

Harmonization of Commercial and Industrial Policy as a Tool of Economic System Security Assurance of Enterprises at the Period of Economic State Globalization

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Abstract: The economic space globalization, system security of global space globalization of responsible enterprises, is one of the priority challenges to the activity of business managers and owners. It is confirmed by the fact that many enterprises have set up special subdivisions to assure economic security in their structure intended to assure economic security of these economic subjects. However, these services lack elaborated and efficiently functioning system capable to predict the effect of threats to the economic security originated by macro- and microenvironment. The owners of enterprises should elaborate the system of assurance of economic security of their businesses, the components of which are to function in harmony and in combination.

Key words: Economic security • Threat to economic security • Functional components of economic security
• Economic globalization • Microenvironment • Macroenvironment

INTRODUCTION

At present the economic space undergoes an extremely unambiguous full of social and economic consequences, period of transformation characterized by intensifying competition and environment instability. During this period the industrial sector confronts numerous external and internal threats which result in upset economic stability, reduction of effectiveness of economic, production and commercial activity of individual enterprises, hence, to the reduction of economic security of the state [1].

In the latest conditions, the economic security problem acquires the top priority; it becomes the pivotal point of entire economic policy of any state, it outlines the contours of main political decisions. At present the economy of many states faces grave "challenges" of globalization and the need of closer and more efficient incorporation into international economic relations. The effective integration is possible only by creating stable and strong internal economy relying on all range of levers of contemporary economic policy [2].

The scientific publications deal in rather exhaustive fundamental approaches and disclose particular aspects of assuring economic security of enterprises [1,3,4,5,6,8,10,11], however, it is worthwhile to remark that the systematic approach to promoting the economic security of enterprises is underdeveloped to take onto account the branch particulars destructive factors affecting the economic system state. Hence, a challenging need has emerged to elaborate this problem scientifically and practically and to develop the tendencies of promoting the economic security of business subjects.

Main Part: A special place belongs to the national security structure of any country. It is due to the fact that all sorts of security (demographic, ecological, political, defense, information, social) in this or other way cannot be implemented sufficiently, unless they are economically assured [3,4].

The economic security state of any country depends directly on how the security problems are solved at the level of an individual company where the strategic aims are implemented in particular [5]. In general, the economic

security is the state of the most effective utilization of corporate resources to prevent any threat and to assure stable functioning of enterprises at present time and in future [6]. The state of any business structure is affected by the factors, which originate from external and internal environment of any enterprise. The external environment generates negative consequences (external threats), which appear without participation or against will of enterprise or its personnel [7]. Moreover, no manager is able to affect directly this group of factors using the economic knowledge and practical skills in order to adapt to the current situation and minimize likely consequences when they emerge.

When considering the effect of environment on the enterprise (macroenvironment), the manager should realize that any enterprise exists in close integrity the external environment, which plays a huge role in its business. The enterprise obtains raw stock, energy, information, human and other resources from the external environment when carrying its economic business, it transforms them into products or services and passes to the external environment, in other words, it continuously maintains exchanges with external environment in order to assure its own existence and further progress.

The external environment of any production system renders various effects in the enterprise or creates favorable conditions and opportunities for its effective functioning or a number of threats to its further existence. It is namely the environment, which generates main threat to economic security of any business structure.

But the internal enterprise environment (microenvironment) may create certain negative effects with are mainly due to the ineffective operation of the enterprise in general, its structural subdivisions or individual employees. Because the organization is the system created directly by the people, its internal changes of definite position result from the managerial decisions. However, it does not mean that all internal changes without exception can be fully supervised by management. The enterprise internal environment directly affects its functioning.

The study by management of a certain environment as well as external environment should be aimed at revealing all possible threats which they may originate. It should be revealed first what strong and weak points the production structure possesses. The strong points serve as a basis for the manager to rely upon in competition struggle environment, which should constantly expand and reinforced. Management should attentively watch

after the condition of weak points in order to respond in time in case they emerge [12,16].

It follows that elaboration of the strategy of assurance of economic security of any business structure should logically begin with the analysis of external factors. Exactly the external factors are beyond control of management, they are independent of the economic subject activity and they can gravely affect the strategy of acting economic subject. The main task of external analysis is to reveal opportunities and threats, which may emerge at present and in future and to determine the strategic alternatives.

