

Identifying Threats to the Economic Security of the Food Industry Enterprises

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Abstract

The research analyzes the threats to enterprises through the development of an integrated system of economic security. A classification of threats to the economic security of the enterprises is given. The generalized formalized procedure for threat analysis, their sources and the behavior of the subjects is given. Identifying threats to economic security held by the example of the food industry enterprises. the results of a threat analysis of the food industry has learned that during the financial and economic activity, the company meets the following threats of economic businesses security : investment, higher purchase prices for grain, financial instability, credit, depreciation of fixed assets, unfair practices of partners and competitors.

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1 Introduction

Currently, both in the literature and in business practice developed different understanding of the economic security of the enterprise. Thus, V. Mak-Mak claims that enterprise security is a set of structural elements such as: scientific theory of safety, politics and strategy of security, the means and methods of ensuring security, safety concept. V. Yarochkin defines security as "the organized set of special bodies, services, tools, methods, and measures to ensure the protection of the vital interests of individuals, businesses, state against internal and external threats." In these definitions of security there is no indication of the need for a comprehensive, systematic approach to the management of this area. This is necessary due to the fact that the object of protection is a complex socio-economic system. An integrated approach would record in the

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management of the main object of all its aspects and all the elements of the control system are considered only in the aggregate, integrity and unity. This conclusion is in full refers to the system of economic security of the enterprise. It is therefore proposed to introduce the concept of "integrated system of economic security enterprise," which includes a set of interrelated activities of organizational and economic and legal measures implemented in order to protect the enterprise from the actual or potential actions of individuals or legal entities, which can lead to economic losses.

In order to create a new approach to the economic security of the enterprise, firstly it is necessary to summarize and classify existing approaches to this issue.

Mostly all the literature and research on the economic security of enterprises can be classified on priority grounds for the themes and in terms of the emphasis placed in the sequence of the description to ensure economic security. In terms of research topics and literature can be divided into three groups.

The first group gives the priority to practical measure, which are often operational in nature. Authors usually have a background in law enforcement system.

The second group of security activities, including the economic, are detailed in some aspects, such as criminological, psychological, legal, informational, management. Related areas can also be considered: risk management, audit, accounting, control, management training, marketing, and others.

In the third group of literature the content deals with the methods associated with the use of mathematical tools, such as game theory, theory of probability, analysis, control systems, etc.

All three of these groups are the most relevant to the issue of economic security of the enterprise, but heterogeneous in nature. In general, the situation is quite natural. The fact that the range of threats to the economic security of the company is quite large, the threats of economic security have different origin and orientation. It is impossible to meet successfully these diverse threats with no single universal method or process. A comprehensive approach to the economic security of the enterprise is needed. This is noted in many studies. At the same time, the bias towards the use of any methods, techniques to ensure the economic security of the company, as a rule, results in a sense of safety in the presence of its virtual absence. The art lies precisely in the fact that, correctly identifying priorities, combining different techniques and leveraging the company's resources, ensure their economic security.

In most studies on security of the whole enterprise, authors submit the following logical research (presentation): the concept of security, security threats, threats protection, security system with an integrated approach, security management and other aspects. Sometimes the sequence is slightly different. By the way, which of the items in this order, you can also classify the literature and research in this field. Naturally, such a division is more than arbitrary and subjective.

Thus, we can again subdivide them into three groups.

The first group emphasizes the concept of security, all laws, definitions and classifications of all kinds of security threats and protection methods are given according to their description, practical methods of the security services. It contains a lot of statistics and analysis of literature examples from "the life." It may be useful in analyzing situations.

The second may include research and literature, which is devoted to the management of safety (security management), the description of the structures and functions of security, and integrated approaches and systems of security. It has practical utility, which gives guidance and development, which can be used.

The third group emphasizes one or more specific aspects of the work to ensure the economic security of the enterprise. Generally, these are worked-out and practically valuable parts of the researches and literature. The author, probably, in practice, is directly involved in these issues. This group can also assign works, which topic of security is not affected on, but that are directly related to security.

As we have already noted this division is quite arbitrary. In a number of clear-cut accents are missed, and all the above logical sequence is covered more or less homogeneous.

Generalization of the work of various authors leads to the following conclusions. In many works, the description of the process in time to ensure the economic security of the enterprise as a protection against the risk begins with identifying or predicting threats. In general, it should be noted that this procedure looks quite natural and logical. It is consistent with the definitions of security as a security threat. It is pretty convenient to think of the process in such way: to identify risk by building protection (United Nations, 2003).

But pay attention to the following considerations:

- Most of the threats in a general sense, not in the application to specifically taken company, a great majority of enterprises are already well known and well documented (Marinos, 2012):

- The primary concept of security can be considered, not a threat;

- Threats to the economic security of the company because of differences always exist, even opposite direction to the interests of business entities in all fields of financial and economic activities of enterprises;

- Ideologically the concept of building a system of economic security of the company is based on the selection of emerging threats.

In addition, what is the identification of the threat? With the "technological" point of view, a threat is a possible deviation of the real financial and economic activity of the enterprise, or the best "normal" financial and economic activities. Therefore, identifying the threat comes to forecasting, detection of possible deviations from the "normal" financial and economic activities, i.e. comparing actual financial and economic activities with "normal." This can be done only with independent, a full and accurate representation of the "normal" financial and economic activities of the enterprise.

