

# METHODICAL APPROACHES TO MODELING AND STRATEGIC MANAGEMENT OF FINANCIAL AND ECONOMIC SAFETY ON ENTERPRISE

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The formation of a reliable system of financial and economic security of the enterprise ensures its stable functioning and creates conditions for the growth of its economic potential. Taking into account the multidimensional and dynamic nature of the security management process, the issues of using economic and mathematical methods for estimating and predicting its level, as well as modeling, are especially relevant. It is important to determine the basic principles of ensuring the system of economic security of the enterprise, their specification, definition, as well as elaboration of the process of ensuring the system of economic security of the enterprise in the context of strategic management, with the identification of its main stages.

The purpose of the article is to determine the process of ensuring the system of economic security of an enterprise in the context of strategic management and to improve the methodological basis for assessing the state of financial and economic security of enterprises taking into account sector specificity in order to ensure the adoption of effective managerial decisions.

An analysis of the position of the enterprise in the competitive struggle allows for the evaluation and determination of the results that can be achieved by changing the competitive strategy of the enterprise. The strategic plan is based on extensive research and actual data. In order to compete effectively in today's business world, the company must constantly engage in gathering a huge amount of information on the industry, market, competition and other factors. The strategic plan adds to the firm's certainty, individuality and confidence in the future.

The formation of the system of indicators consists in filtering the previous list of indicators of financial security and allocating the most significant indicators for assessing the level of economic security of an enterprise using expert methods and methods of factor analysis.

The simulation of the process of forming the operating conditions of an enterprise enables the allocation of modes of a stable, fragile and crisis state, for which differentiated strategies of localization of threats can be used. The identification of the mode

of operation is based on the scaling of the integral index of economic security. The applied value of modeling and forecasting the level of economic security of an enterprise is to explain the trends of enterprise development.

So, many scholars emphasize the importance of taking into account industry specifics, stages of the life cycle of enterprises and strategies for their development, establishing certain criteria as a basis for determining the level of their financial and economic security. However, most often, these values correspond to well-known norms, and in conditions of high volatility, the conditions of operation of transport industry enterprises in Ukraine can not be the same for all subjects of financial relations, and, consequently, used as a benchmark for comparison.

To simulate the system of financial and economic security, enterprises use optimization methods, which consist in choosing the best solution option from many possible (admissible) ones. The appropriateness of each decision is determined by the possibility of implementing the appropriate measures and their consequences, taking into account the available resources. At the core of the development of a comprehensive system for securing the financial and economic security of an enterprise, as the main component of economic security, there should

be a defined concept that takes into account the following approaches: – each enterprise is a system that includes different, interconnected components.

To ensure an adequate degree of protection from possible negative influences, it is necessary to develop and implement measures that would be of a complex nature:

- the system of financial and economic security can not be the same at different enterprises, as it depends on the nature of the activity, the potential of the enterprise, etc.;

- the system of financial and economic security of an individual enterprise should be relatively independent and isolated from similar security systems of other economic entities;

- the system of financial and economic security of an enterprise should be complex, since the creation of conditions for economic security is closely linked with the provision of scientific, technical, personnel, information, legal, physical security, etc.

Thus, one of the directions of the decision of the problem of safety management of the enterprise is the modeling of the mechanisms of management of the system of financial and economic security, aimed at protecting against external and internal threats of priority financial and economic interests related to the implementation of the adopted strategy and achievement of the target competitive positions.