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Economic Essence Of The Investment Process In The Enterprise Economic Security Management

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Abstract
The article reveals the essence of investments in the management of economic security of the enterprise in the context of the categorical apparatus. The purpose, subjects, objects and instruments of investment, as well as distinctive features of the investment process in the management of economic security of the enterprise are considered.

Keywords: enterprise, investments, security management, personnel, assets.

Introduction

One of the most important factors in the implementation of the economic security management process of an economic entity is the investment factor. The breadth of the tools used to create favorable conditions for the functioning of the enterprise and, as a consequence, to increase the level of its economic security directly depends on the amount of money and other resources allocated for the management of economic security. Since the company has, as a rule, a limited amount of financial, material, human and other resources, there is a need to choose those security management tools that are expected to be the most effective.

In this regard, the need to invest various resources in the elements and processes that are affected by management determines the relevance of the investment approach to managing the economic security of the enterprise.

The investment process in the management of economic security has both general and special features that distinguish it from other investment processes in the management of the entire enterprise.

Disclosure of the economic essence of the investment process in the management of the economic security of an enterprise involves, first of all, consideration of the fundamental concept of "investment", since, as L.L. Igonina notes, "the investment process acts as a cumulative movement of investments of various forms and levels" [3, p.40].

Currently, the scientific literature presents various interpretations of the concept of "investment", reflecting different approaches to understanding their economic essence. Probably, this is largely due to economic evolution, the peculiarities of specific stages of the historical and economic development of society, the dominance of certain forms and methods of farming.

Modern ideas about the essence of investments are quite diverse, which is due to both the objective complication of social reproduction and the subjective goals of the study of the category of investments of individual authors.

From our point of view, the economic essence of investments should be considered in the context of the categorical apparatus of this concept, highlighting the purpose, subjects, objects and instruments of their implementation.

Main part

The purpose of making investments in the most general terms at the enterprise level can be the implementation of one of the functions: provision and replenishment of working capital; transfer of capital from one sphere to another; simple and expanded reproduction of fixed assets; redistribution of capital between owners.

Taking the economic security of an enterprise as an object of investment, it is logical to assume that their goal will be to ensure a higher level of economic security.

Highlighting more specific investment objects within the framework of the economic security of the enterprise, we can note investments in the efficiency of its functioning, investments in competitive advantages, investments in risk management, investments in means of preserving (ensuring the safety) of capital and other objects. In turn, investments in these facilities in practice consist of investments in real components of the enterprise and its processes. For example, investments in the efficiency of an enterprise are manifested through investments in its fixed assets (equipment modernization), personnel (professional development), organizational structure (business process reengineering). Investments in capital preservation reflect investments in the reproduction of equipment, ensuring the safety of personnel and reducing staff turnover, protecting fixed assets and working capital. Investments in the competitiveness of an enterprise are detailed to investments in marketing campaigns, intangible assets, and key competencies. It should be clarified here that the object of investment should be only that which, as already noted, provides economic security.

The subject of investment in the security of the enterprise, first of all, is the enterprise itself. But it is impossible to exclude the possibility of investments, as in the general case, on the part of the company's counterparties – individuals and legal entities, state institutions that issue subsidies, subsidies for the modernization of fixed assets, for the introduction of innovations. The subject of investment can also be tenants of a part of the production capacity of the enterprise, who are charged with maintaining the proper condition of the fixed assets used by them and improving their quality. That is, the subject of investment (potential or real) in the security of an enterprise is any party interested in the viability of a particular enterprise.

The tools for implementing investments in the economic security of an enterprise, from our point of view, almost completely coincide with the tools for managing economic security. Differences arise if no investments of any resources are used in the management of economic security. For example, creating an atmosphere of trust in a team, as a rule, does not require investments, but at the same time can have a significant impact on the level of the overall economic security of the organization.

Investments in the viability of an enterprise, which in general is the ability of an economic entity to solve the tasks of finding and preserving resources vital for its functioning, are realized in: in the form of fixed and working capital (means and subject of labor); in the form of personnel of appropriate qualifications (labor); in the form of information that allows to obtain and preserve economic resources; in the form of monetary deposits, property and copyright rights and in the form of many other means in a broad sense, allowing to solve two key economic problems. All investment instruments form three groups, and their classification feature is the orientation to “input”, “process” and “output”.