Based on the above, the conclusion about the possibility of changing the approach to ensure the economic security of the enterprise is needed. In other words, it seems appropriately consider not the threat to economic security, but the operation of enterprise security management system. Thus, we consistently assume:

- The concept of security is primary in relation to the threat, and security - a state, a property, which belongs to the company and not to the threat;

- The company must be established with due regard for the requirements of security, individual security arrangements laid down starting with the preparation of statutory documents and up to the current financial and economic activities of the company (if the company has already been created, it made all the necessary changes);

- At the same time now, a system of security that implements a comprehensive approach, all financial and economic activities of the company are treated as a single set of measures to ensure the economic security of the enterprise;

- Most threats known in advance, methods of protection against them in advance laid in financial and economic activities of the enterprise and security system, security system predicts and identifies the most dangerous threats and mechanisms for their implementation, neutralizing their preventive measures, mainly;

- Taking into account the specifics of the company and the state of the environment develop and refine some of the individual aspects.

In summary, we present the results of a comparison of these approaches in Table 1. It should be noted that, in general, most of the authors in their works somehow combined using the elements of the first and second approaches. The authors of the second approach are logically more correct and practically more effective. Note that in its development enterprise security managers can have impact on the enterprise, increasing reliability. In light of the above definitions for the management and ensure the economic security of the enterprise it is an important and versatile theoretical question.

Table 1: Comparison of two approaches to safety

Parameters	The first approach	The second approach
Primary concept Понятие	Threat	Safety
The essence of the concept of "security"	Protection from the threats	Ability to function normally
The nature of the "threat"	Damage, danger, conflict	The appearance or increase the probability of failing to achieve (by disrupting normal operation)
Tasks Security	Threat Protection	Ensuring the normal functioning
Object of attention, influence	Threat	All events of the financial and economic activities of the company
Attitude towards safety	Prerequisite	A sufficient condition
Safety criterion	Enterprise security element	The goal now

At the core of the development of an integrated system of economic security of the enterprise should be based on a certain concept, which includes the goal of an integrated system of economic security, its objectives, principles, object and subject, strategy and tactics. The purpose of the system are as follows: to minimize external and internal threats to the economic state of the company, including its financial, material, information and human resources on the basis of the developed and implemented set of measures of economic, legal and organizational problems. To achieve this goal is to accomplish specific tasks, combining all types of security. The tasks solved by the system of economic security would normally include:

- Prediction of the possible threats to economic security;
- Organization of activities to prevent possible threats (preventive measures);
- Identification, analysis and assessment of a real threat of economic security;
- The decisions and activities of the organization to respond to emerging threats (nesadurai, 2005).
- Assessment and risk analysis of investment projects;
- Continuous improvement of the economic security of the enterprise.

The organization and operation of an integrated system of economic security enterprise in order to maximize the effectiveness should be based on certain principles. This was written by many authors, including V. Mac-Mac, who identifies the following principles of enterprise security: priority of preventive measures; legality, integrated capabilities, coordination and cooperation within and outside the company, the combination of

transparency with secrecy, competence, economic feasibility of the planned activities of the foundation, consistency. These principles can be expanded. Firstly, the principle of continuity, which suggests that the operation of an integrated system of economic security of the company should be ongoing. Secondly, the principle of compulsory differentiation of the events. It is understood that the choice of measures to address the emerging threats are depending on the nature of the threat and the severity of the consequences of its implementation. Thirdly, the principle of full accountability system to ensure the economic security of the company's management. It is also necessary to be sure that the system of economic security will not become a closed oriented formation to solve narrow problems without considering the interests of the whole enterprise, and to assess the effectiveness of the system and its possible improvement (Iosman, 2001).

2 Modern Economic Market

Modern economic market is a complex mechanism of interaction between different objects at different hierarchical levels. Assessment issues of economic security objects that are at different levels, suggest the construction of appropriate models and accounting effects and the interactions between different levels of government and industry organizations.

Currently there are following levels of economic security: international (global and regional), national, local (regional or sectoral) and private (business and personal).

International economic security is a set of conditions under which each state - a member of the international community is provided with assured protection of national interests, harmonious and social direction of the country in general, sufficient economic and defense potential.

At the country level to ensure security include military, social, political, economic, information, and other areas. Allocation of the economic sphere due to its impact on all spheres of life is supported by the state (Patric, 2003)

large-scale economic development of the country and its interaction with the world economic processes.

Based on this, there is a need to address development of the world economy in the justification of mathematical economic models of development. Therefore, along with the simulation of purely economic systems political modeling of socio-political and other situations should be carried out.

It should be noted that the provision of national economic security requires a fairly high level of development of productive forces, a high level of social cohesion in the long-term national goals for sustainable political system.

The economic security of the region means the totality of the current state, the conditions and factors that characterize the stability, sustainability and progressive economic development, some independence and integration into the economic system of the state. Economic situation of the region is characterized by a number of parameters, the main ones are (Menjívar & Salazar, 2013):

- The state of the production and the domestic market;
- The state of scientific and technical market;
- Saturation of the food market and price levels;
- The level of unemployment;
- Criminalization of the economy;

- Financial support of the region by the Federal government.

