

and economic advantages of various innovative solutions, as well as the companies and countries that promote these innovative solutions.

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## **ASSESSMENT CRITERIA OF THE ECONOMIC SECURITY OF A MOTOR TRANSPORT ENTERPRISE**

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Stable functioning, growth of the economic potential of any enterprise in the conditions of market relations largely depends on the availability of a reliable system of economic security. This also applies to motor vehicle enterprises. In connection with the fact that road transport enterprises have their own specifics in the field of organization of the production process, manufactured products, determination of the need for production resources, pricing - the economy of road transport enterprises has its own characteristics in comparison with the economy of other branches of the national economy.

Moreover, motor transport has direct numerical connections and interaction with manufacturers of goods, intermediaries, consumers, industries and enterprises, which create certain conditions for equipping and properly organizing the work

process of a motor vehicle enterprise. And hence, transport is the most vulnerable industry from the external environment. Practice and scientific research show that the organization of modern motor transport activities of enterprises needs to be worked out and the creation of a system of economic security, which would take into account the negatives that each side or economic action can cause in relation to the motor vehicle enterprise.

The problems of ensuring economic security at different hierarchical levels are highlighted in the works of the following domestic and foreign scientists: L. Abalkin, V. Geets, T. Klebanova, V Lipkan, S. Mocherny, V. Muntiyan, O. Tatarkin, N. Firyulina, M. Ermoshenko, I Shumpert, V. Oiken, Ya. Kornai.

A review of scientific publications on this issue showed that, despite the undoubted relevance of the problem, the theoretical and methodological aspects of ensuring the economic security of the transport industry as a whole and the motor vehicle enterprise, as an integral part of it, have been studied at an insufficient level. The lack of a comprehensive model for ensuring the economic security of motor transport enterprises in the context of their resource provision, based on the unity of the scientific concept of the methodological approach and the mechanisms of practical implementation, in many ways contributes to the reduction of the level of economic security of the transport industry and the economic security of Ukraine as a whole.

Thus, the analysis of the degree of development of the problem allows us to state that currently economic science has not sufficiently investigated the problem of economic security of the motor vehicle enterprise, which is explained by the insufficiently effective use of the system approach and the lack of a comprehensive solution to the problem of creating a system for ensuring the economic security of the transport industry.

Competitiveness is defined as the ability of a product, service, subject of market relations to perform on the market on an equal footing with similar goods, services or competing subjects of market relations present there.

Competitiveness is the technical level of the product; the level of marketing and advertising and information support; compliance with consumer requirements, technical conditions and standards, service organization and, in necessary cases, author supervision, personnel selection and training system; price and terms of payments; the timeliness of the appearance of this product on a specific market; political and economic situation in this region. The evaluation of a complex of parameters allows to distinguish high, medium and low competitiveness [1].

One of the necessary conditions for the economic security of a motor vehicle enterprise in the conditions of cyclic development of systems is its innovative activity. Innovative activity is aimed at the formation and achievement of innovative goals through the rational use of material, labor and financial resources. According to international standards, innovation is defined as the final result of innovative activity, embodied in the form of a new product introduced on the market [2].

The evaluation of the innovative activity of the enterprise should be carried out both for the enterprise as a whole and for each innovative project separately. Due to the fact that the main distinguishing feature of an innovative project is great uncertainty (and, therefore, high project and financial risks) at all stages of the innovation cycle, the assessment must be carried out at each stage of its implementation, which include:

- conducting scientific research of a fundamental and exploratory nature (theory);
- development or applied research based on previous results (invention);
- design and technological and research and development works (trial sample);
- mastering new technology en masse.

The criteria for the effectiveness of the organization of innovative processes at the enterprise are economic parameters that allow comparing costs for innovative activities and income from the sale of innovative products. The most important condition and result of innovative activity is its profitability.

In the course of evaluating the effectiveness of an innovative project, attention should be paid to the following factors:

- the level of expenses and the level of profitability,
- technical level and resource capabilities,
- novelty and market attractiveness for the consumer,
- degree of project risks.

Economic security of a business entity is impossible without its financial stability. Financial stability is a certain state of the company's accounts, which guarantees its constant solvency. Solvency can be defined as the ability of the enterprise to pay off short-term obligations with the resources available in the asset and to prevent the violation of settlement terms for further obligations.

Failure to fulfill the obligations of the enterprise may have such consequences as its bankruptcy and complete liquidation. In this regard, the assessment of financial stability is the first direction in the system of assessing the economic security of a business entity [3].

The key factor affecting the financial situation of the industry is the unprofitability of passenger transportation. According to statistics, in recent years there has been an increasing trend of this indicator. The unprofitable factor of passenger transportation exacerbates the financial situation of road transport.

In this regard, it is advisable to propose the division of projects of the investment program aimed at reducing the unprofitability of transportation activities of motor vehicle enterprises, depending on the generated effects, as follows:

- economically attractive for the industry;
- economically attractive for the industry, but of national significance;
- social.

Projects that have a nationwide social effect do not allow road transport to return the invested funds and therefore under normal conditions are not of interest to investors. Their implementation should be carried out at the expense of the state budget, or with the use of state support mechanisms.

Summing up the considered threats to economic security by sphere of activity, the following conclusions can be drawn. There are threats to economic security in each of the considered areas. Today, according to statistics, the situation in Ukraine with ensuring the sustainable operation of road transport in the long term cannot be considered safe.

Therefore, it becomes obvious the need to create an effective mechanism for ensuring and evaluating the economic security of road transport enterprises.

In connection with the fact that the object that ensures the economic security of the enterprise is its employees, it is also appropriate to carry out an assessment from the personnel and management component. Sufficient provision of the enterprise with the necessary labor resources, their rational use, high level of labor productivity are also of great importance for increasing production volumes and increasing production efficiency [4].

One of the aspects of the sustainable operation of a complex and large technological complex, which is road transport, is the personnel potential of the industry. There are several sides to the problem of providing road transport with highly qualified specialists. One of them is directly related to the training of specialists: allocation of funds for education, stimulation and improvement of the quality of education, bringing the material and technical base of the educational process in line with modern requirements [5]. However, there is another side, which consists in creating such socio-economic conditions in the industry, under which personnel potential would have an incentive for effective work.

Thus, it is possible to single out the main criteria for assessing economic security at the level of an economic entity. First, it is an assessment of the financial condition of the enterprise, which can be divided into the criterion of financial stability and the criterion of profitability. As an independent assessment direction, it is necessary to accept the technical condition and movement of the fixed assets of the motor vehicle enterprise. The next criterion to which attention should be directed when considering this issue is the production process itself and the technologies used.

Innovative activity of the enterprise is the necessary condition without which success and survival in the long term is impossible. This determines its consideration as an independent direction of assessment. The labor resources of the enterprise, its personnel policy and management efficiency are also subject to evaluation.

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## **A START-UP INITIATIVE TO CREATE INCLUSIVE TECHNOLOGICAL SOLUTIONS TO SUPPORT PEOPLE WITH DISABILITIES**

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In today's world, the business environment is constantly changing, and brands have already abandoned the idea of simple profitability in favour of a deeper and more meaningful approach to social responsibility. The urgency of the problem is confirmed by the following statistics. More than 1 billion people, approximately 15% of the world's population, live with some form of disability. Between 110 and 190 million adults face severe difficulties in their daily lives. Disability rates are rising due to factors such as an aging population and an increase in chronic diseases. As of January 1, 2021, there were 2.7 million disabled people in Ukraine. Among them, there are 222,300 people with disabilities in the first category, 900,800