

ADAPTATION OF THE ENTERPRISE TO THE DIGITAL ENVIRONMENT IN THE CONTEXT OF FINANCIAL AND ECONOMIC SECURITY

Hurieieva K.A.

Scientific supervisor – Doctor of Economic Sciences, professor Polozova T.V.
Kharkiv National University of Radio Electronics,
Department of Economic Cybernetics and Management of Economic Security,
Kharkiv, Ukraine

e-mail: krystyna.apiekisheva@nure.ua

The article defined the concept of financial and economic security of the enterprise. The list of information systems and technologies to ensure information and, in particular, financial and economic security of the enterprise is classified. The impact of digitalization on all aspects of enterprise security is analyzed.

In today's world, where innovation and technological progress have become an integral part of the business landscape, the adaptation of enterprises to the digital environment is becoming a critical condition for their success and survival. In the context of the digital revolution, not only are the opportunities for development and growth of profitability increasing, but also new threats and risks for the financial stability of enterprises are emerging. Therefore, the issue of adaptation to the digital environment and ensuring financial and economic security becomes an extremely important task for enterprise managers and economists.

The processes of transformation and adaptation of enterprises to the conditions of the digital environment have been studied by many scientists, including T. Polozova [1], O. Maslak, Ya. Yakovenko [2] and others.

Financial and economic security can be considered as a complex system of measures aimed at ensuring the optimal functioning of the enterprise even in the most unpredictable economic conditions. In a general sense, financial and economic security means the degree of protection of the interests of a business entity that has the ability to carry out its activities, perform its main tasks and ensure its development even in conditions of negative changes.

One of the important tasks of every enterprise is the choice of directions for increasing the potential level of economic security, taking into account the strategic orientations of differentiated growth and achieving a sufficient level of economic security.

The level of financial and economic security of the enterprise depends on various internal and external factors. External factors include the state's economic policy, regulatory and legal support, market conditions, state development strategy, tax and interest rates, investment activity, the consumer market, the development of the digital environment, and others. Internal factors

are production and its technology, innovation, personnel and management potential, investment activity, etc.

The system of financial and economic security of the enterprise is constantly changing and requires great attention to the protection of information assets. This applies to both administrative information systems used for enterprise management and those directly related to production, sales of products and communication with other subjects, including suppliers, customers, banks and government bodies [2].

Therefore, to ensure the information and, in particular, the financial and economic security of the enterprise, it is necessary to use information systems and technologies, such as:

- management information systems (ERP);
- accounting and auditing systems;
- risk management systems; data analysis and business intelligence (BI) systems;
- electronic payment systems.

These systems and technologies represent a complex of software and technical tools and methods for creating, transmitting, processing and using information [3].

Therefore, the study of the adaptation of the enterprise and its financial and economic security system to the conditions of the digital environment will reveal new security threats and contribute to the growth of its competitiveness in the long term.

Developing a better mechanism for ensuring financial and economic security, enterprise managers can identify new threats and promote long-term growth.

Therefore, it pays to invest in user-friendly interfaces and provide clear instructions to help customers navigate the digital transaction process. By prioritizing both convenience and security, businesses can build trust with their customers and stay ahead in today's digital economy.

References

1. Polozova T.V., Kutsenko Yu.A. Peculiarities of the adaptation mechanism of enterprises to the challenges of the external environment. *Сучасні стратегії економічного розвитку: наука, інновації та бізнес-освіта. Матеріали II Міжнародної науково-практичної конференції (Харків, 2 листопада 2021 р.) / За заг. ред. Т. В. Полозової [та ін.]. Харків: ХНУРЕ, 2021. С. 45-47.*

2. Маслак О., Яковенко Я. Забезпечення фінансово-економічної безпеки в умовах цифрової економіки. *Вісник Національного технічного університету «Харківський політехнічний інститут» (економічні науки). 2023 (3). С. 64-67.*