Economic security of the region involves the provision of such conditions in the regions and industries that can guarantee their successful economic development without administrative diktat by the government and large state formations. At the same time, local security involves close mutual cooperation between regions and industries, to improve the economic situation for each individual participant (klostors, 2014).

Mathematical apparatus can be applied to the evaluation of the economic security of the region only after a detailed analysis of each of the parameters under consideration, exploring the construction of different models of the respective blocks of an integrated circuit and analysis of states in the region and the possible sources of security breaches.

Economic security of the enterprises requires such legal standards, industrial and institutional relations, which will ensure the stability of the business, financial and commercial success, progressive scientific, technological and social development. The economic security of the enterprise depends on many factors and is determined by the state in which the most excluded causes of instability in the functioning of the company and retaining its development.

The main element of the security of the enterprise is its efficient, profitable operation, which is provided by many factors. Operation of the plant can be formalized in the form of various models and analyzed by different methods.

One kind of formalization of the enterprise is to present it as a "black box", for which you can specify a set of input actions and measurement of output parameters. In this case the study of the state is based on a factor analysis, methods of experimental design. Statistical forecasting methods can also be used.

The second area concerns the functional simulation, in which the operation of the plant is described by taking into account the functional relationships between the individual elements of the enterprise. In this case, it is possible to analyze in greater details the effect of various factors, apply algorithms to optimize conditions.

At the enterprise level the entire set of mathematical methods for the analysis of economic objects can be used. At the same time, and here it should be noted that the assessment of the economic security requires the use of no formalized methods of analysis and therefore it is difficult to obtain quantitative estimates of the security.

Separately, it must be said about the economic security of the individual. The economic security of the person involves the creation of conditions for harmonious development of man, providing an acceptable standard of living and ranked as one of the major components in the concept of individual rights. The economic security of the person is characterized by a state in which the terms are guaranteed to protect vital interests by a system of social development and social security (osberg ,2009)

The use of mathematical methods to assess the economic security of the individual is probably the most difficult, because it requires consideration of the whole possible range of individual behavior and other factors that affect its security. Important role is played by such factors as the environment, health, legal protection.

All these levels of economic security are closely linked and their ensuring requires an integrated consideration of different conditions. According to the above levels of economic security, you can select the objects, which are covered with this concept. Thus, the objects of economic security are: the country as a whole, its regions, companies, individuals or collectives.

In the field of economic security, we can find the fields of human activity, as the economy of the country or parts of it, the military-technical sphere, the sphere of the protection of

scientific, technological and intellectual potential, public security, including the region of the shadow economy, organized crime and corruption, the scope interaction between the economy and the nature of others.

Considering the issue of economic security the impact on it of various public institutions and factor must be taken into account. These structures include, for example, the financial and credit system of the country as a whole and its individual parts, tax and customs services, banks, stock exchanges, public oversight bodies and law enforcement agencies.

Threats to the economic security of the object are also factors that have a detrimental effect on it, causing a violation of a stable economic environment. The factors related to objects of economic security are both external and internal.

An example of this phenomenon can indicate the possibility of access to domestic and international information systems. In recent years, a great influence on the development of economy has begun to have a global information network. However, it is necessary to use them for international standards of safety from unauthorized access, especially in the financial operations of the commission trade. As the result of the research study conducted by "Romtek" and "Derlacher 'investment in the Internet can bring to 1,000% profit.

At the same time, a security system of information networks have to be created now. According to the representatives of the Zurich "I-E-M," security work required to forward the development of layered models, where the parts of the business documents will work at different levels of security with a fairly reliable information encryption.

In today's economic environment many different objects work (industrial enterprises, commercial, financial, and other structures) that interact within the adopted legislation. The origin and functioning of the market within which are the circuit resources, income and products, possibly in the presence of a number of conditions, the most important of them are:

- The social division of labor, which leads to the exchange of goods and services;
- Economic isolation of the producers, as a necessary condition for equivalent exchange;
- Freedom of entrepreneurship (spagnolo& munevar, 2008).

All economic actions in the relationship are integrated in the form of the economic mechanism of society. However, one can note a big role in it such part as an "enterprise", as market exchange is possible in the availability of the manufactured products and services. That is why the most attention in this research is devoted to the investigation of assessment and ensure the economic security of such facilities of a market economy, as well as industrial companies.

The economic security of the company is a state of the enterprise, which ensures the stability of its operation, the financial balance and regular profits, the ability to perform tasks and objectives, the capacity for further development and improvement.

The danger, in its turn, is the possible negative impact on the object (entity), in which it can be applied to any loss, damage, worsening its current state, or undesirable behavior on its dynamics and development parameters.

Hazards are the conditions and factors, which could cause or cause damage by themselves or in the aggregate. The threat is the most concrete and immediate form of risk or combination of conditions and factors that create risk. The basis for the assessment of threats and possible damage of the object or the object by itself, are the criteria of economic security (national institute of standards and technology, 2014).

