

BUSINESS RELOCATION AS A TOOL FOR ENSURING ENTERPRISE ECONOMIC SECURITY: CURRENT ISSUES

Modern conditions of conducting business activities are characterized by a high level of uncertainty, riskiness and variability of the external environment, which significantly narrows the available opportunities to ensure planned and effective economic activity. The key factor in the multiple intensification of the existing threats was the beginning of a full-scale war, which not only contributed to the destabilization of the internal economic potential of enterprises, but also caused the destruction of the existing logistics and production infrastructure, the rupture of the existing chains of cooperation, causing a significant deterioration of the basic indicators of the macroeconomic environment state. In such conditions, the problem of the economic security of the enterprise becomes a priority direction of management, in particular, the issue of relocation as a tool for ensuring the physical and economic security of the enterprise is actualized.

The high level of destructiveness of the described problems is confirmed by official statistical data, which record a significant number of enterprises that were forced to stop their activities as a result of active military operations, in particular, the highest levels are observed in the field of tourism (84%), mass media (70%), construction (58%) and mechanical engineering (50%). In this context, the problem of relocation arises, which, despite the comprehensive support declared by the state, is at an extremely low level, while the leaders remain the industries of non-production direction, namely IT (41.3%) and professional services (26.7%), at the same time, in other industries, the share of non-relocated enterprises is more than 75% [1]. That is why, next, we will consider the key issues of ensuring effective relocation:

- systematization of production areas of economically inactive enterprises that have a sufficient level of basic infrastructural support available in territorial communities;
- integration of interactions of state institutions in the field of transport infrastructure, in order to ensure effective relocation of the main production assets of enterprises;
- necessity of creation of special regional search platforms for qualified specialists for relocated enterprises, in addition to supporting retraining programs;
- intensification of opportunities to attract residential premises available in communal ownership for accommodation of personnel of relocated enterprises;
- prioritization of the order of relocation of enterprises from dangerous regions, focusing on enterprises of a production profile using a cluster approach to their relocation;
- creation of conditions to avoid speculative price growth for certain types of services in the regions to which enterprises are relocated;
- a selective approach to the implementation of mobilization measures in order to avoid undermining the key management links of economically important enterprises;
- the responsible attitude of business structures to the formation of a relocation plan and the implementation of appropriate preventive measures in case of direct threats to the safe functioning of the production infrastructure and personnel of the enterprise [2, p. 101].

Summing up the above research results, it can be asserted that the possibility of companies using relocation as a tool for ensuring economic security requires a comprehensive state policy capable of providing clear and consistent support for the main transport, personnel, resource and organizational aspects of the implementation of a full-fledged relocation process of enterprises.

References:

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2. Тульчинська С. О., Солосіч О. С. Концептуальні засади забезпечення економічної безпеки підприємництва в умовах воєнного стану. *Науковий погляд: економіка та управління*. 2022. № 3 (79). С. 97–102.