічної безпеки підприємства, особливо з огляду на поглиблення ролі та збільшення кількості доступної інформації. Інформаційний масив, який знаходиться у вільному доступі постійно поповнюється, що потребує від осіб, відповідальних за прийняття рішень, пошуку нових методів обробки інформації.

В статті проаналізовані особливості використання результатів інформаційного забезпечення та аналітичних досліджень для формування дієвої організаційної структури економічної безпеки підприємства.

Проведене дослідження демонструє необхідність формування надійного та ефективного інформаційно-аналітичного забезпечення для вдосконалення

організаційного забезпечення економічної безпеки підприємства.

Ключові слова. економічна безпека, організаційне забезпечення, підприємницька діяльність, інформаційно-аналітичне забезпечення, підприємство.

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