

## **DESTRUCTIVE FACTORS OF INFLUENCE ON ENTERPRISE'S FINANCIAL AND ECONOMIC SECURITY**

**Alnadhzar A.<sup>1</sup>**

*<sup>1</sup>National Aviation University*

*Supervisor – Polous O.V., PhD in Economics, Associate Professor*

Economic theory knows a number of definitions of "threat", "crisis" and "factor", which are closely related when it comes to the question of ensuring the financial and economic security of the subject of economic activity. Threat in a broad sense is understood to mean a strong negative impact that arises from the danger, which is many times exacerbated by internal and external destructive factors. Thus, the question of consideration of possible destructive factors which can influence enterprise's financial and economic security is actualized.

Factor (from the Latin "factor" - one that does) - is the cause, the driving force of any process, the phenomenon that determines its nature or individual features [1]. In the context of this study, the factor is the reason that exacerbates the danger, turning it into a threat to enterprise's financial and economic security in a market economy. This definition, in our opinion, most fully reflects the essence of this concept in relation to the security characteristics of any enterprise.

Modern economic entities are under the influence of a whole set of destructive factors. Economic and financial operations of modern enterprises are extremely diverse, and each of them has its own characteristics, which may be associated with a number of threats. This variety of operations is complemented by the diversity of customers and dynamic market conditions. All the above conditions complicate the development of criteria for assessing the impact of destructive factors on the enterprise's financial and economic security [2, 3].

It should be noted that it is almost impossible to take into account all the destructive factors, so the assessment of their impact is based on certain assumptions and thus a fairly approximate result is obtained, which may change in the near future. However, this fact does not mean that the importance of developing an appropriate assessment can be diminished. Assessment of the impact of destructive factors on the financial and economic security of the enterprise, in our opinion, should be considered separately for internal and external factors.

First of all, it should be noted that internal and external destructive factors are factors of different levels of influence. External destructive factors affect all enterprises that operate within a particular state (if the macro level is considered) and are large-scale [4]. Internal destructive factors affect a particular enterprise and are less large-scale, but no less important in the formation of a strategy for financial and economic security of the enterprise [5].

It should be noted that under the influence of destructive factors on the enterprise feedback is formed. The degree of influence of this connection on the activities of the enterprise may be different. Thus, a particular company may have the opposite effect,

i.e. to influence the external destructive factors to a very small extent or not to influence at all. In the case of internal destructive factors, the situation is somewhat more stable - the company can influence them to a greater extent. The following conditions must be considered when assessing the impact of destructive factors:

- 1) destructive factors may not affect all at once, only some of them may appear or one at all;
- 2) the effect of some destructive factors may increase and others decrease in one period of time;
- 3) destructive factors are interconnected within one level of their influence (external and internal).

Thus, it can be said that the relationship between internal and external destructive factors should not be refuted, however, a direct link should not be established between external destructive factors, such as the underdeveloped financial market in the country, and internal, such as staff skills of the specific enterprise. It is necessary to consider not only the quantitative expression of the studied factors, but also their content load, which follows from the tasks of their evaluation.

Thus, the consideration of destructive factors affecting the financial and economic security of the enterprise gives an idea of possible risks and problems that may affect its further development and level of competitiveness. As a result, on the basis of review of the main sources on this topic the following conclusions were formed:

- assessment of the impact of destructive factors involves successive stages that allow to determine the methodological basis for the development of measures to reduce their impact;

- assessment of the impact of factors allows not only to identify the main destructive factors that increase the risks in the economic activity of the entity, but also to determine the degree of their impact;

- assessment of factors allows to determine the stages of financial and economic security of the enterprise by establishing acceptable levels of influence of destructive factors;

- analysis of the results of the assessment of the impact of destructive factors helps in the development of measures to reduce this impact and, accordingly, helps to eliminate threats to the financial and economic security of enterprises.

**References:**

1. Єрмишин П.Г. Основи економічної теорії. К.: Вища школа, 2002. 450 с
2. Касич А.О., Хімич І.Г. Методичні підходи щодо оцінки ефективності діяльності підприємства. Бізнес Інформ. 2012. № 12. С. 176-179.
3. Соколова Л.В., Верясова Г.М., Соколов О.Є. Ретроспективний аналіз фінансових результатів функціонування суб'єктів господарювання України. Інфраструктура ринку. 2019. Випуск 31. С. 376-385.
4. Акімова Л.М. Сутнісна характеристика основних загроз в економічній безпеці держави. Державне управління: удосконалення та розвиток. 2016. № 10. URL: [www.dy.nauka.com.ua/?op=1&z=1247](http://www.dy.nauka.com.ua/?op=1&z=1247) (дата звернення: 20.03.2021).
5. Пашнюк Л. Загрози економічній безпеці підприємства та засоби їх нейтралізації. Вісник Київського національного університету імені Тараса Шевченка. Економіка. 2013. № 10 (151). С. 93-97.