

UDC (УДК) 658.14:65.012.8
JEL Classification : D81, L53, G32
DOI 10.32518/2617-4162-2018-1-141-146

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БЕЗПЕКОВИЙ ПОТЕНЦІАЛ ПІДПРИЄМСТВА: СУТНІСТЬ І ПРОЦЕС ФОРМУВАННЯ

Анотація. Від виникнення ідеї започаткування бізнесу до ліквідації суб'єкта господарської діяльності головною та ключовою умовою функціонування та досягнення цілей є процес гарантування безпеки. Безпекова діяльність, як новітній напрям у сфері забезпечення безпеки підприємств, концентрує увагу на досягненні динамічної стійкості функціонування через захищеність від дії зовнішніх та внутрішніх загроз та мінімізацію ризиків. Реалізація зазначених цілей безпекової діяльності можливе завдяки формуванню безпекового потенціалу підприємства. Запропоновано визначення безпекового потенціалу як сукупності здатностей використовувати наявні ресурси і можливості для формування безпечних умов розвитку через зниження ризиків та протидію внутрішнім та зовнішнім загрозам. Визначено місце безпекового потенціалу в структурі економічного потенціалу підприємства. Охарактеризовано складові безпекового потенціалу, серед яких приділено увагу різним категоріям персоналу як спеціалізованим, напівспеціалізованим та неспеціалізованим суб'єктам безпеки, матеріально-технічним та фінансовим ресурсам, сприятливому організаційному клімату. Доведено пріоритетність у процесі здійснення безпекової діяльності співпраці зі зовнішніми суб'єктами безпеки, що вимагає налагодження взаємозв'язків та узгодження варіантів реалізації дій в кожній окремій ситуації. Обґрунтовано, що формування безпекового потенціалу повинно здійснюватися із врахуванням принципів: альтернативності; динамічності; комбінаційності в застосуванні різних ресурсів та можливостей; пропорційності до основних параметрів й показників розвитку підприємства та потреб в захисті; ефективності. Встановлено, що процес формування безпекового потенціалу характеризується багатоетапністю, врахуванням специфіки господарської діяльності, здійсненням моніторингу рівня безпеки підприємства та агресивності зовнішнього середовища функціонування, оцінкою внутрішніх резервів та налагодженням співпраці зі зовнішніми суб'єктами безпеки. Доведено, що безпековий потенціал, будучи складовою економічного потенціалу, визначає здатність певного підприємства формувати безпечні умови свого розвитку.

Ключові слова: безпека, безпекова діяльність, безпековий потенціал, процес, підприємство.

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SAFETY POTENTIAL OF ENTERPRISE: ESSENCE AND PROCESS OF FORMATION

Abstract. Since the inception the idea of opening a business before the liquidation of a business entity, the basis and key condition for the operation and achievement of the goals is the security process. Safe activity, as the newest direction in the field of enterprise security, focuses on ensuring the dynamic stability of functioning through the protection from external and internal threats and minimizing risks. Achieving the goals of safe operation is possible with the necessary capabilities, resources and means, that is, the generated security potential. The process of formation of the safety potential is determined by multi-stage, taking into account the specifics of economic activity, monitoring the level of the enterprise's security and aggressiveness of the external operation environment, assessing internal reserves and establishing cooperation with external security subjects. Non-destructive potential, being a composite economic potential, determines the ability of the enterprise to form safe conditions for its development.

Keywords: safety, safety activity, safety potential, process, enterprise.

Introduction

Investigating the problem of managing the safety at the enterprises, we have clarified the fact that, on the one hand, the issue of security is viewed from the moment of conscious perception of the environment by human and himself as part of it, that is, the views are reflected in the myths, legends and religious postulates of ancient India, Egypt, Greece, China, etc., and on the other hand, modern security education, which generalizes knowledge about the safety of various systems, including economic entities, is actively developing only during the last few decades. In Ukraine, business circles are the stimulators of the formation of the methodological foundations for enterprise security activities, which, in the context of increasing aggressiveness and a difficultly predicted working environment, trying to create new security systems capable of preserving their business [3, p. 18].

