

Dmytro Zatonatskiy
PhD student,
The National Institute for Strategic Studies, Kyiv,
Ukraine
dzatonat@gmail.com

INVESTMENT IN PERSONNEL AS A FACTOR IN STRENGTHENING THE ECONOMIC SECURITY OF THE STATE ENTERPRISE IN THE CONDITIONS OF GLOBAL CHALLENGES

One of the challenges of the modern global world is the expansion of the hybrid war with its multidimensional manifestation, which implies the necessity of strengthening national security of the countries [1]. The informative and cybernetic components of the hybrid war serve as the source of the most significant threats to the country's economic security. Another global challenge is the extensive turnovers of a behavioral economy with a dominant psychological peculiarities of human perception when decisions are made to predict the possible consequences of actions from the perspective of benefitting or harming depending on the chosen benchmark of behavior [2].

With such modern imperatives, the issues of the staff component of the economic security of state enterprises are updated as strategic actors of actions, the demand is growing for introducing a number of organizational and economic measures that would protect the enterprise from the risks of loss of official and professional secrets, damage caused due to lack of competence and staff motivation. The organizational aspect of strengthening the economic security of a state enterprise must be the service of economic security, which features a unit of personnel management that timely allows to diagnose threats that arise in the professional and behavioral competences of employees.

There is the importance of developing rapid response plans and restoring the management system of anti-crisis actions in case of emergency with the use of perfect management technologies for personnel management which is increasing among the authorities of the management of state enterprises. We must recognize a prerequisite for risk prevention of the monitoring of global and regional trends in the field of informative and technological disasters (cyber attacks, spread of computer viruses, etc.), tracking the factors that can lead to emergencies with threats to the economic security of the enterprise. The results of international research show: losses that can be caused in fact by personnel of the enterprise can reach about 9% of turnover of the enterprise [3]. This can be connected with such actions as the unintentional transmission of information through communication in social networks, the disclosure of professional and official secrets in order to obtain financial compensation, unprofessional actions that led to significant losses, etc.

Development of professional and behavioral competencies of employees of the enterprise on the basis of investing in training in the field of personnel security, accumulation of human capital through professional development and retraining of employees with significant work experience for other activities in the enterprise (in order to maintain loyalty to the staff of the company), investment in acquisition of methods and equipment for psychological testing, in implementation of information systems with distributed data bases and with monitoring using working hours for employees, additional expenses for remuneration for work in order to increase the level of motivation to work at the enterprise – all these will contribute to reducing the risks and threats in the field of personnel security, which is an integral part of the economic security of the enterprise.

References

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