Criterion is a sign, which the evaluation, classification of the object are based on. Criterion of economic safety of the facility is determined by the base of the values of

private and indicators characterizing the activity of the object and its current state. To describe the economic safety of the system should be established and indicators fully characterize the economic activity and the state of the object. The indicator reflects the quantification and characterization of some property of the entity.

The essence of the state of the economic security is implemented by the system of criteria and indicators. Criterion of the state of economic security is an assessment of the state of the object in the terms of main economic indicators and indicators that reflect the essence of economic security. Criterion of safety assessment includes evaluation of resource potential and opportunities of development, the level of resource efficiency, resource, capital and labor and its relationship to the performance of the most developed and advanced industry representatives, as well as the level at which the threat of external and internal nature are reduced to minimum.

Economic security is not absolute because the social division of labor makes enterprise interdependent of each other. In such conditions, the economic security is the ability to control corporate resources to achieve a level of production efficiency and product quality, which ensures its competitiveness and profitability.

Financial balance is the fulfillment of its obligatory payments to the budget, employees and suppliers of material resources, deterring factors that could destabilize the situation in time.

The ability to further development and improvement, which is especially important in today's dynamic world, involves the modernization of production, professional, educational and cultural level of employees, expansion of production, diversification of activities, domestic investments are necessary and essential conditions for stability and stability of the company.

To understand economic security better it is important to understand its relationship to the concepts of "development" and "sustainability." Development is one of the components of economic security. After all, if the company does not develop it dramatically reduces its ability to survive in the market and the resilience and adaptability to internal and external threats. Stability and security are the most important characteristics of the object as a single system. They should not be in opposition in which each is its own measure of the state of the object. Economic stability characterizes the strength and reliability of its elements, vertical, horizontal, and other links in the system, the ability to withstand internal and external "load" that interferes with the normal functioning of the various system components, lead to the formation of negative, destructive trends in economic security. As an example (in relation to the internal threats) a high staff turnover, poor staff, failure to perform its payment obligations, the low competitiveness of manufactured goods, etc can be named. Approximation to their maximum permissible value indicates the growing threat of economic security of the enterprise, and the enterprise's transition threshold of the entry in the zone of instability and risk, that is the real undermining economic security. In terms of external threats a maximum level of public debt, the instability of the economic environment in the country, reducing the attractiveness of the investment industry, region or country as a whole, etc may serve as indicators

It is important to emphasize that the highest degree of safety is achieved and provided by the full range of indicators among which the permissible limits of their thresholds, and the thresholds for one indicator is not achieved at the expense of others. Therefore, we can conclude that outside of thresholds the company loses the ability to dynamically self-development, competitiveness and, therefore, doomed to financial insolvency and bankruptcy.

So, to estimate the economic security of the enterprise it is necessary to build a model that will provide the possibility to determine the values of the criterion of economic security of the enterprise. To construct such a model, you must build a system of metrics and indicators that describes the object of study - a company that is reflecting the nature of the processes and the economic nature of the object. If we consider the company is a place of economic security, we must consider not only internal but also external factors that significantly affect the activities of the facility, such as the structure and nature of the changes in the markets in which the enterprise operates, changes in legislation, instability economic and political situation, and others.

Of course, many of these factors are purely qualitative in nature and difficult to evaluate not only by their size, but also to link them to a specific action according to their influence on the business, for example, to estimate the size of lost profits due to changes in the investment climate. However, this problem can be solved by modern economic and mathematical methods.

It should be noted that in addition to the separation of quantitative and qualitative indicators, it is required to consider the following classification of indicators of economic security, in accordance with various features:

- Terms of the object of economic security;
- The degree of importance of the indicators;
- The period of the threats (and forecast);
- In the direction of the impact on the economy;
- Combination of threats, the nature and scale which likely damage from exposure

The level of economic security object indicators are divided into the following groups:

- Indicators of macroeconomic level (countries);
- Indicators of mesa-level (regional or spectral);
- Indicators of microeconomic level (enterprises, firms, banks, etc.);
- Indicators of personal level.

Indicators in order of importance are divided into:

- General macroeconomic;
- Basic macro;
- Private economic;
- External them.

Over the period of performance of the threats can be divided into those that address the short, medium and long-term economic threats.

The last group of indicators related to the combination of the threats should be described depending on the circumstances. Among the indicators of economic security are the following (obstfeld,rogoff,2009):

- Economic indicators (the dynamics and structure of production and income figures volume and rate of production, diversification of activities and the dynamics of individual areas, investments, etc.);
- Characterizing human, intellectual, natural resource, industrial, scientific and technical potential;
- Characterizing dynamic and adaptive management tool;
- Characterizing the dependence of the company on external factors (inflation, budget deficit, the effect of macroeconomic factors, the stability of the national currency, investment attractiveness, level of activity, etc.).

Threshold levels can be characterized by lower security scorecard, reflecting in particular: the maximum allowable levels of the economic contraction in output,

investment and finance, beyond which economic activity is impossible and further development of a technically modern, competitive basis, to maintain the scientific and technical expertise, innovation, investment, human resources and qualification potential, etc.

