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ECONOMIC SECURITY IN ENTREPRENEURSHIP ACTIVITY

Abstract. In the authors' opinion, entrepreneurial activity, in its essence, is very versatile and involves the solution of organizational issues, legal and economic problems, technical aspects, personnel, etc. Particularly difficult is the management of such activities, when the firm is a large, diversified manufacturing enterprise that has the broadest business connections and a significant number of counterparties: suppliers, creditors, borrowers, customers. In any case, each firm is a system that includes the basic elements and relationships between them. Economic security is one of the main elements of national security, and economic interests are an integral part of national interests. The economy of Kazakhstan grew rapidly before the period under review. This was facilitated by rising oil prices, fiscal and tax incentives and the growth of consumer lending, which supported the demand of the population.

Keywords: politics, security, economy, sovereignty, principles, system, security.

Introduction. A system is a collection of objects, the interaction of which determines the presence of integrative qualities, not inherent in its parts, components. Just by the lines of internal and external links of the system (firm), threats to its economic security can be realized. To ensure the maximum degree of protection against these threats, certain activities are required, which should also be systemic.

The subject of the economic security system is the stable economic state of the entity.

Entrepreneurial activities in the current and prospective period. It is from the object of protection that the basic characteristics of the system for ensuring economic security largely depend. Since the object of protection is complex, multidimensional, the effective provision of economic security must be based on an integrated approach to managing this process.

In the United States, economic security is the ability to protect or strengthen the US economic interests in relation to events, processes or actions that could threaten these interests, and discourage them. The basic condition for ensuring Japan's economic security is the preservation of global political and economic stability, the full maintenance of free trade, and the maintenance of friendly relations.

Methods of research. The study of this topic was based on modern materials of domestic and foreign sources recognized by worldwide scientists in the field of economic security. The main methods of research are a method of deduction and induction, as well as a comprehensive approach and a method of scientific abstraction.

The discussion of the results. The complex approach assumes the account in management of the object of all its basic aspects, and all elements of the controlled system are considered only in the aggregate, integrity, unity. Thus, it is necessary to create an integrated system for ensuring the economic security of entrepreneurial activities.

An integrated system for ensuring the economic security of entrepreneurship is a set of interrelated measures of an organizational and legal nature carried out to protect business activities from real or potential actions of individuals or legal entities that can lead to significant economic losses.

At the heart of the development of an integrated system for ensuring the economic security of entrepreneurship must be a certain concept. The concept includes the goal of an integrated security management system, its objectives, principles of operation, object and subject, strategy and tactics.

The purpose of this system is to minimize external and internal threats to the economic state of the business entity, including its financial, material, information, human resources, based on the developed and implemented set of measures of economic, legal and organizational nature. It should be borne in mind

that the primary importance in ensuring economic security of business belongs to the primary - economic, legal and organizational measures that provide the foundation, the basis of the security system, in contrast to the secondary - technical, physical,

In the process of achieving this goal, specific tasks combining all areas of security are being addressed.

Tasks solved by the security system:

- forecasting of possible threats to economic security;
- organization of activities to prevent possible threats (preventive measures);
- identifying, analyzing and assessing the real threats to economic security that have arisen;
- decision-making and organization of activities to respond to emerging threats;
- constant improvement of the system of ensuring economic security of entrepreneurship.

The organization and functioning of an integrated system for ensuring the economic security of entrepreneurial activities for maximum efficiency should be based on a number of the following principles.

1. The principle of legality. All activities of the company, including its security services, must, of course, be legal, otherwise the security system can be destroyed through the fault of the business entity itself. As negative consequences, there may be various kinds of sanctions by law enforcement agencies, recruiting as a defendant in court, blackmail from criminal structures.

2. The principle of economic feasibility. Only those objects whose defense costs are less than the losses from the implementation of threats to these objects should be protected. The financial capabilities of the company in organizing the economic security system should also be taken into account here.

3. Combination of preventive and reactive measures. Preventive measures are precautionary measures that prevent the occurrence or realization of threats to economic security. Reactive - measures that are taken in case of actual occurrence of threats or the need to minimize their negative consequences.

4. The principle of continuity - assumes that the functioning of an integrated system for ensuring the economic security of entrepreneurship must be carried out continuously.

5. The principle of differentiation. The choice of measures to overcome the emerging threats takes place depending on the nature of the threat and the severity of the consequences of its implementation.

