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DOI: [https://doi.org/10.25140/2410-9576-2024-2\(29\)-308-321](https://doi.org/10.25140/2410-9576-2024-2(29)-308-321)

UDC [330.341.1+330.322]:338.32

JEL Classification: P42; O33; E22

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**INNOVATION AND INVESTMENT DETERMINANTS OF ENSURING  
THE ECONOMIC SECURITY OF INDUSTRIAL ENTERPRISES**

**Abstract.** *In the article, innovation-investment dominant of ensuring economic security of industrial enterprises is revealed. The impact of innovation-investment development of the industrial enterprise on ensuring its economic security is analyzed. The main innovation-investment determinants of ensuring economic security of the enterprise are outlined, namely: innovation potential of the enterprise, the investment activity of the enterprise, the modernization of production, technological competitiveness, financial support for innovation projects, entrepreneurial culture and innovation management. It is proven that innovation-investment determinants are key to ensure economic security of industrial enterprises, since they contribute to development, stability and adaptation to challenges of external and internal environment. It is argued that the basis for achieving the most stable and reliable protection of the industrial enterprise should be the mechanism of using optimal set of key measures, which provide for consideration of principles, methods and subject-object interaction. It is substantiated that ensuring economic security of the enterprise should be oriented towards the following key stages: determining the essence of economic security of the enterprise; development of typical principles of its provision; updating of functional content; determination of methods of provision in conditions of unstable economy; identification of appropriate tools and managerial influences; development of systems to minimize external factors of pressure on enterprise security; practical solutions. It has been determined that the basis of diagnostics of economic security of the enterprise is development of the corresponding indicator or system of indicators for measuring the level and dynamics of economic security, therefore it is of primary importance for an enterprise to determine methodological tools for assessing the level of economic security taking into account requirements of economic, accounting and operational accounting of indicators.*

**Keywords:** *innovation and investment dominants, innovative development, investment potential, innovations, management, innovative project, economic security, industrial enterprises.*

*Fig.: 3. References: 13.*

**Problem statement.** Innovation and investment determinants of economic security of industrial enterprises are key factors that contribute to stability, competitiveness and development of enterprises in the conditions of the modern market economy. They form strategic directions for protecting the enterprise from external and internal threats, contributing to its adaptability and ability to modernize. Innovative potential of the enterprise ensures introduction of new technologies that allow to increase production

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efficiency, optimize production processes and improve the quality of products and services. Due to development of innovative infrastructure, new research centers, scientific departments are created. Modern requirements require modern approaches to implementation of new projects, startups. Investment activity of the enterprise contributes to attracting additional investments, which ensures stability of the flow of investments for financing projects, modernization of production, and contributes to expansion of sales markets.