In summary, we can conclude that economic security is the ability of the entity to ensure the efficient operation and utilization of resources to meet the current challenges and to achieve further development. In other words, the economic security of the company is a combination of internal and external environment conducive to its effective dynamic growth, regular profit, to ensure competitiveness, guarantee against various threats and losses.

From this we can take out two conclusions.

Firstly, the economic security of the company should be provided primarily by the efficiency of the internal structure and organization of business process of the enterprise, that is, along with the protective measures employed by the company, it has to defend itself on the basis of high productivity, product quality, etc.

Secondly, economic security of the company is not only the prerogative of any department, service or group. It must be maintained throughout the internal structure of the company, from management to the rank and file workers, all units and structures of the enterprise.

You can say that the company is in a state of economic security in the case when the possible threats and risks are minimized. Obviously, for the effective prevention of threats the possibility of their occurrence, and the impact, correspondingly negative impact, on the economic entity, in particular venture should be assessed. This estimate can be obtained by analyzing the criterion of economic security of the company and a systematic approach to the formation mechanism of its assessment.

According to the recent work on this problem contemporary researchers has proposed such approach: as the results of this estimate it is proposed to develop a set of measures to prevent the corresponding threats. The research is justified an improved approach.

Assessing the current state of the economic security of the object itself for information purposes, in fact, the conclusions that can be taken out from this assessment are related solely to the present. Consequently, the set of measures that may be proposed by the analysis, estimates the economic security of the object, which is, unfortunately, no longer relevant. Perhaps, if these measures would have been taken earlier, it would be better to date a position of the object.

To solve the above problem, we propose the following algorithm to estimate the state of the economic security of the company (Ottawa, 2000):

- To make the definition of a system of indicators of economic security and group them into the main functional components;
- On the basis of statistical data with current economic and mathematical methods to evaluate the predictive value of the criterion for the economic security of the object for a specified period.
- Using the data results of the preceding paragraph, a set of measures to prevent potential threats predicted, period of performance measures depends on the period for which is made the forecast evaluation should be developed;
- At the end of the period, you need to assess the current state of economic security, which will evaluate the quality of a defined set of measures and take into account possible errors and miscalculations for future planning.

The implementation of the algorithm and the methodological principles to the assessment

of economic threats will adopt a more dynamic approach to strategy for the economic security of the company, plan budget costs of the appropriate measures to protect the economic interests of the company and the strategic planning of economic security for the required period of time. Since valuations of the proposed algorithm are based not at the static version, and changes in the dynamics of the relevant indicators of economic security, the possibility of determining the relation between the values of the indicators and their thresholds should be created. This methodological approach is a tool for monitoring the dynamics of changing indicators, negative trends in the early stages and, on this basis of preventive measures you can change the development of negative trends or completely prevent possible threats and significantly reduce the cost of providing economic security.

A strategic planning and forecasting its economic security is the most important element in ensuring economic security of the enterprise, their creation should be an integral part of strategic planning and business of the company.

Strategic plan for economic security must be made out in a separate document and it must contain specific measures to ensure economic security, the activities start and end dates and the persons responsible for the implementation of activities. According to the results of the measures the appropriate adjustments in the course of the plan should be made. It is proposed to evaluate the financing of the strategic plan for the economic security of the company and use the data in the planning of financial and economic activity of the enterprise. The regular meeting of the working group on economic security is an important element, the structure of which includes staff responsibilities for carrying out specific activities and the company's management to monitor performance targets. It is advisable to produce additional evaluation regularly and forecast economic security of companies, to dynamic adjustment of the strategic plan, to ensure the economic security of the enterprise.

Analyses of threat factors of enterprise are the procedures to identify threats and assess their significance, in fact, analyses, in all likelihood, will be some adverse events and negative impact on the achievement of project objectives. Threats analysis includes the identification, assessment of threats and security management (reducing the threats and the associated adverse effects).

Economic business security requires effective decision-making related to the identification, recording and finding the ways to prevent or mitigate threats. Some threats can be anticipated, others occur suddenly. You can include those that arise in certain circumstances which are known from previous experience of economic activity. Unforeseen threats may arise in connection with the unexpected actions of partners, competitors or force majeure (Kravis, 2013)

Security threat is an objective trend, an event which entails the risk of loss, damage, harm, or perceived as such.

Economic threat is objective-subjective category in the activity of business entities associated with overcoming the uncertainty and conflict situations in the inevitable choice. It reflects the degree of deviation from the objectives of the expected result, the degree of failure (loss) with the influence of controlled and uncontrolled factors, forward and backward linkages for the project management. This definition is based on a systematic approach to the category of economic threats and highlights it is necessary to analyze the impact of management objects many internal and external factors, as well as the subject of threat.

The efficiency and operating conditions are called a threat of economic system, which are

not known exactly in advance. A person (or group) who is interested in the results of management of economic risk can be under the threat of a subject as well as the competence of decision-making on the subject of threats. The source of threat is the factors (phenomena, processes), which create uncertainty in the results, conflict in the broad sense of the term. The information means the situation a degree of gradation of environmental uncertainties in one of the possible states of a given set, which is owned by the subject of management at the time of the decision (United Nations, 2003)

Qualitative analysis of threats requires a thorough knowledge, experience, intuition, in any area of economic activity. Its main objective is to identify the factors of the danger zone, and then to identify all possible risks. Such aspects are, in particular, characteristic for this analysis.

