

ECONOMIC MECHANISMS OF MANAGEMENT AN ENRRERPRISE

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IMPROVING THE MECHANISM OF STRATEGIC CHANGE IN THE CONTEXT OF EFFECTIVE DEVELOPMENT OF COMPANY

Objective. *The purpose of the article is to develop methodological foundations of proactive mechanism for managing the strategic changes in the company to provide its effective development in terms of the high dynamism in business environment.*

Procedure. *In course of research the following methods were used: methods of theoretical generalization and comparison, analysis and synthesis (for a definition of «mechanism of the strategic changes in the company»), methods of expertise and methods of fuzzy set theory (for definition of integrated indicators of readiness of the enterprise to strategic changes at each stage of transformation management).*

Results. *According to effectuated research, the scientific and methodical approach to define the complex mechanism of the strategic changes in the company. was suggested. Algorhythm of the complete readiness of enterprises to strategic change as an important component of the mechanism of proactive change management was developed. According to the proposed algorithm the level of readiness to change for enterprise LTD «DIBK» is evaluated at each stage of change management; grounded and structured changes for this company was suggested to ensure effective development.*

Academic novelty. *There was improved [conceptual](#) and category [framework](#) as for determination of complex mechanism of proactive change management in the enterprise, which in contrast to existing one, separates the conceptual mechanism of its subsequent cascading into target mechanisms. There was suggested the algorithm of the complete readiness of enterprises to strategic change as an important component of the mechanism of proactive change management, which in contrast to existing one, taking into account the economic and financial, organizational competence and readiness to change components and using fuzzy set theory allows to make an assessment of readiness.*

Practical importance. *The obtained results are aimed at the improvement of formation mechanism of proactive management of strategic change in terms of the complete readiness of enterprise transformation and structure changes that are necessary for the company to further effective development.*

Key words: *the mechanism of change management, total readiness to strategic change, management of strategic change.*

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THEORETICAL ASPECTS OF THE CONCEPT BUSINESS MODEL OF ENTERPRISES

Purpose. *The aim is to study the theoretical aspects of the concept of the business model of the enterprise, and systematic research scientists' view on the interpretation of the essence of the term «business model».*

Methods. *The study used the method of analysis, synthesis and generalization.*

Results. *Based on this analysis, the main stages of the evolution of the concept of the business model of the enterprise, systematized the main approaches to the interpretation of the essence of this category and the author's definition proposed definition of «business model».*

Scientific novelty. *Developed further determine the nature of the business model – as a basis for competitive advantages, which describes the process of generating a profit, features a method of business organization, focuses on the internal business processes of the company and its structure reveals knowledge about the elements of business, shows the logic of value creation in business system and conditions to ensure its quality and opens up new business opportunities, which, in contrast to the existing approaches based on a comprehensive approach to understanding the essence of this category.*

Practical relevance. *Understanding of the term «business model» and the definition of its key aspects is the theoretical basis for determining the targets of the company to improve its efficiency in the transformation of economic conditions. Tags: business model, concept, evolution, nature, approaches.*

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ANALYSIS OF OUTSOURCING INFORMATION SECURITY

Objective. *The aim of the article is the outsourcing analysis of information technologies related to a commercial enterprise information security.*

Methods. *In the course of study the following is used: methods of theoretical generalizing and comparison as well as analysis and synthesis (for the content elaboration in the notion of information security outsourcing).*

Results. *Based on the study conducted the notion is established on the outsourcing of information security of a commercial enterprise, head components are formulated in functioning of information protection systems, in particular, DLP (Data Loss Prevention) system. Besides, the basic advantages and problems of outsourcing are determined, and selection criteria are established on an outsourcer company that would be responsible for complex measures taking in order to provide information security.*

Academic novelty. The conceptual system of the outsourcing of a commercial enterprise information security is specified, the scientific methodical approach to selection criteria on an outsourcer company related to protection of commercial information is improved together with prevention of problems arising due to unauthorized data leakage in order to contribute in strengthening of information security of a commercial enterprise.

Practical importance. The findings obtained shall be utilized for optimization of commercial information protection system as well as improvement of a commercial enterprise's information security. The infrastructure of distribution networks information systems has its specific features like large scale and great territorial separation that may lead to the loss of important data. Thus, for information security provision the necessity is substantiated in attracting outside experts of an outsourcing company.

Key words: information security, outsourcing, systems of information protection, DLP systems.

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COMPLIANCE-POLICY AS A COMPONENT OF THE COMPANY'S CORPORATIVE STRUCTURE

Object. The object of the article is in development of conceptual framework for implementation of the compliance-policy as a component of the company's corporate structure.

Methods. In the process of investigations the following was used: lexico-semantic and logical analysis, comparison (for clarification of prerequisites for origination and cognitive loading of the term «compliance»); grouping, graphical method (for detachment of functional vectors of general requirements to the compliance policy).

Results. The problem aspects on implementation and realization of the compliance-policy in practice of domestic and foreign corporations were distinguished, the functional vectors of the compliance-policy were detailed.

Scientific novelty. There were proposed and detailed the general functional vectors of the compliance-policy ensuring unification of approaches to implementation and realization of the compliance-policy.

Practical importance. The obtained results are aimed at optimization of quality corporate culture formation and realization process.

Key words: compliance, corporate policy, risk, compliance department, compliance policy.

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SYSTEM-SYNERGETIC VIEW OF THE ECONOMIC SECURITY

MANAGEMENT AT ENTERPRISE

Objective. *The objective of the article is to ground the conceptual approach to economic security management from a perspective of system approach and synergism.*

Methods. *In the course of research were used: monographic method – while studying literary sources; analysis method – while studying particularities of micro-level social-economic systems; synthesis method – while studying the system characteristics of such categories as «economic security management» and «economic security of the enterprise»; abstraction method – while development of conceptual regulations of economic security management at the micro-level.*

Results. *According to the results of done research the scientific-technical approach is proposed, which allows to define the base characteristics of economic security management at enterprise at system-synergetic principles. The studying of the system particularities of economic security reflected opportunities of the further development of security theory on the basis of the modern synergetic paradigm.*

Academic novelty. *The further scientific-technical approach to economic security management at enterprise was developed which, unlike the existing ones, takes into consideration the system characteristics of such categories as «economic security management» and proximately «economic security» at the social-economic micro-levels.*

Practical importance. *The obtained results are aimed at the improving of economic security management at enterprise, taking into consideration the system characteristics of this process at the micro-level.*

Key words: *economic security, economic security management, synergetic, system approach.*