The development of issues of maintaining a sufficient level of economic security of the enterprise is paid much attention by a domestic and foreign scientists, in particular L. Abalkin, O. Arefieva, I. Binko, Z. Varnalii, O. Vlasiuk, T. Vasyltsiv, Z. Gerasymchuk, V. Gorbulin, V. Dukhov, M. Yermoshenko, Y. Zhalilo, Z. Zhivko, O. Zakharov, V. Kovalov, G. Kozachenko, O. Lyashenko, V. Martyniuk, V. Muntiiian, Y. Oleinikov, G. Pasternak - Taranushenko, V. Ponomarenko, Y. Pushak, N. Reverchuk, O. Tereshchenko, V. Franchuk, M. Shvets, L. Shemaieva, S. Shkarlet, V. Shlemko, V. Yarochkin and others.

Paying due scientific and practical importance to the work of leading scientists, it should be noted that in the modern scientific literature and practice of managing enterprises, the essence and process of forming the safety potential of enterprise has not been sufficiently studied.

The purpose of the article is to define the key parameters of the safety activity, the nature of the entity and the process of forming the safety potential of the enterprise.

1. The essence of the concept of «safety activity of the enterprise»

Another scientific approach involves the application the concept of «safety activity of the enterprise». The author of this term can be considered V. Franchuk, who, together with his followers, substantiated the essence of safety activity and defined it as «... forms of the active attitude of security subjects to a security reality, the meaning of which is to carry out appropriate changes in it on the basis of assimilation and the development of a safety culture. That is, it is activities aimed at counteracting threats, restoring activities in order to protect corporate interests, maintaining the integrity of processes or systems based on

assimilation and development of safety culture» [5, p. 155].

Based on the results of the conducted research of the scientific heritage of domestic and foreign scientists, it was possible to determine the key parameters of the safety activity at the enterprise:

- continuous process from the moment of foundation of the enterprise to its liquidation;
- takes place in all aspects of the functioning of the enterprise, which can be characterized by the possibility of risks and threats as the primary causes of a decrease in the level of security;
- such activities should be resource-based, that is, financial, material, labor and information resources;
- the result of such activities is the formation of safe conditions for the development of the enterprise.

Taking into account the definition of V. Franchuk, we consider it expedient to clarify and supplement it and present the interpretation of the term «safety activity at the enterprise» as follows: the activity of the enterprise, in cooperation with external security subjects, to ensure its own dynamic stability of functioning and the formation of safe development conditions through protection from external and internal threats and minimizing risks.

We believe that the application of the term «safety activity of the enterprise» is relevant and is determined by such important points:

- the existence of any socio-economic system, including enterprises, is possible only if its security is ensured;
- the achievement of interests, including for the enterprise – making a profit, possibly in the case of development, which is impossible without the formation of safe conditions;
- the state assumes obligations to ensure the security of the primary link of the national economy, but it is difficult to speak about the effectiveness of such activities in the current conditions of our country. In addition, the safe operation of the state does not ensure the opposition to all risks and threats;
- the principle of independence is based on the principle of independence, which, on the one hand, restricts the interference of state authorities, and on the other hand, in accordance with the theory of self-preservation, ensuring the protection of the enterprise as a system is its main function;
- safety activity is not analogous to «operational», «investment» or «financial», it makes the possibility of their implementation.

Achieving these goals safety activities, which generally provide for monitoring safety, minimization of risks, the identification and com-

bating internal and external threats is possible with the necessary skills, resources and tools, that is generated by the potential - the safety potential of the enterprise. Therefore, let us justify the essence of the term «safety potential of the enterprise».

2. The essence of the concept of «safety potential of the enterprise»

For one thing, the notion of «potential» began to be applied in the late 70's in the early 80's ... and at the first stage was interpreted on the basis of the translation of «potentia» - strength, power. Further understanding of this term has undergone a significant rethinking, but among scientists a significant part of the supporters of the so-called «resource» approach, which involves focusing on the core resources of the enterprise. For example, F. Yevdokymov and O. Mizina argue that the enterprise's potential is expressed by available resources and opportunities, as well as those resources and opportunities that can be mobilized to achieve a specific goal [1, p. 25].