Firstly it is necessary to compare the expected positive results from the possible economic, social (both present and future) adverse effects so it is necessary to identify the cause of the threat, its factors, the types of uncertainties and conflicts that lead to the threat. It is also necessary to carry out the classification of threats.

- The second aspect of the analysis of the threat is associated with the identification of the impact of decisions taken in the face of uncertainty and conflict, the interests of businesses. When there is no interest in the outcome of economic decisions, there is no threat. The result of the situation can be described, particularly in following features: the presence of uncertainty and (or) the conflict, availability of alternatives (strategies) and the need to choose one of them (avoiding to make a choice it is a kind of choice) to evaluate the alternatives and take decision. Initially, the subject is aware of riskiness in the threat situation, predicts possible potential losses, not only in money, but also the prestige of agreement with management, employees, suppliers, etc. Realizing the situation as a threat burdened, it evaluates its suitability for you. In contrast to the decision-making theory, which is a starting point, the hypothesis that the subject is already in a precarious situation, the person (manager) decides how to avoid it. Adaptation to the threat action can help to reduce the likelihood of adverse events or the magnitude of potential losses or redistributive effects of the threat of business entities or general public.

Each stage of risk taking is characterized by its laws. Thus, at the stage of awareness and preliminary assessment (measurement) the threat is a subject focused on one or two most important characteristics. It is often focused on the value of the expected return (for example, when it comes to investment), and almost does not consider the probability of loss. Most information about the specific situation formed the subject threats in two stages: the first one is to select one of the characteristics as a constraint, and the other is to consider. At the same time they reject the alternatives that do not meet the selected restrictions. Next, from the remaining alternatives choose one that provides a high level of performance, the selected target. Usually, the response ("the probability of getting at least some given value of profits") is considered as a limitation, and the "magnitude of the expected profits" - as the goal.

External devices (introverted) danger is to try to subject the threat in some way to modify the environment to get some benefits. It is a resource to maneuver and manipulate the behavior of counterparties (partners) at the conclusion of agreements, etc.

The internal device (extroversion) hazards typical of people who have little confidence in the ability to control the environment and the direct impact on it. Their main tool is collecting additional information, the gain in time, connecting their leaders in making critical decisions, the generation of new alternatives.

So, deciding on major investments, some of those responsible for making decisions, try to

bargain with the bank under the terms of the loan, interest in rates, payment schedules and bank want to attract to the affairs of the firm on the rights of the partner (external adjustment to the hazard). Other individuals pay more attention to gathering information about the possibilities of the bank and its interest in the loan company or thinking through the problem of detours in case of failure of the operation and the decline in the authority of the company (internal adjustment to the hazard).

It should be born in mind that certain decisions appropriate to identify the interests of the major participants in the events: who takes what position, and who your initiative belongs to. As a result of a preconceived idea of the possible course of events (related differences and obstacles related risk). It is quite an important factor that allows to analyze the situation, aggravate risks and take appropriate measures to transfer to more favorable negotiations.

Behavior in the face of an entrepreneur should be focused on:

- searching for "driving spring" risk situation (comprehension of the problem, the formation of managerial task, the balance of power), using situational (scenario) analysis for the determination of the relationship of the risk situation with the previous circumstances (historical method) and predict threats to the various complications that may result in losses on risk mapping problem with the development of an integrated management system (system approach), the rationale for using technology solutions and management tasks are appropriate to the situation, the formation of an adequate management style (a new tactic in the new conditions, aggravated by risk)

3 Labels of Figures and Tables

V. Vitlinsky offers a multi-step procedure (algorithm), threat analysis, and behavior of its subjects to make decisions in a situation aggravated by the threat (Figure 1).

