TYPES OF ECONOMIC SECURITY OF THE RETAIL TRADE ENTERPRISE

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In modern economic conditions, most of retail trade enterprises operate in terms of instability, uncertainty, full of risks and threats. Thus, enterprises of retail trade as one of the most dynamic branches of the national economy that immediately response to complicated conditions of economic management require providing and guaranteeing their economic security, which would create for enterprises stable conditions for their performance in the market and future development.

The article reveals the essence of concepts “economic stability of enterprise” and “crisis”.

It is noted that there is a relation between economic stability of an enterprise and economic security. So, economic stability is a prerequisite for providing economic security but also it can be its result, i.e. stability of economic activity can depend on the economic security of the enterprise.

Furthermore, it is mentioned that the stable state and crisis are constant antagonists in the development of any system.

For retail trade enterprises in a crisis period of activity, economic security has to ensure security of their activities from the influence of threats of the external and internal environment, provide sustainability of enterprises’ activities and adaptivity to negative consequences.

Thus, given the research, two types of economic security of the enterprise are distinguished – balance and protective, which correspond to different conditions that characterize the state of the retail trade enterprise (stability of operation and crisis). Study of economic security of the retail trade enterprise in accordance with mentioned types allows better ensuring the state of economic security of the retail trade enterprise.

In addition, the article determines functions of balance and protective economic security of the enterprise and their features.