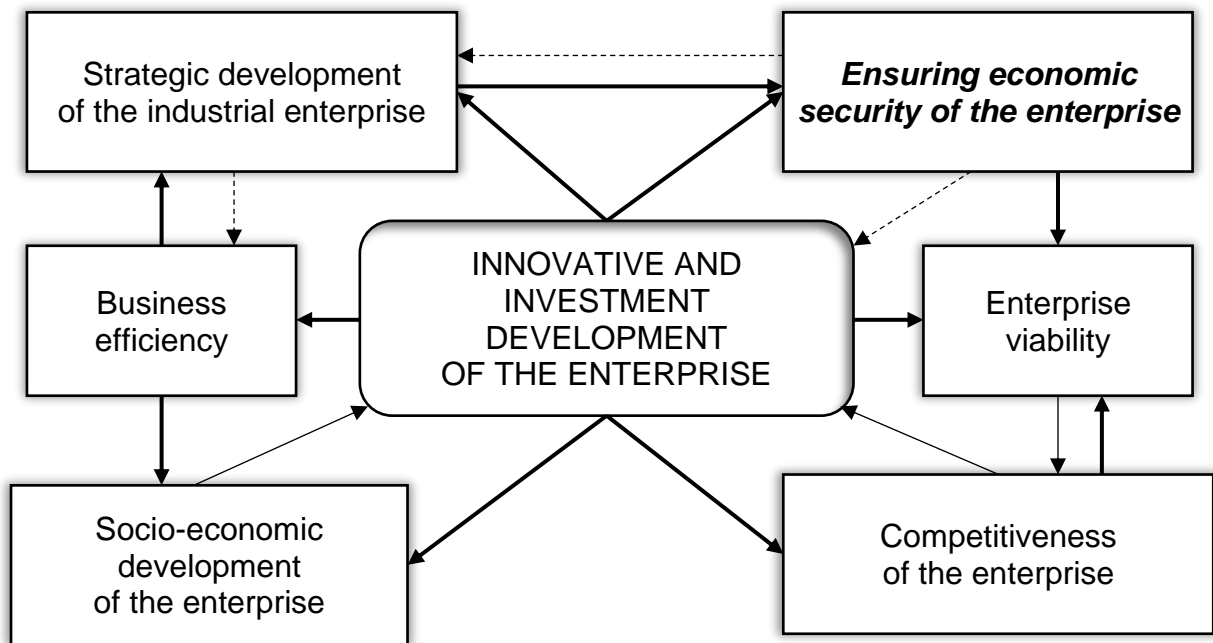
**Analysis of recent research and publications.** Among studies of scientists who have revealed issues of innovation and investment components in ensuring economic security, it is worth noting the following: Ilyashenko S., Panchenko V., Arefiev S., Arefeva O., Popelo O., Tytykalo V., Pogrebnyak A., Polozova T, Zadorozhny S., Piletska S., Kozachenko G., Pogorelov Yu., Verhun A., Hnylytska L., Kyrychenko O., Zinchenko O. and others.

**Highlighting unexplored parts of the general problem.** Noting relevance and timeliness of the research conducted by leading scientists, it is advisable to draw attention to the fact that issues of innovation and investment determinants in the context of ensuring economic security require attention and further research.

**The purpose of the article.** The purpose of the article is to study the role of innovation and investment determinants in ensuring economic security of industrial enterprises.

**Presentation of the main material.** The relationship between innovation and investment determinants and economic security contributes to ensuring sustainability, i.e.: innovations allow the enterprise to remain competitive and flexible in the face of changing market conditions and threats; risk reduction: investments in modernization and innovation help reduce risks associated with technology obsolescence, production failure or loss of competitive positions; profitability growth: introduction of new technologies and products contributes to increasing profitability and efficiency of the enterprise. The impact of innovation and investment development of the enterprise on its economic security is schematically presented in Figure 1. Formation of the enterprise's economic security system is significantly influenced by innovation and investment component, which ensures overall functioning of the enterprise and contributes to its strategic development.

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**Fig. 1. The impact of innovative and investment development of the industrial enterprise on ensuring its economic security**

