

MODERN CHALLENGES AND TRENDS OF ECONOMIC SECURITY OF TELECOMMUNICATIONS COMPANIES

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Security as a category that determines the state of stay of any object in reality has a few aspects. A presence of a multifaceted approach to the consideration of the category "security" is caused, first of all, by origin of this object (source of origin), nature of subject, kind and type of its activity.

It is necessary to clarify the essence and meaning of categories "problem" and "difficulties". A problem is the category that appears within the process of human activities, i.e. has purely a subjective nature. Difficulties are logical consequences of the problem. Both problem and difficulties are "challenge". The problem needs systemic changes, difficulties – a concentration of resources of the existing system. If the challenge (problem or difficulties) will be classified wrong, a response as well as its realization's results will be inadequate. For economic security of a telecommunications provider, where all operations on business management at the technological level take place in the flickers of a second, it is a clear and present threat.

An important task in the context of this article is: concretization and systematization of challenges (threats) and changes, which they logically entail in the field of economic security taking into account features of operation of the telecommunications provider; characteristics and assessment of acting models of counteraction to threats to economic security.

Threaten challenges includes such as: system reforming; technical advance; increase in volume of information; tech-

nological challenges; appearance of new needs; restrictions of market for the goods and services; natural and technogenic catastrophes etc.

Each challenge leads to corresponding changes: there appear new forms of communication; form new communication systems and technologies; update diagnostics and prevention techniques; start search for new technological solutions; forms a new viable model of cooperation arrangements.

Approaches to the creation of a renewed model of efficient cooperation in society can be different.

The first variant lies in the dynamic response to threats in order to take them away, whereas the company does not discontinue its operation: manufactures its production and overcomes threats at the same time. It is costly. The second variant is the transition to a reserve system (segment) in case of a threat. Reserve segment was not used until the appearance of threats and thus is unexpected and unstudied for threats. As an example it is possible to consider a hacker attack on Kyivstar, a large scale mobile operator in Ukraine, which during the cyberattack switched over to the reserve segment

Conclusions: the most unsecure period for economic security is the system reforming; reserve segment presence – security assurances; requires a constant attention of regulation of communication enterprises' cooperation with the infrastructure at the legislative level; needs a solution at the technological and personnel levels of cyberattack protection.