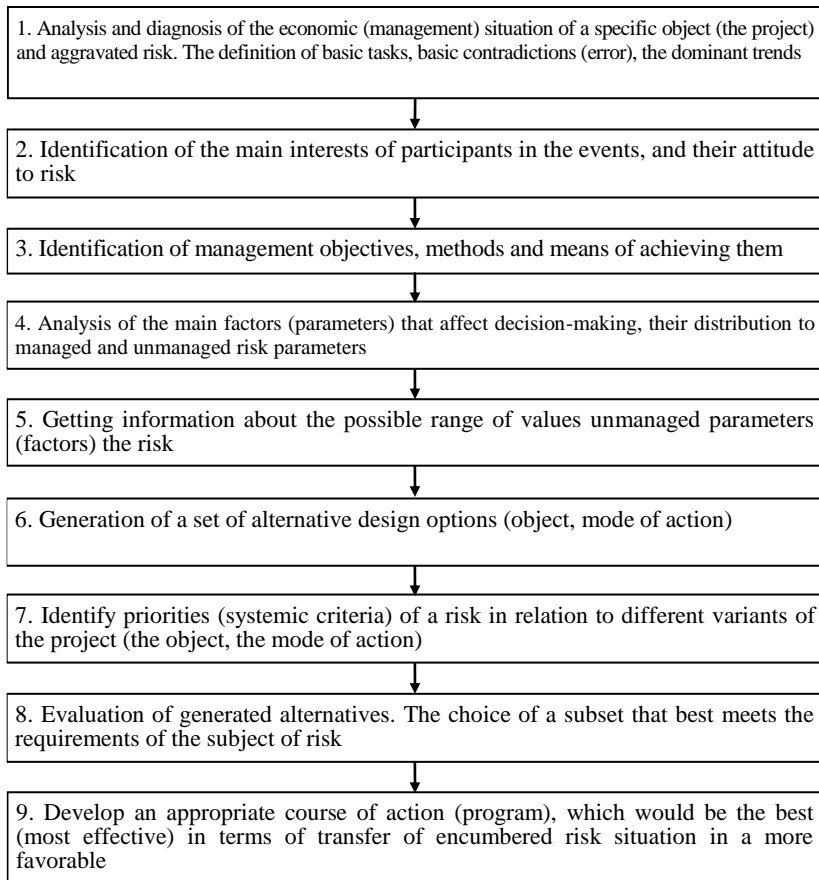


Fig. 1. General formalized procedure for analyzing threats and the behavior of their subjects

The basis of this approach is the change in attitude to consumer goods (services), business partners, employees. This relationship really is not only declarative tends to make less confrontational (contradictory), competitive strategy complements the cooperation strategy (GUEGUEN, PELLEGRU, TORRES, 2006)

The combination of a degree functions on these entities while differentiation reduces safety. Identifying threats it should be understood that in the control systems of socio-economic conditions of the objects completeness of information is usually not performed. Firstly, the subject of management (threat) can be the socio-economic system. The goal (set goals) may not be the same and controversial. It should be noted that the goal does not always reflect the relatively easy quantity, so the evaluation of the various situations and options (policies, projects) may be ambiguous. Secondly, the models that describe the behavior of objects management (danger) are capable and this is usually not necessary to reflect all of its properties. Thirdly, the available information does not necessarily reflect all the important points, because their accounting is performed indirectly, primarily through economic indicators. They, in their turn, reflect qualitative factors in a quantitative manner, form, and this results in losing of information.

Threats can be classified as external and internal.

The external factors should be understood as conditions that entrepreneurs are generally

not able to change, but they need to anticipate and take them into account, as they significantly affect the state of affairs.

According to the general theory of management external factors should be divided into two groups:

- Factors of direct influence;
- Factors of indirect effects.

The most important of these factors are shown in Fig. 2.

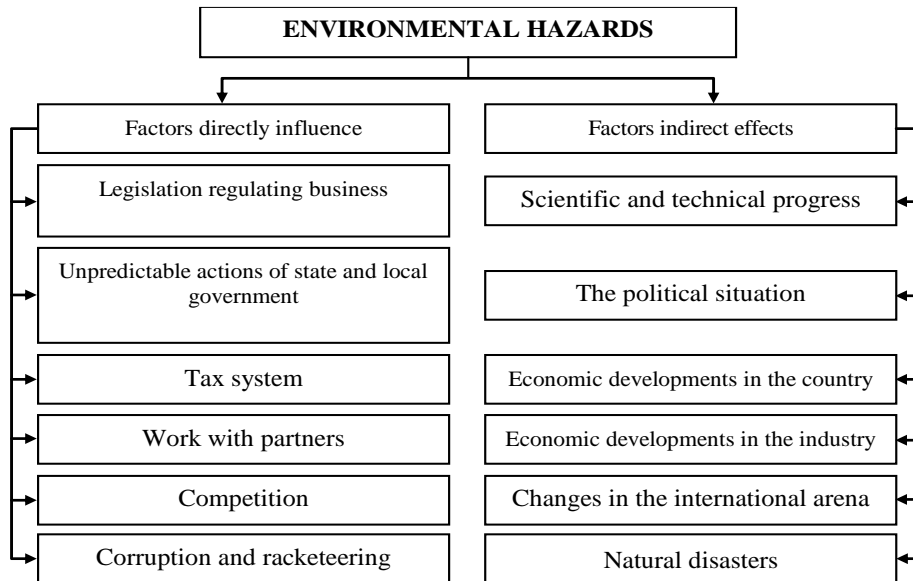


Fig. 2. System of external hazards

In the economic literature on entrepreneurship, there are the following four groups of factors related to the internal factors of danger:

- The strategy of the company;
- The principles of the firm;
- Resources and their use;
- The quality and level of marketing (belal udden&akhter, 2011)

Dynamic danger is a danger associated with unpredictable (nondeterministic) changes in the cost of capital as a result of management decisions or unpredictable changes in market or political realities. Such changes may result in losses as well as in the additional revenue.

Static risk is the risk associated with a reduction of real assets by the loss of the property, as well as a reduction of income due to disability organizations. This risk can only lead to losses.

Species diversity is very great dangers:

from fire and natural disasters to international conflicts, changes in the legislation governing the economic and business activity, inflationary fluctuations etc.

Our analysis shows that food industry enterprises are one of the least resistant to external influences. Using brainstorming techniques, the following threats of economic risk can be identified.