It is established that in the economic literature the term «economic potential of the enterprise» is identical with the concept «potential of the enterprise». Today there is a discussion about the structure of the economic potential of the enterprise. In this aspect, several key approaches stand out: resource (it includes the definition of the types of potential in accordance with the components of resources: personnel, financial, material, information, etc.), functional (the main activities of the enterprise are based on: marketing, production, managerial, etc.) and mixed (a certain combination of resource and functional approaches). Despite the existence of significantly different points of view, we consider it worthwhile to pay attention to the results of the scientific search of S Arefiev, who justified the need to distinguish four functions of the enterprise's economic potential: productive-reproductive, social, ecological and security creator [2, p. 56]. The presence of the latter – security creator – is an important moment for substantiating the theoretical foundations for the implementation of the safety activity of the enterprise. Next to this, S. Arefiev distinguishes among the elements of the economic potential: organizational (personnel, motivational, communication and resource), production (production, technical and technological) and innovation-information (scientific, technical and initiative-risk). In our opinion, in this structure it was expedient, in accordance with the content and list of functions, to distinguish and safety potential.

In our interpretation, taking into account the perfect generalization and the above-mentioned own considerations on safety activity, the security potential of an enterprise is the aggregate ability to

use available resources and opportunities to create safe development conditions through reducing risks and countering internal and external threats. Therefore, the essence and components of the enterprise's economic potential can be represented graphically as follows (Graph 1).

To our point of view, to implement safety activities, it is advisable to form our own security service, as well as closely cooperate with law enforcement agencies and private security firms. This combination makes effective use of own resources with the possibility of achieving key objectives of safety activity.

We consider it expedient to single out the following main components of the safety potential:

- the personnel of the enterprise in general, specialized and half-specialized units, between which the functions for ensuring the security of the enterprise are clearly distributed;
- material, technical and financial resources necessary for the implementation of safety activities in the enterprise;
- a favorable organizational climate, which provides for the interaction of internal security subjects and cooperation with external actors in order to achieve the goals of safety activity.

3. The process of formation of the safety potential of the enterprise

The next important methodological aspect is to create a safety potential of the enterprise, which, at our point of view, is the process of identifying available resources and opportunities, structuring and shaping organizational forms for effective use in safety activities. As noted above, safety activity of enterprise involves close collaboration with external entities security requires establishing relationships and alignment options for the implementation of actions in each situation.

