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ADAPTATION OF ENTERPRISES TO THREATS TO ECONOMIC SECURITY IN WARTIME UNCERTAINTY

The military aggression of the Russian Federation against Ukraine has dramatically changed the picture of threats to the economic security of enterprises. The defining feature of companies' functioning in the current situation is the unconditional dominance of threats to economic security that are of external, exogenous origin, are practically uncontrollable by business structures and have an extremely powerful impact on performance. Legal restrictions on business activities, currency and customs restrictions related to martial law have a negative impact on the ability of companies to carry out efficient logistics, foreign trade and financial activities, generally complicating the business environment. The ongoing threat to the production infrastructure of enterprises, especially in insecure regions, the threat to personnel safety, and the destruction of

logistics chains remain relevant two years after the start of the war. This is compounded by the lack of cheap credit, energy shortages, etc. All of this leads to an uncontrolled increase in the riskiness of companies' activities and an increase in exogenous threats to economic security. In such circumstances, the relevance of actions aimed at ensuring the effectiveness of the economic security system of enterprises is growing.

Directions of adaptation of business entities to the crisis conditions caused by the consequences of military operations and wartime restrictions:

- implementation of a sound personnel policy, both in the context of ensuring physical security of personnel and optimizing the structure of its quantitative and qualitative composition, and attracting remote forms of employment;

- analysis of the assortment policy of enterprises, its optimization, taking into account customer demand, economic attractiveness and feasibility for the business structure [1];

- organization of adaptive logistics, a comprehensive audit of the existing supply and delivery system, and the formation of contingency plans in case of force majeure circumstances provoked by military actions, legal restrictions or actions of other countries;

- maximum digitalization of management processes, changing management approaches on this basis towards de-bureaucratization of the business structure administration system;

- ensuring the integration of risk management into the business processes of the business entity;

- scenario modeling of the organization of full-fledged functioning of the enterprise in case of destruction of the constituent elements of the production infrastructure [1];

- analysis of the prospects for the relocation of the enterprise, drawing up a reasonable plan for the implementation of these measures in the event of territorial approximation of active hostilities to the location of the business entity.

Implementation of such measures will allow enterprises to maintain the required level of functional components of economic security in a crisis, to strengthen and fully

utilize their adaptive potential, to demonstrate real and rapid flexibility in making management decisions and compensating for the consequences of wartime threats.

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COMPETITION IN ENTERPRISE DEVELOPMENT

Competition is economic interaction and competition between producers of goods for the purpose of obtaining advantages in terms of production and sales, which leads to increased profits.

Depending on the number of participants, competition is divided into: monopolistic (this is competition when many companies sell products that are similar, but not exactly the same, and each company has some control over the price of its product); oligopolistic (this is competition where only a few companies control a significant part of the production or sale of goods or services and have a significant influence on prices and market conditions); monopoly (this is a market situation where only one company controls the production or sale of goods or services and has no competitors).

By nature, competition is divided into: price competition (this is a type of competition where companies compete with each other for customers, lowering the prices of their goods or services to obtain competitive advantages); non-price competition (this is a form of competition where companies compete for customers not