Occupational hazards are risks related to the production of products, goods and services,

with the implementation of all production activities in which entrepreneurs face problems of inadequate use of raw materials, increased production costs, increasing loss of working time, inefficient use of new methods of production. The main factors of occupational hazards have been found for the food industry such as the use of low-quality raw materials, with simple equipment failure.

The main reasons that determine a threat to economic security, include: reducing the target volumes of production and sales, the lack of the correct time required number of materials and such components as increased scrap rates, lower prices, according to which it was planned to sell their products and services in connection with a lack of quality, adverse changes in market conditions, etc. We should increase the proportion of cost of material, energy and fuel resources, increase in transport costs, trade, bills and other incidental costs, increase the wage bill for exceeding the expected number of employees or due excess wages of individual workers, higher taxes and other charges due to changes in tax rates and the like, the low level of discipline of supply, in particular, failures in the supply of fuel, electricity, etc., wear and tear of fixed assets (equipment) and so on.

The most important threats to the economic security of the food industry: lower sales volumes due to decreased demand or replacement competing goods (substitutes) or restrictions on the sale of goods, etc., growth of purchasing price for grain, physical and moral depreciation of fixed assets (equipment) etc (marinos 2012)

The main factors of social threat to the food industry are a threat of loss of business reputation and unfair actions of partners and competitors.

The risk from the implementation of financial business and financial transactions mean financial threat. The financial threats include: exchange-threat, the threat of credit, investment threat. Food industry enterprises are relevant with credit and investment threat.

Credit threat is the possibility that the company will not be able to pay its debts on time, and the threat of partial or complete failure to repay its debt to the debtor company. Credit factor threats relevant to the food industry, because as a rule, such a venture financially unstable due to lack of equity, and therefore has a high demand for credit. Bankruptcy is possible consequences of the threat of non-payment of taken credit in the bank, credit risk. The threat of default on its debt to the debtor company may result in partial or complete loss of money allocated credit.

Threat factor of investment is also very important for the food industry enterprises because it is predetermined and depends on the specific investment entrepreneur development funds. Often, in the economic literature investment threats consider only threats of an investment in the securities. In fact, under these threats we should understand various significant risks that may arise during the use the development of a company (united nation ,2003)

Innovative threat is a measure of the potential losses that could arise in the case of investment in the production of new products, technologies and services that are not immediately accepted by the market or consumers. Selection of promising projects of the company is essential for the activity of the enterprise and its sustainable growth. Main threats to the food industry, relating to a group of investment are shown in Table. 2.

Table 2: The main types of investment risks of the food industry

Types of Threats	Explanation
Capital	A common threat affects all investments. The threat that the misallocation of funds for development of the company will be unable to return the invested funds without prejudice
Selective	Threat directed choice of subject for investment in comparison to other options
Interest	The threat of increased costs of interest or a reduction in income from the use of funds for the development of the company to a level lower than expected due to fluctuations in the general level of interest rates
The threat of liquidity	The threat of difficulty selling assets of the company (e.g. the threat of loss due to inability to meet their business obligations to deliver the goods in full)
The threat of inflation	The threat that due to high inflation revenue will come from investment in the development of the company and it may depreciate in real terms

Possible consequence of threat investment in the food industry is the loss of capital, depreciation of the real cost of capital, reducing the liquidity of assets.

Financial risk can separately be identified by reduction of financial stability. This threat is due to imperfections in the capital structure (interest used excessive debt), generating an imbalance of positive and negative cash flows of the company by volume. The consequence of this threat the company may be bankrupt, thus reducing the threat to financial stability is an important factor for the assessment of the economic security of the food industry (SCHWARTZ & USTJANASKAS, 2012)

It should be noted that various threats are often interconnected, some changes cause changes in others. Most of them affect the economic performance and demand analysis as a qualitative and a quantitative level. Detected threats to the food industry and their implications are presented in Table 3.

Table 3: The main identified threats to the food industry and their implications

Type of threat	Name threat agent	Possible consequences	The nature of the source of threat
Economic	Lower sales volumes because of lower demand	Lower profits, low efficiency of labor	External
	Depreciation of fixed assets	Decline in the quality of products, equipment failure	Internal
	Increase of purchase price for grain	Increase in production costs	External
Social	Loss of goodwill	Decline in demand for products and services	External
	Unscrupulous contractors work	Capital loss, disruption of supply or production	External
Financial	Credit	Bankruptcy because of the inability to repay the loan	Internal
	Investment	Capital loss, impairment of real cost of capital, reducing the liquidity of assets	Internal
	Financial instability	Bankruptcy, loss of reputation, partners, insolvency	Internal
Production	The use of low-quality raw materials	Decline in the quality of products, equipment failure	Internal
	Downtime in case of breakage	Reduced production	Internal

4 Conclusion

Thus, the results of a threat analysis of the food industry has learned that during the financial and economic activity, the company meets the following threats of economic businesses security: investment, higher purchase prices for grain, financial instability, credit, depreciation of fixed assets, unfair practices of partners and competitors, the use of low-quality raw materials, equipment downtime in case of breakage, lower sales volumes. Further studies are planned quantitative analysis and modeling of selected threats to economic security companies.

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