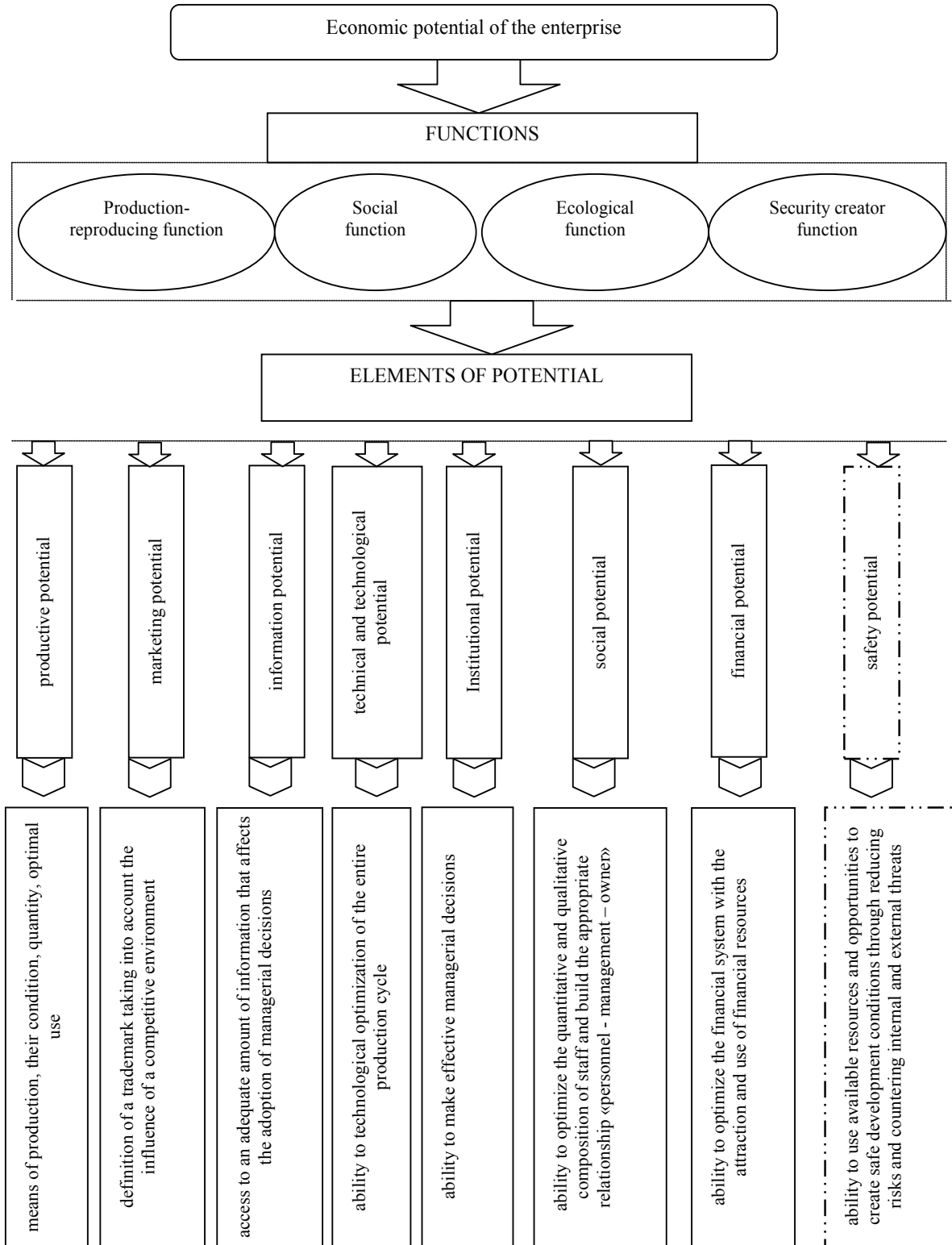
The formation of the safety potential should be carried out taking into account the following principles:

- alternatives, in other words, is carrying out a specific task in the sphere of the company's safety activity, possible options should be taken with the use of all personnel, half-specialized and specialized units, external entities, in particular law enforcement agencies and private security firms;
- dynamism, namely, the volatility of the values of available resources and opportunities;
- combination in the use of various resources and capabilities, which makes it possible to perform certain tasks;
- proportionality to the main parameters and indices of the enterprise development and protection needs against the negative impact of the external environment and the need to strengthen control over internal processes;