Proceeding from the above-mentioned conceptual apparatus of the investment category, from our point of view, the essence of investment both in general and in narrow terms, taking into account economic security, is most fully revealed in the interpretation of this concept proposed by I.A. Letterhead: “Investments of an enterprise are investments of capital in all its forms in various objects (instruments) of its economic activity for the purpose of making a profit, as well as achieving other economic or non-economic effect, the implementation of which is based on market principles and is associated with time, risk and liquidity factors” [1, p.17-19].

The categorical apparatus of the concept of “investment” considered in general terms is the first stage in the study of this category. The second stage is the study of the investment process, which is based on the basic (substantive) provisions of investments. At the third stage, the investment activity and the investment environment of an economic entity are investigated.

In general, the investment process in a broad sense in the scientific literature implies the relationship between those who offer resources (money) and those who have a need for them. The movement of investments involves the interaction of subjects of investment activity, economic relations regarding the implementation of investments. The implementation of the investment process requires the interaction of at least two participants in this process: the initiator of the project and the investor financing the project. In addition to these parties, other entities may also participate in investment activities – financial institutions (funds, banks, companies of various organizational forms, etc.).

The implementation of the investment process, all other things being equal, becomes possible if the economic interests of the participants in this investment process coincide. Therefore, the relations under consideration act as a set of economic relations characterized by certain properties that express the relations of subjects of simple and extended reproduction, having legal and economic independence and showing mutual interest in making investments.

Nevertheless, in a more in-depth understanding, the investment process is not limited to individual phases of reproduction of fixed and working capital or their elements, it is interpreted as an economic category that characterizes the totality of relations that develop at all its stages related to the reimbursement (renewal) and expansion of fixed and working capital.

The essence of the investment process in managing the economic security of an enterprise, as well as any process, in our opinion, consists in performing a set of sequential actions, or rather, in performing actions, firstly, collecting information about the financial and economic condition of the enterprise and its economic security; secondly, analyzing the information received and choosing directions security actions; thirdly, the allocation of security tools that can have the greatest economic effect, and the determination of the resource base required for this; fourthly, the search for sources of the required resources and, fifthly, the implementation of the process of recording and using the resources received.

Since all processes are carried out to achieve a certain goal of the entity carrying out this process, the purpose of the investment process in our case can be reflected in several ways:

– ensuring the desired (necessary) state of the enterprise's economic security system by changing its qualitative and quantitative parameters based on the investment of additional resources in its structural elements;

– ensuring the viability of the enterprise by maintaining the proper condition of the components of the enterprise and its processes on the basis of additional investments in them of the required resources;

– implementation of solutions to the task of searching and the task of preserving vital resources of the enterprise by investing resources in means, measures, mechanisms and other tools through which these two key tasks can be solved.

An integral element of any process is the tools with which actions are performed and the necessary managerial influences are provided. The tools of the investment process in the management of economic security have been discussed above and consist of those means, methods, methods and other tools of economic security management that require the investment of resources.

The implementation of each individual process can be carried out only under certain conditions, designated in the scientific literature by the term “environment” or “climate”, the economic content of which is expressed by the totality of connections and relations for the implementation of investments in various forms and at all structural levels of the economy.

The investment process in the management of economic security of an economic entity proceeds, respectively, in an investment environment characterized by a variety of socio-economic, political, innovative and other parameters and indicators, among which we can highlight such as the ability of (exogenous) enterprises to obtain the resources they need from the external environment (demand for manufactured products, availability of suppliers raw materials, the possibility of obtaining investment resources, etc.);

unfavorable factors, the implementation of which leads to the loss of vital resources of the enterprise (natural and climatic phenomena; theft of the organization's property; fraud; tax burden; obstacles from various state institutions, etc.); as well as the “favorable regime” of the regulatory framework governing investment activities in the region or country.

At the same time, it should be taken into account the fact that the investment environment as a whole determines the degree of investment risk, i.e. in our case, a risk analysis is required regarding the fact that investments in the economic security of the enterprise as a result of changes in any factors may be inappropriate and unjustified. To a large extent, as M.A. notes. Salenko, this indicator (risk) depends on the investment policy pursued at the level of regional authorities, which should strive to form a unity of the categories of the investment process of an individual enterprise, potential, risk and investment climate within the investment subsystem of the entire region [5, p.129].