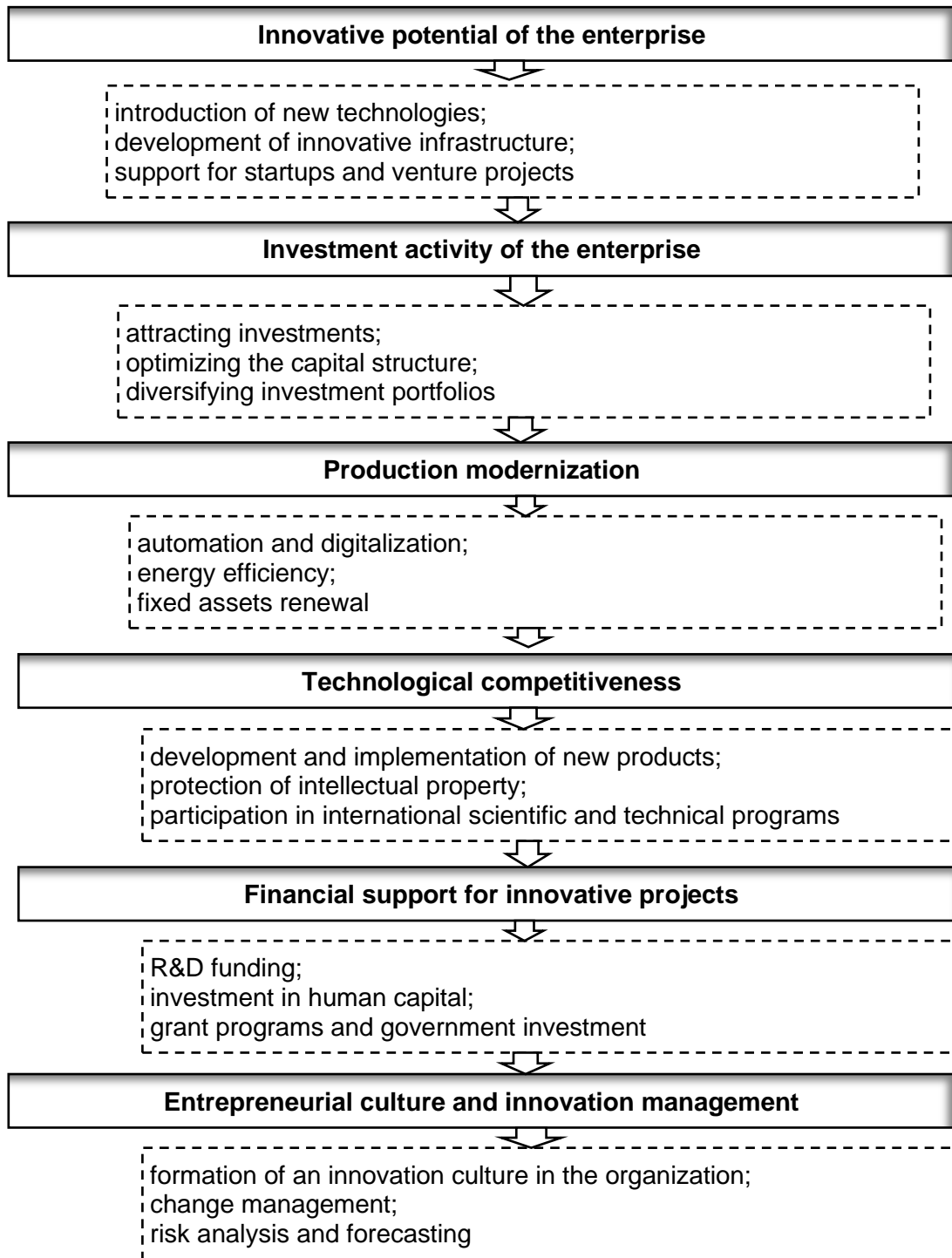
*Source: systematized by the author based on [1; 4; 8; 9; 10].*

The main innovation and investment determinants of ensuring economic security of the enterprise can be distinguished in six areas, namely: innovation potential of the enterprise, investment activity of the enterprise, modernization of production, technological competitiveness, financial support for innovation projects, entrepreneurial culture and innovation management (Fig. 2).

Implementation of measures to optimize capital structure contributes to more effective management of investment resources for their rational use. Another effective investment policy tool is diversification of investment portfolios into different industries and projects to reduce the risks associated with instability in certain sectors of the economy.

Production modernization measures contribute to automation and digitalization of production processes and ensure transition to digital technologies, automated production management systems. Robotization helps reduce dependence on human resources and increase efficiency of production processes.

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**Fig. 2. Main innovation and investment determinants of ensuring economic security**

*Source: systematized by the author based on [5-6; 11].*

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Implementation of energy-saving technologies is aimed at reducing energy costs, increasing environmental safety and compliance with environmental standards. Continuous modernization of equipment and infrastructure is aimed at increasing productivity and reducing operating costs.

