

## **INFORMATION SECURITY SYSTEM OF THE ENTERPRISE (THE LEGAL ASPECT)**

At the same time the problem of information security, including the transport sector, remains open.

The purpose of this paper is to reveal the nature of information security in an information economy, to determine the legal and economic components of such an activity.

One of the activities of economic entities in transport sector is to ensure a stable income by posting information about them on the Internet. Such an activity has several directions: the first one is purely informative (creating pages on the Internet); the second one is advertising, the creation of information portal about the company with advanced features (the possibility of registration); the third one is commercial (creating opportunities of portal goods selling via the Internet, payment for goods or services by bank cards and other services).

This activity was called - e-commerce or an information economy as a kind of a state economy.

In today's economy e-commerce is a must for ensuring proper competitiveness of the enterprise of transport industry.

Ukrainian scientist points out that "the emergence of information creates the threats for information sphere. These threats are a part of the information environment and economic activities of all people of law. The threats lead to the emergence of the category of information security, but it includes many elements".

Explaining their position scientists suggest that it is based on the following factors:

a) limited natural resources; b) looming economic disaster; c) demographic imbalance; d) increasing unevenness in the economic, industrial and information development of various countries and their growing instability; e) accelerated development of high technologies and information processes in a small number of the most developed countries.

Under such conditions, the mass introduction of new methods of management, reasonable regulation of market economy and sustainable global modeling and continuous monitoring of economic and socio-economic processes are the only ways to avoid negative phenomena and their consequences in the economy. All this, in terms of scientists, could be achieved through global informatization. That is, the informatization of all spheres of society. This applies to the transport sector as well (freight transportation,

logistics, mail service).

Business entities in the transport sector are companies of all forms of ownership and all legal forms which provide transport services.

Enterprises of transport industry must develop to meet the requirements of not only competition in the domestic market, but European transportation market as well. Therefore, the enterprises of the transport sector mostly take an active part in the development of information economy.

The question of the information economy and information security is a key aspect in ensuring the stability of the economic sphere growth of the country. These issues correlate as general and partial.

Information security of a transport sector company is a state of absence of threats and dangers to enterprises, establishments and organizations in the transport industry taking into account the likelihood of getting restricted information by people who can potentially harm the enterprise.

In fact, information security has three main components: the first component is normative (a set of state regulations and their application to ensure the protection of information); the second component is organizational (active organizational work by means of holding enterprise events dedicated to information security) and the third component is economic (i.e. financial support of information security activities).

At present, a new segment of economic relations is formed in the economic sphere. It is based on the development and implementation of purely informational products. A new type of a product has appeared in the market i.e. information in its various forms.

As for the economic problems of economic relations in the economic sphere, Eshchenko P. and Arseyenko A. mention that information economy is an economy based on information and knowledge, in which the majority of the gross domestic product is provided by the production, processing, storage and spread of information and knowledge. We no longer speak about information as a commodity, but the information provision of production of gross domestic product.

Taking into account that the vast majority of information exists and performs its functions in electronic form, a specific so-called digital economy appeared in economic relations. Its concept is defined in terms of the development strategy of information society in Ukraine. In particular, a digital economy refers to a form of economic relations in the spheres of production, distribution, exchange, consumption of goods and services provided in an electronic form by means of information and communication technologies. Obviously, this form of economic relations in business was called e-commerce. The latter has gained a widespread distribution, including the establishment of an electronic market.

Speaking of state principles, Strategy of information society development in Ukraine considers the development of e-economy one of its major areas.

Here the state stimulates the development of electronic economic activity or its other kinds using ICT.

One of the main regulations in the field of information security is the Law of Ukraine "On information". It outlines the key ways to achieve the state of absence of threats and dangers to information space at the macro level (the state) and micro level (enterprises, institutions and organizations).

That is, in the economy there is a risk of uncontrolled development of information technologies and excessive accumulation of knowledge and their inadequate use according to existing conditions. Thus, the basis of the development of information and information economy should be providing information security. The latter should be focused on both on adequate use of information for the economic growth of societies and an adequate regulation of information development, particularly in those areas that can pose a threat to society (energetic, environmental, spiritual, cultural).

At the same time, referring to the information economy we should pay attention to its dynamics and pace of development. Success comes to that person who not only gets good results, but also continuously focuses on improvement of tools and technologies to achieve such results.

We should make two interim conclusions here:

1. Objective understanding of the present and future prospects cannot be achieved only by professional knowledge, there is a need for greater knowledge of social, economic and political processes, analysis of their effects that occur in society and the world.

2. The current economy is impossible to stabilize in general, it must transform constantly depending on how deep is our knowledge.

The main role in the information economy performs difference, a new idea, which carries a potential value regardless of whether it is a product itself or it will be used to create more goods. In other words, a new cost is formed of the differences of information potential of entities.

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## **ПРАВОВИЙ СТАТУС ГРОМАДЯНИНА ЯК СУБ'ЄКТА АГРАРНИХ ВІДНОСИН**

Правовий статус - це правове положення фізичної або ж юридичної особи, яке визначається обсягом прав, обов'язків і законних інтересів, гарантованих державою і охоронюваних законом за суб'єктами