As a result of the study of the concept of investment in relation to the economic security of the enterprise, we have identified both the fundamental ideas and principles of the investment process in general, and its features (purpose, tools, environment) in particular, which it possesses only in connection with the process of ensuring economic security. Thus, the specific investment process we are investigating can be separated into a separate category that distinguishes it from many “traditional” investment processes.

At the same time, it seems important to pay attention to the fact that the fundamental idea of the investment approach to ensuring (managing) the economic security of economic entities proposed by us can hardly claim to be completely new, since the problem of the insolvency of industrial enterprises and their possible bankruptcy existed back in the 90s of the last century, and its resolution by economists We have seen, in particular, in the implementation of the investment process aimed at improving the health of such enterprises. For example, V.I. Grushenko argued that it is possible to overcome the insolvency of the enterprise only through its reconstruction, modernization, organization of production and transformation of technology, as well as the quality of financial and production management [2, p.118]. At the same time, in the dictionary of foreign words, the concept of improvement of an enterprise is rehabilitation (from Lat. sanatio − treatment, rehabilitation), is interpreted as the formation of certain extraordinary (extraordinary) relationships in the economy between an insolvent business entity and the macroeconomic system [6].

V.A. Shevchenko, clarifying the concept of rehabilitation, emphasizes that its main goal is to preserve the enterprise as an economic unit and create conditions for the sustainability of its production activity as such, if its production and technical potential is in demand by society, while rehabilitation does not necessarily imply the preservation of the enterprise by the former owner or the restoration of it – the enterprise and/ or entrepreneur – solvency [8, p.62].

T.A. Smelova and G.S. Merzlikina see the meaning of rehabilitation and its financial support in order, by carrying out financial costs, to get a very definite result, consisting in preventing a fall, in stabilizing, and at best, in increasing production within the framework of a degrading economic system. This result can be obtained only with such an impact on the capital of an insolvent business entity, in which the capital is preserved as functioning. Based on this, the authors conclude that rehabilitation begins to solve a problem similar to that solved by investments in simple reproduction of capital, which, in turn, introduces financial assistance to rehabilitated enterprises into the general course of the investment process [7, pp.28-29].

In this regard, we can single out the second important function of investment – to contribute to ensuring the required level of economic security and sustainability of enterprises – in addition to the first, traditional, which aims to ensure the growth of an economic entity in the long term due to quantitative and qualitative changes in its production factors.

A distinctive feature of the investment process in the management of economic security, which distinguishes it from the background of traditional investment processes, is manifested when considering the subject of this process, or rather, its motivation.

If, in the traditional investment process, the investor's motive of behavior (goal), as well as the criteria and the mechanism of his decision-making are transparent and externally understandable – the acquisition of a stable source of income resulting from maximizing the difference between the payback of the selected investment option and the loan interest on capital, then in the case of an investment process in managing the economic security of an enterprise, the main goal of a depositor interested in preserving the enterprise as a well-off functioning economic entity is not to maximize income, but to minimize the losses of both his personal and enterprises that are evaluated on the basis of such a criterion, as the difference between the lost profit from the alternative use of invested funds and the amount of losses in the event of bankruptcy of the enterprise.

Moreover, the very statement, which has become widespread in the financial sphere, that the goal of depositors involved in investment processes should be to maximize the income they receive, in practice does not always correspond to the true state of affairs. Thus, Rozinsky states that in the Russian stock market, the object of investment is not the right to receive part of the profit, but the right to control the activities of the enterprise [4, p.33].

Conclusion

Thus, investments in the economic security of an enterprise represent a rather specific area in the sphere of attracting and using investment resources, characterized by a variety of subjects, forms of objects and investment instruments. Nevertheless, the constantly occurring interweaving of investment processes often does not allow us to define clear boundaries of each of them on the scale of one enterprise and at a certain time interval. In this regard, the investment of resources in the structural elements and functions (processes) of the enterprise within the framework of ensuring its economic security, the result of which is the reproduction of key factors of the viability of the enterprise, should be considered as a basis for the development of tactical and strategic plans for the implementation and development of real production in not entirely favorable conditions of financial and economic activity.

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