Directions of promoting technological competition are aimed at development and implementation of new products, because creation of innovative products that meet market needs allows enterprises to remain competitive. Protection of intellectual property through patenting innovations, which allows the enterprise to maintain uniqueness of its products and solutions and protect them from competitors. Participation in international scientific and technical programs will contribute to integration into international system of scientific research and technological exchange to access advanced developments.

Implementation of the proposed measures is not possible without appropriate financial support. Ensuring stable funding for research and development of new technologies and products, with appropriate investments in human capital, allows improving qualifications of personnel who are able to implement and use the latest technologies. Grant programs and state investments, through state subsidies, grants and financial support, contribute to implementation of innovative projects.

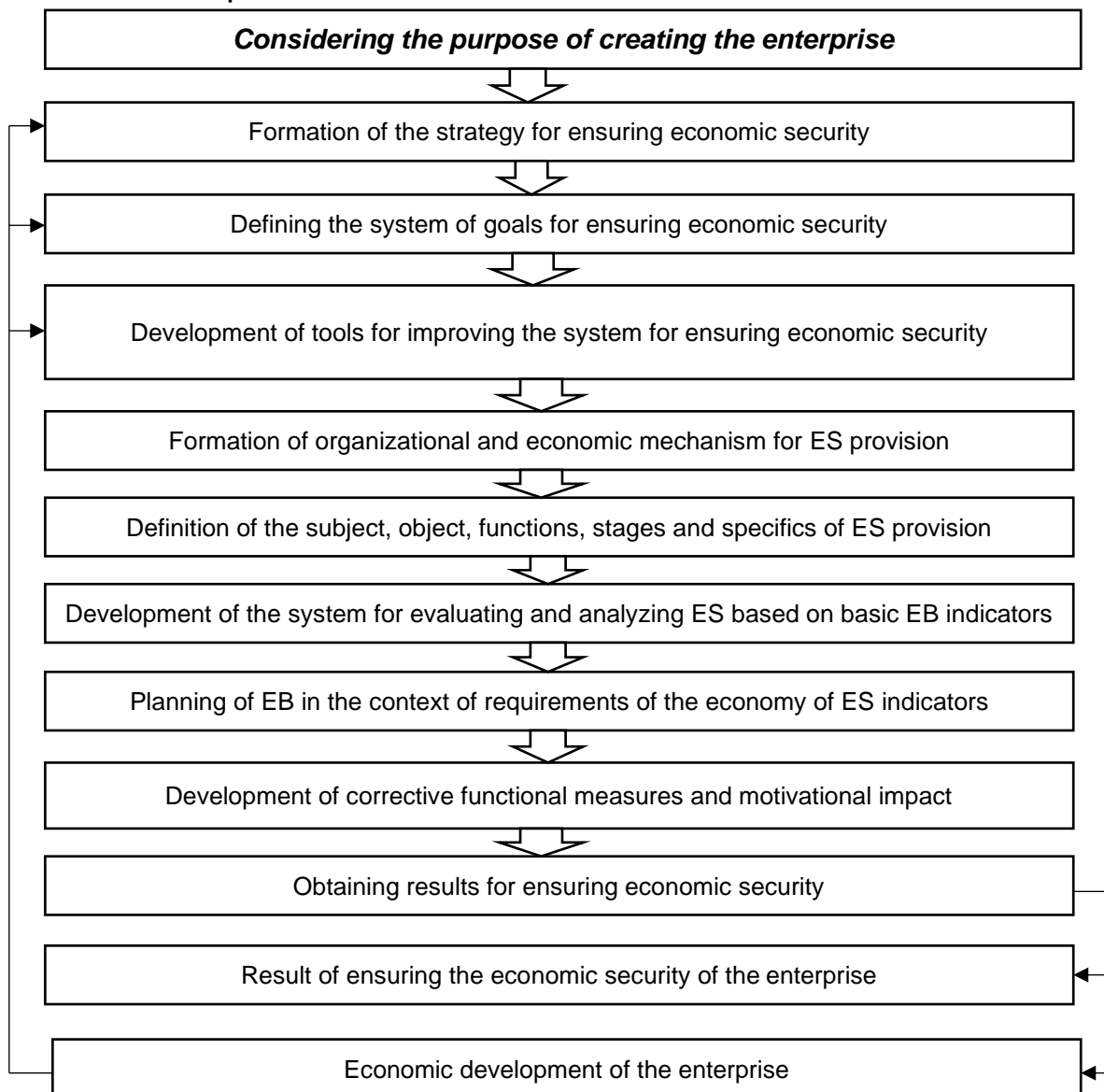
Formation of innovation culture at the enterprise helps encourage the creative approach to solving problems, support initiatives and innovative ideas of employees. Of particular importance is the ability to adapt to rapid changes in the market and implement innovations, in particular through effective management of projects and change processes. Important aspect is timely assessment of possible threats and risks associated with investment and innovation activities, and development of the strategy for their minimization.

