

Не останнім у цьому комплексі, а, навпаки, на ведучих позиціях, повинен виступати людський фактор, традиції і менталітет населення.

3. Врахування загальносвітових тенденцій розвитку, особливо у напрямках освіти, медицини, довкілля, міграції людини.

4. Проробка сукупних альтернативних варіантів перетворень, внутрішніх і зовнішніх можливостей і наслідків їх реалізації з урахуванням місця і ролі людини в них.

5. Оцінка перетворень, що проводяться, за критеріями розвитку в напрямку соціально-економічного розвитку суспільства у широкому наборі, що характеризують його компоненти, головним з яких повинна стояти людина.

6. Відповідальність за проведені реформи і, перш за все, з позиції стану і розвитку людини.

Знання принципів і закономірностей перетворюючих процесів – основа будь-якої реформи економіки, в центрі якої стоїть «Людина».

RECIPROCITY OF ECONOMIC SECURITY ENSURING AND INNOVATIVE DEVELOPMENT IN ENTERPRISE'S MANAGEMENT

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This last decade, the most relevant questions from among the real economy sector issues on economics and business management are these of an enterprise's innovative development management and the enterprise's economic security ensuring processes management. However, so far these two areas are usually studied as separate issues. Still the modern enterprises' activity reality under various external threats (market ones, political, environmental, etc.) with the need for continuous innovations-based development, aimed at maintaining the competitive positions, does require a comprehensive study of these phenomena' (economic security and innovative development) relationship and mutual influence. Thus, the essence of enterprise's economic security in the broadest sense refers to its economic system state, which can be characterized by the balance and resistance to any threat, its ability to provide a stable and efficient development as well as its own economic interests' achievement [1]. It should be noted, that with regard to the «economic security» meaning definition even at the present stage of «Security studies» development there exist different approaches and views.

In recent years' publications while giving the economic security definition, experts do combine two previously common concepts: this one of economic security as a form of enterprise development and the concept of economic security as a

«shield» addressing respective threats. In such a way it is regarded as a static phenomenon, some actions result, a «safe» enterprise state characterized with or providing the protection against possible threats, and as a dynamic phenomenon, i.e., a process, as action designed to achieve and maintain «safe» enterprise's condition.

The economic security therefore, provides enterprise's security and its economic interests and development potential protection from both external and internal threats, consequently, ensuring its ability to recover and grow constantly under intensive dynamic changes in the market environment. Thus, economic security should be considered as a crucial condition of enterprise's sustainability and development.

The area of economic security factors is divided by experts into two key fields: internal factors (resources, technical, technological, organizational, social, managerial, financial, economic), and external factors (political, legal, financial & economic at national and regional levels, demographic, socio-cultural, industrial branch-related, environmental). Various existing approaches to the definition and classification of factors, risks and threats to economic security do lead to variations in approaches to economic security structuring as a multicomponent complex phenomenon.

However, still close to unanimity is the viewpoint emphasizing that a key component of economic security is just financial one, as it represents the purpose and summarizes the results of economic activity concurrently affecting the formation of all other economic security components, but at the same time also depends on these other components. The explanation is such that the financial security level at any enterprise determines its ability to provide other components of its economic security. And conversely, changes in any area of enterprise's activity and security are ultimately reflected with its financial position and financial security.

It should be noted that until now the experts do treat the concept of «enterprise's financial security» in different ways, often equating this one with the term «economic security financial component» or combining into a common concept of «enterprise's financial and economic security».

We can evolve two key views on the nature of financial or economic & financial security:

1) considering the result (static concept) where the financial security is seen as a given condition (position) of the enterprise or its condition level;

2) considering the process (dynamic concept) where the financial security is seen as an activity aimed at achieving a definite condition.

Such existing or desired condition of the enterprise's financial security is usually identified with series of indicators (qualitative or quantitative) of its financial

position and financial performance. So, the common point of different approaches to defining the financial security essence refers to its representation as the enterprise's ability to counteract the negative effects of external and internal environment, and, consequently, to ensure financial stability and efficiency for maintaining the enterprise's further development [2].

Apparently, the enterprise's financial security rather than any other components is associated with the key financial indicators and relevant quality characteristics of its condition, activity and development, namely: financial stability and independence, liquidity and solvency, financial profitability, market value.

Turning round to investigation into the enterprise's innovative development essence, the generalization of existing approaches allows to form a definition taking into account both process and result standpoints:

1) the enterprise's innovative development represents a development process through innovative potential forming and use, aimed at qualitative changes of the enterprise condition;

2) the enterprise's innovative development represents positive qualitative changes of the enterprise condition due to the innovative activity properly as well as to the development and effective use of innovative potential [3].

Evidently, the enterprise's innovative development is based onto its innovative potential, its development and use in innovation running.

Departing from the balance sheet principles, the following three key components of the enterprise's innovation development can be evolved: financial, material and intellectual, related in a cyclic interlinking. The same components are projected onto the enterprise's innovative capacity or innovative development potential.

In such a context, the financial security represents a prerequisite, and its level embodies a reflection of the enterprise's innovative development financial potential. Accordingly, the intellectual component of innovation development is mirrored in the intellectual security level (this phenomenon requires further specific studies) and the economic security does combine all three components.

The relationship between the enterprises economic security and innovative development has a dual nature while both phenomena serve in enterprise's goals and those goals' achievement tools. Economic security, on the one hand, is a prerequisite given some reflection of development potential, thus its ensuring processes are aimed at maintaining the development processes. On the other hand, the enterprises development should focus, in particular, the formation and functioning of its economic security ensuring systems. Under the current economic conditions on the background of the latest threats and risks due, among other factors, to some

manifestations of scientific and technological progress, preserving the economic security requires a high degree of innovations input into the enterprise's development. However, the innovative development processes, amending the entity's internal environment, and cause the environment's adequate response, do involve additional risks, disequilibrium of economic security condition. Therefore, the enterprise's innovative development can include not only a means of ensuring its economic security, but also an internal threat to stable condition. So, the enterprises business management methodology should expediently separate the enterprise's innovative development economic security as an individual research subject and management object, which combines a prerequisite (potential) of innovative development with that process results.

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ТЕНДЕНЦІЇ В ГАЛУЗІ РОЗВИТКУ ТРАНСПОРТНОЇ СИСТЕМИ УКРАЇНИ

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Питання функціонування транспортної системи України аналізуються у працях таких науковців як: Кулаев Ю.Ф., Котлубай М.І., Котлубай О.М., Морозова І.В., М.Т. Примачов, Е.М. Сыч, Ю.М. Цветов, В.Г. Чекаловец та інших але потребують постійного аналізу та досліджень. Стратегія розвитку транспортного комплексу Євросоюзу передбачає: виключити використання в містах машин з бензиновим двигуном; довести до 40% частину низьковуглецевого палива в авіації; знизити до 40% вихлопи парникових газів на морському транспорті; перевести половину автомобільних і пасажирських перевезень на залізничний і водний транспорт. Ця програма на 60% зменшить