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## **CONCEPTUAL APPROACHES TO THE PERSONNEL SECURITY MANAGEMENT UNDER THE NEW ECONOMY**

The new economy has experienced dynamic development globally, it is known to create new opportunities for development and horizons of promising prospects, but also to facilitate a new scale of existing threats and fundamentally new risks of multi-vector hazards. The development of high technologies and information systems, the turbulent trajectories of a changing market economy, and the deployment of a behavioral economy create the preconditions for numerous threats to the successful activity of enterprises. "New economy" is a somewhat isolated component of the economy, elements of which in all their diversity and their integrity are characterized by a high propensity for variability, renewal, polarity, transformation into their new versions, intensive inclusion of components that begin to meet the criteria of new economy, that no longer meet these criteria.

The lack of comprehensive scientific approaches to the quantitative features of the level of personnel security, the importance of diagnostics of the personnel situation by sources of potential risks and threats during the formation of a new economy is an evidence of the need to monitor personnel security. Indicators of the state of personnel safety according to the blocks "perfection of the organizational and legal environment", "degree of satisfaction with work", "psychological stability of employees", "technical level of communication" with appropriate indicators of diagnostics will allow to carry out a comprehensive study of risks and threats to the personnel security by the different sources of its origin.

The author shares the view of those scientists who consider the personnel security of the enterprise as a subsystem of its economic security, the functioning of which serves the purposes of counteracting threats to the internal and external environment, aimed at achieving a dynamic equilibrium and interpreted from the point of view of the process of preventing negative effects of the economic risks threats to staff, their intellectual

potential and social and labor relations in general. According to the author, the personnel safety of the enterprise is a multidimensional process of personnel management at all its stages (search, selection, assessment of competence and identification of psycho-emotional qualities, motivation and formation of loyalty to the enterprise, etc.), which allows timely forecasting and identification of possible risks and threats by the staff, to ensure the economic security of the enterprise by creating a clear monitoring system for personnel processes and situations, which will allow to counter threats to the internal and external environment.

Modern activities of enterprises in Ukraine indicate that ensuring economic security at domestic enterprises is gradually turning from a purely theoretical to a practical problem. Now owners and management of domestic enterprises are no longer discussing the feasibility of ensuring economic security, but how to ensure it - without large-scale structural adjustments that can significantly affect the activity of the enterprise, and significant investments that domestic enterprises simply do not have.

The study found that the definition of "personnel security" in today's scientific environment is interpreted mainly in terms of staffing in the context of risks and threats that cause damage to the enterprise. The author's vision of the theoretical construction of the concept of "personnel security of the enterprise" is based on its complement as an economic security subsystem, aimed at achieving dynamic equilibrium and counteracting threats to the internal and external environment, preventing risks and threats related to staff, its intellectual potential and social potential - labor relations in general. According to the author's concept the personnel security of the enterprise is a multidimensional process of effective personnel management at the stages of formation, use and development of human resource.

It is determined that the monitoring of personnel security should be carried out on the basis of several groups of indicators. Indicators of the state of personnel safety according to the blocks "perfection of the organizational and legal environment", "degree of satisfaction with work", "psychological stability of employees", "technical level of communication" with appropriate indicators of diagnostics will allow to carry out a comprehensive study of risks and threats to security from different sources.

It is proved that the use of modern approaches and models of diagnostics of risks of personnel threat on the basis of behavior analysis, which is caused by psychological characteristics of the person and his place and perception in society, allows to identify employees who potentially present a threat to the personnel security of the enterprise. This can prevent losses caused by a breach of economic security due to leakage of confidential information and adjust employee behavior before the negative factor becomes critical.

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