6. To achieve these objectives, it is necessary to constantly coordinate the activities of various units of the security service, the firm itself and a combination of organizational, economic, legal and other means of protection.

7. Full control over the system of economic security provision to the management of the business entity. This is necessary firstly, so that the security system does not become a closed formation focused on solving narrow problems, without taking into account the interests of the firm as a whole, and secondly, to assess the effectiveness of the system and its possible improvement.

The strategy is a long-term approach to achieving the goal. The general strategy of economic security is expressed through a general concept of an integrated system for ensuring the economic security of business. In addition to the general strategy, special strategies are also highlighted (for example, depending on the stage of entrepreneurial activity). Finally, functional safety strategies can be applied:

1. The strategy of economic security includes, first of all, the system of preventive measures, implemented through regular, continuous, operation of all units of the business entity to verify counterparties, analysis of prospective transactions, examination of documents, compliance with confidential information rules, etc. The security service in this case acts as a controller.

2. The strategy of reactive measures, applied in the event of the occurrence or actual implementation of any threats to the economic security of entrepreneurship. This strategy, based on applying a situational approach and taking into account all external and internal factors, is implemented by the security service through a system of measures specific to the given situation.

Conclusions. Medium-sized enterprises, as a rule, use a combined security system. On the one hand, if necessary, they receive services from outside organizations, on the other hand, they actively rely on the capabilities of their own services and units, for example, legal and financial departments, marketing, security, personnel, economic analysis, records management, etc. Sometimes, in order to increase the effectiveness of these services and units for the protection of economic interests in such enterprises, a coordinating body is created or a manager responsible for the economic security of the enterprise is appointed. For a large enterprise, it is advisable to create your own security service. As a rule, all security activities are coordinated by one of the company's managers.

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ЭКОНОМИКАЛЫҚ ҚАУІПСІЗДІК КӘСІПКЕРЛІК ҚЫЗМЕТТЕ

Аннотация. Авторлардың пікірі бойынша, кәсіпкерлік қызметі, мәні бойынша, өте жан-жақты және ұйымдастырушылық мәселелерді, құқықтық және экономикалық мәселелерді, техникалық аспектілерді, қызметкерлерді және т.б. шешуді қамтиды. Фирма кең ауқымды іскерлік байланыстары бар және контрагенттердің айтарлықтай саны бар ірі өндіруші кәсіпорын болған кезде мұндай қызметті басқару қиынға соғады: жеткізушілер, кредиторлар, қарыз алушылар, клиенттер. Кез келген жағдайда, әр фирма – олардың арасындағы негізгі элементтер мен қатынастарды қамтитын жүйе. Экономикалық қауіпсіздік-ұлттық қауіпсіздіктің негізгі элементтерінің бірі және экономикалық мүдделер ұлттық мүдделердің ажырамас бөлігі болып табылады. Қарастырылып отырған кезеңге дейін Қазақстан экономикасы қарқынды түрде өсті. Бұған мұнай бағасының өсуі, салықтық және салықтық ынталандыру және халықтың сұранысын қанағаттандыратын тұтынушылық несиелердің өсуі ықпал етті.

Түйін сөздер: саясат, қауіпсіздік, экономика, егемендік, принциптер, жүйе, қауіпсіздік.

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ЭКОНОМИЧЕСКАЯ БЕЗОПАСНОСТЬ В ПРЕДПРИНИМАТЕЛЬСКОЙ ДЕЯТЕЛЬНОСТИ

Аннотация. По мнению авторов, предпринимательская деятельность, по своей сути, является весьма разносторонней и связана с решением организационных вопросов, правовыми и экономическими проблемами, техническими аспектами, кадровыми и т.д. Особенно усложняется управление такой деятельностью, когда фирма является крупным, диверсифицированным производственным предприятием, которое имеет широчайшие деловые связи и значительное количество контрагентов: поставщиков, кредиторов, заемщиков, клиентов. В любом случае каждая фирма представляет собой систему, включающую основные элементы и связи между ними. Экономическая безопасность является одним из основных элементов национальной безопасности, и экономические интересы являются составной частью национальных интересов. Экономика Казахстана до анализируемого периода росла быстрыми темпами. Этому способствовали рост цен на нефть, фискальные и налоговые стимулы и рост потребительского кредитования, которое поддерживало спрос населения.

Ключевые слова: политика, безопасность, экономика, суверенитет, принципы, система, защищенность.

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