Therefore, innovation and investment determinants are key to ensuring economic security of industrial enterprises, as they contribute to development, sustainability, and adaptation to challenges of external and internal environment.

Effective functioning of the selected components allows ensuring appropriate level of economic security of the industrial enterprise.

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The basis for achieving the most stable and reliable protection of the industrial enterprise should be the mechanism for using optimal set of key measures that take into account principles, methods and subject-object interaction (Fig. 3). These measures influence each other and create synergistic effect, forming general system of economic development of the industrial enterprise.



**Fig. 3. Stages of implementation of functions of ensuring economic security of the industrial enterprise**

*Source: summarized by the author based on [2; 3; 7; 12; 13].*

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Ensuring economic security of the enterprise should focus on the following key stages:

- 1) determining the essence of economic security of the enterprise;
- 2) development of standard principles for its provision;
- 3) updating functional content;
- 4) determining methods of provision in the unstable economy;
- 5) identification of relevant tools and management influences;
- 6) development of systems to minimize external pressure factors on enterprise safety;
- 7) practical solutions.

According to most scientists, the functional managerial approach is the most effective for ensuring economic security of the enterprise. To achieve optimal security, it is necessary to clearly formulate the goals and objectives of the enterprise, as well as ensure the quality of tools for their implementation through functional algorithms (both strategic and operational). These algorithms, schemes and mechanisms for ensuring economic security are the reflection of economic mechanism of the industrial enterprise, are unique and are based on specific prerequisites.

Today, the functional management approach is the basis for ensuring economic security of the industrial enterprise. For deeper understanding of this process, it is advisable to consider functions it covers and their key characteristics.

The analytical stage is the initial stage in any system of organizational and economic management actions and serves as the basis for development of sound plans. It is important to note that diagnostics of economic security of the industrial enterprise is not synonymous with assessment or analysis. Based on the goal of the industrial enterprise - ensuring effective, stable and competitive development, as well as economic efficiency at the level of the enterprise itself, its owners and the state - it is necessary to create effective system for diagnosing the level of economic security. This will become the basis for further economic development of the enterprise.

The generally accepted classification scheme of basic functions includes assessment of development indicators for the past period, the analysis of these indicators (which now goes beyond boundaries of traditional analysis and approaches controlling or diagnostics). Diagnostics differs from system analysis, as it has different content and approach to assessing

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development indicators. Importance of these procedures is explained by their comprehensive approaches to identifying problems and finding appropriate solutions to eliminate them. Diagnostics is more comprehensive and effective than simple analysis, since, in addition to collecting, evaluating and analyzing data, it includes functions of identifying problem elements and factors, measuring deviations, calculating indicators for corrective actions and determining the vector of these actions. The basis of diagnostics is development of appropriate indicator or system of indicators to measure the level and dynamics of economic security of the enterprise. Therefore, it is of primary importance for the enterprise to determine methodological tools for assessing the level of economic security, taking into account requirements of economic, accounting and operational accounting of indicators.