Some economic publications attribute the notion «threat» to the notion «risk». Remembering the intricacy of dividing between the notions in the existing economic situation, let us assume that the notion «threat» unlike that of «risk», in the first place, implies the probability of their emergence. Risk is probability of damage, while threat is a large extent of damage probability. From the viewpoint of risk manifestation, any business activity risks permanently, while threat appears periodically. From the above we assume that these two notions should not be integrated for hundred percent.

When identifying the threats to enterprise economic security, it should be born in mind that the characteristic of state of one and the same business system depends on its desirable future: if, for instance, the enterprise strives just survive in competition, the loss of sale scope may be considered quite safe; if the aim is to expand the market niche, this loss represents a clear threat and the company's state is fully devoid of the security property.

In the period of economic globalization, the enterprise mega environment should also identify, because there is a potential threat that a drastic rise of import may affect the business functioning. It is because too fast following the economic globalization models without taking into account own rather short experience of modern market relations is fraud of the danger of high cost. Therefore, measures should be undertaken beforehand to weaken possible threat originated by the external environment [17,18,19] (megaenvironment).

The main threat to the economic security of Russian business when joining the world trade organization is the openness of Russian market to imports. This circumstance may lead to closure of many Russian businesses due to their poor profitability. It relates to the branches characterized with unsatisfactory financial indicators, unstable progress and negative opportunities to penetrate into the foreign market. The drop of production in many branches will spur the redundancy as a social problem [2].

When studying the factors originated by external and internal threats, the functional components of economic security should be identified in order to determine in time the impending threats, possible negative consequences and their effect in order to wisely and effectively minimize them or fully eliminate. Doctor of economy professor L.P. Goncharenko believes that financial, intellectual, recruiting, political legal, ecological, information, power components are related here [8]. Each of the above functional components of enterprise economic security is characterized by own content, a set of functional criteria and ways of implementation. Each manager should know the comprehensive approach to assuring on business economic security taking into account the features of functioning of its components, because if any component of the system fails, it would mean the economic subject state far from safe.

Recently, many managers are setting up special subdivisions responsible for economic security of their economic subjects. It proves a huge theoretical and practical challenge of the problem in question. However, these services lack a developed and efficiently functioning system of rating and assuring enterprise economic security, nor any theoretical base for their own activity impairing their functioning. The economic security is assured by this service ineffectively because they ignore the entire combination of emerging threats not do they apply the system approach to functional components. As a rule, the enterprise management is busy with providing separate elements (for instance, only power, or only information, or two-three components), rather than the economic security in general.

We have studied a number of enterprises of mat packing industry in the Russian Federation. The analysis has revealed that the economic security serves at many enterprises deals with installation of video cams and bugging devices at various structural subdivisions in order to prevent theft and other negative effects both on the part of personnel and outsiders. It means that only the power component is assured rather than the whole economic security system.

As regards other economic subjects in question, their economic security service, in addition to the same actions, deals also with the so-called «special checks» of their employees during recruiting (court sentences record from previous places of employment, study and other records).in other words, both force and recruiting components are fulfilled at these economic subjects; it cannot be considered the comprehensive effectively functioning economic security system of the whole active enterprise.

The study of the third group of Russian enterprises has revealed that, in addition to the power component, the economic security service closely interacts with the planning economic service, in other words, it fulfils a complex of work to ensure high level of enterprise solvency and liquidity of securities, the most effective capital structure, maximization of profit and promotion of business profitability, et cetera. In other words, the power and financial components are assured at this enterprise to enjoy the full economic security system.

The accomplished study shows that the economic security of Russian enterprises is run without system. The functional components should be tied to business strategies and ensure fulfillment of enterprise marketing strategy. The harmonization of all elaborated strategies is the necessary condition of enterprise efficient activity. The harmonious is only the system with balanced components. At the level of industrial enterprise, harmonization of such strategies as trade and industrial policy are particularly challenging. Namely this factor favors reinforcement of enterprise economic security, particularly when Russia enters into the world trade organization, because the world economy globalization compels enterprises to penetrate into the international area.

CONCLUSIONS

From the above the economic security system of industrial enterprise can be determined as the coordination of functional aims and methods of its achievement to ensure the production process and supply to the end consumer characterized by integral aims of all components of the system and univector direction of actions [author].

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