

and educational innovations in the knowledge economy : collective monograph / edit.  
Lyubomira Popova, Mariana Petrova. – Bulgaria : Publishing House ACCESS  
PRESS, 2020. – P. 377-389.

УДК 330

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## **ECONOMIC SECURITY OF THE COUNTRY IN THE CONDITIONS OF HYBRID WAR**

Information on the peculiarities of trade between Ukraine and Russia, in particular the supply of strategic raw materials such as uranium and titanium to the aggressor country, discussions on the newly adopted National Security Law (especially in terms of security and threats), and materials on increasing Russian presence in economic (and through it political) life of Ukraine and European countries, have raised the issue of economic security. In fact, the problem of economic security in Ukraine has been present since independence. Unfortunately, for all this time, the Ukrainian leadership has not paid attention to issues of economic security for obvious reasons. However, these issues are directly related to the development of the economy, and hence to the success of the country as a whole [1;

6]. The main components of economic security: security of the financial and banking system; resource and infrastructure security from external players; reasonable protection of domestic markets; trade balance and the balance between foreign and domestic investment; system of economic expansion to the outside, which in turn consists of various mechanisms to ensure such expansion. Ukraine has many and no achievements in any of these areas. Moreover, neither the Cabinet of Ministers nor the National Security and Defense Council has an institution that would analyze, systematize and coordinate these issues [2; 6].

Since 2014, we have actually been at war with such a powerful aggressor as Russia. Although in fact this war has been going on for a long time, just in 2014 it became a sign of armed territorial conflict. It would seem that this fact should be a powerful impetus for the creation of a system of economic security and a real systemic economic war against the aggressor. The President and the Government in pursuit of Western partners imposed even sanctions against individuals and campaigns from the Russian Federation even after the "completion" of requests from individual deputies. Until now, these sanctions are only personal, not sectoral or property. Although the Law of Ukraine on Sanctions, developed with the help of American partners and the recognition by the Verkhovna Rada of the fact of Russian aggression allow doing so. The tasks of economic security in the fight against aggression are as follows: 1. Protection of own industrial and resource potential from the negative influence of the aggressor. This includes the rapid diversification and replacement of supplies from the aggressor's country to other suppliers. This is a sweep of the so-called investors who represent the aggressor. 2. Using the fact of aggression to solve problematic issues of relations with the aggressor, which were created before the aggression. 3. This is the actual conduct of economic war against the aggressor, namely actions based on the recognition of the fact of aggression, and using other mechanisms, such as WTO rules aimed at destroying the economic potential of the aggressor, especially military-industrial [3; 6].

These actions should be based on systematic calculations in coordination with Ukrainian businesses. In addition, it is clear that some actions could harm Ukrainian companies, as now some Western companies are suffering from the application of sanctions against Russia, but there should be estimates of the amount of losses. Therefore, if the application of certain sanctions or prohibitions can cause damage to the Ukrainian side conditionally for one million dollars, and the Russian side - ten or more million - such actions are justified, but if the damage is relatively equal - then they should not be done [4; 6]. In general, the economic war of the Russian Federation against Ukraine was actually conducted all the time, only earlier in more cautious forms. Ukraine has only defended itself, and only sometimes - imagine cheese, dairy or confectionery conflicts. At the same time, there are still no state institutions whose direct functionality would include the protection of Ukrainian national economic interests and the conduct of economic wars. The rejection of the amendments to pay more attention to economic security, including the establishment of an appropriate state body for economic security and to review the functions of the SBU and other special services in this area shows that the problem is broader [5; 6].

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УДК 338

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## **ВПРОВАДЖЕННЯ AGILE-МЕТОДОЛОГІЇ, ЯК СПОСІБ ПІДВИЩИТИ ЕФЕКТИВНІСТЬ ФУНКЦІОНУВАННЯ ПІДПРИЄМСТВА**

Конкуренція є силою, що повертає ринок через механізм взаємодії попиту і пропозиції до якоїсь точки рівноваги. Базою економічної конкуренції є рівність продавців на ринку, їх свобода в досягненні певних цілей. Все це, безсумнівно, залежить від державного втручання і законів, які приймаються щодо конкуренції та конкурентних відносин на ринку. З цієї причини бізнесу доводиться дедалі більше переглядати акценти у своїх цілях. Сьогодні успішними можуть бути організації, орієнтовані на реалізацію унікальної управлінської концепції.

Серед показників оцінювання конкурентоспроможності підприємства слід зазначити швидкість змін, для збільшення якої бізнес-спільнота використовує різні підходи, що являють собою не разові інновації, а цілі інфраструктури, механізми. Прикладом підходу до швидкої реалізації успішної