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ECONOMIC SAFETY OF ENTERPRISES: FEATURES OF THE TECHNIQUE

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Currently enterprises in the pharmaceutical industry face fierce competition both in domestic and foreign markets. Thus, their primary task is to maintain a stable competitive position. To this end, it is important to ensure a proper economic security of enterprises that requires constant monitoring and assessment. For this purpose, specialists of enterprises should apply not complicated but effective methods of assessment [1 – 7]. The development of an algorithm and a corresponding methodology for operational assessment of the level of economic security is an urgent task for pharmaceutical companies.

In order to design an appropriate system for managing the economic security of an enterprise it is necessary to take into account all its components. In general, the system in itself combines the following components: financial, intellectual, personnel, technical and technological, political and legal, environmental, information, power, retrospective and innovative. On the one hand, it results in a systemic assessment of the level of economic security, and on the other hand, it requires significant time and financial resources. The latter is due to the need to calculate a number of indicators. Therefore, authors suppose that it is necessary to use three most significant components of the system of economic security for operational assessment, namely, financial, technical and technological, and personnel as well as intellectual.

In order to perform a quantitative assessment of the level of economic security of a pharmaceutical company, an algorithm and an appropriate method of calculating are recommended, which includes three group indicators and a generalized indicator. Group indicators (indicators) are aimed at assessing the financial, technical, technological and personnel-intellectual component of the economic security of an enterprise.

Using the proposed hike will allow you to quickly and comprehensively assess the economic security of the pharmaceutical company. The authors believe that such an assessment is very useful for correcting the functional and general strategies of the enterprise.

The proposed algorithm as well as methodology for assessing the level of economic security of an enterprise could be used for its operational assessment of economic entities affiliated to various branches. The practical value is proved due to the calculations based on actual data derived from the activities of pharmaceutical company, which is one of the leaders of the national pharmaceutical market. The obtained results could be applied to managerial decisions concerning improvement of the economic safety of an enterprise, increase in efficiency of its divisions, and amendments to the development strategy.

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