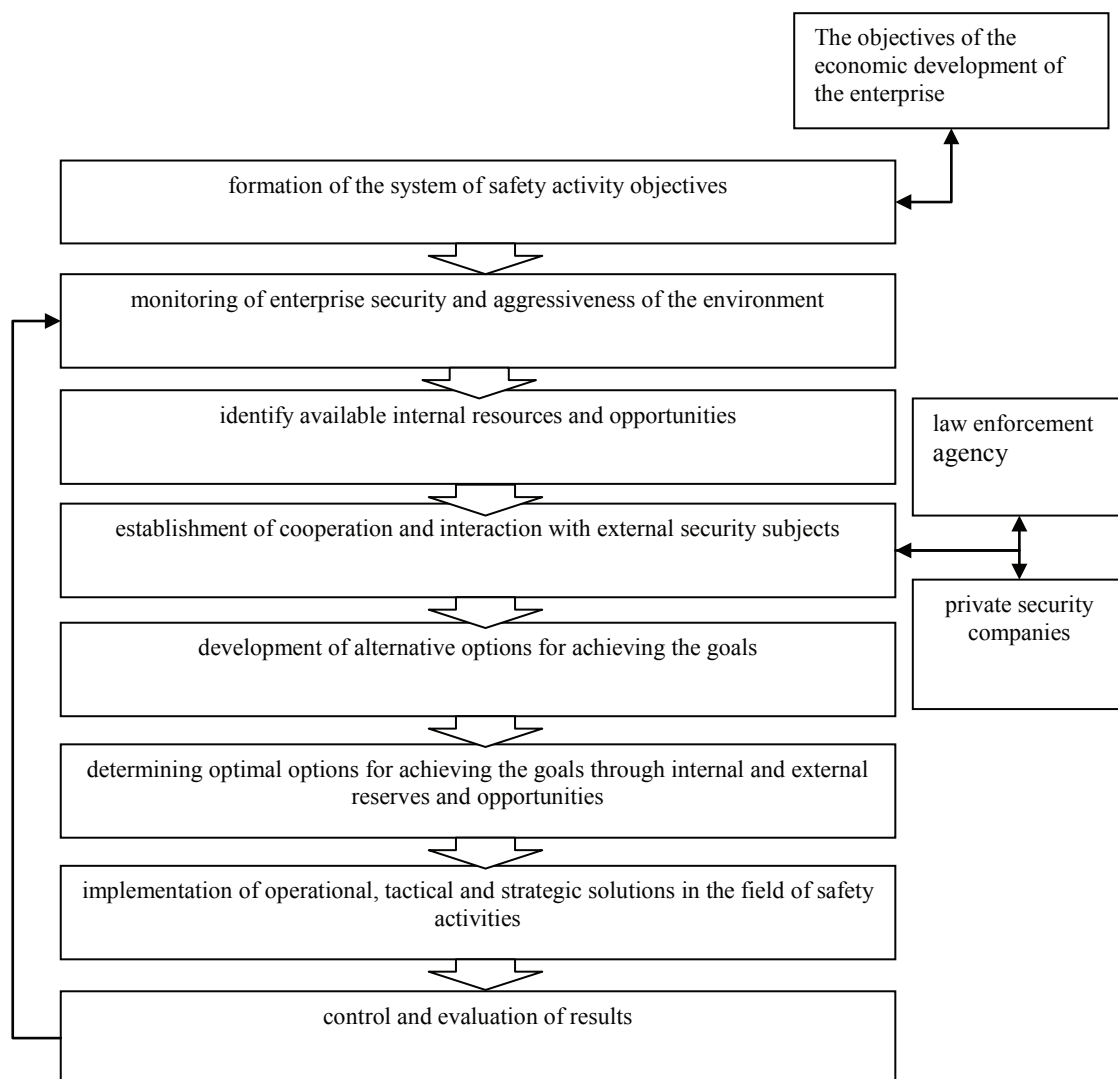
– efficiency, which primarily consists in reducing risks in decision-making through overcoming uncertainty, in other words, preparing the necessary information basis, reducing losses from the implementation of internal and external

threats through timely detection, counteraction and elimination of consequences.

The process of formation the safety potential, in our understanding, should consist of the following main stages (Graph 2).



Graph 1. The essence and components of the economic potential of the enterprise, is formed and supplemented on the basis of [2, p. 15; 4, p. 43], author position is highlighted



Graph 2. The process of formation the safety potential of the enterprise, the development of the author

Conclusion

Summing up it is expedient to emphasize once again that the need to implement safety activity is caused by the fundamental nature of entrepreneurship, the presence of risk and an unfavorable environment of functioning, which is expressed through the implementation of threats that lead to an increase in danger, and thus can cause a crisis, and ruin the enterprise as social and economic system. Ensuring of safe development conditions is possible through the formation of a safety potential

that must correspond to the scale and specificity of the economic activity of the enterprise, combining internal resources and opportunities with interaction with external security subjects.

Considering the importance of safety activity for the functioning of each domestic enterprise, we consider it expedient to pay attention in the future to deepening the theoretical and methodological provisions and justifying the applied approaches to implementing the safety activity at the enterprise.

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