Planning (strategic, current, operational) is the next important function of ensuring economic security of the enterprise. This is complex system of calculations, the purpose of which is to determine optimal options for economic development of industrial enterprise and their detailed accounting. On the basis of these calculations, appropriate decisions are formed to achieve high level of economic security of the enterprise. Planning defines a specific goal, develops strategic plans, connects them with the system of early detection of crisis phenomena and risks and forms the basis for making economic decisions.

Organization is a basic function that helps ensure economic security of the enterprise through effective, well-established interaction of all components (innovation and investment, financial, personnel, production, etc.).

Implementation of developed measures is one of the key functions of ensuring economic security. It is based on strategic, current and operational plans and results of assessment and diagnostics of economic indicators. At this stage, time is of particular importance, as well as objectivity and accuracy of decisions made regarding economic security of the industrial enterprise.

Economic assessment of measures to ensure economic security of the industrial enterprise and application of control and correction systems are the most complex functions, since they involve formation of appropriate analytical and regulatory basis for each component of economic security, taking into account influence of external environment. Correctness of by assessing functioning of all components of economic security of the industrial enterprise depends on its further development.



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Employee motivation is a complex function from both social and financial point of view. Its detailed consideration is important, since the personnel and cognitive component is of crucial importance in innovative subsystem of ensuring economic security of the industrial enterprise in conditions of uncertainty and variability of the environment.

The role of the personnel of the industrial enterprise in ensuring economic security is key. The important aspect is to increase competence and skills of employees by implementing innovative developments, which has positive impact on economic development of the enterprise. The use of innovative approaches in management, in particular in terms of personnel development and motivation, is of great importance. Measures aimed at innovative development and stimulation of personnel, as well as improving social standards at the enterprise, are considered one of the most progressive and strategically important. This is due to the fact that these investments have long payback period. However, strategic advantages of these measures provide significant economic effect in the future.

For industrial enterprises, it is important to focus on development of personnel capable of using available resources as efficiently as possible to ensure economic security. Development of personnel skills is the foundation for adaptation of the enterprise to the conditions of the transformational economy, creating a basis for formation of information and cognitive potential of employees and its further development. The work [13] is devoted to the study of various aspects of personnel management in the context of digitalization and innovation of the economy, within which methodological recommendations are proposed for improving approaches to development and motivation of personnel.

Motivation in the system of innovative personnel management is important and influential stage that lays the foundation for basic processes at the enterprise. Currently, development of personnel skills in most industrial enterprises is unsystematic, and its planning lacks the scientifically sound methodology. The basis of this methodology is the focus on raising social standards through material incentives for personnel development. Personnel motivation should take into account interests of owners of the enterprise, investment opportunities for prospective and current development, and also ensure social security and economic efficiency within the framework of achieving economic security.

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The key element of economic mechanism of innovative personnel management is formation of the system of material incentives. It is advisable for each industrial enterprise to develop its own system of material incentives, which will contribute to development of personnel and innovativeness of the enterprise, ensuring high level of economic security, competitiveness and efficiency of activity. In the conditions of the transformational economy, each employee must realize that leading countries of the world are increasingly focused on creating added value in information sector.

Domestic industrial enterprises are at the beginning of this process, working on developing methodological tools for the model of creating innovative symbiosis of personnel development. This model, in turn, is increasingly spreading to various spheres of influence of information technologies in the modern information society.

**Conclusions and suggestions.** Economic and political crises cause phenomena that reduce efficiency and competitiveness of industrial enterprises, destabilize their stability, solvency and creditworthiness, destroy most of the production and marketing ties. Many industrial enterprises are on the verge of bankruptcy. In modern economic conditions, stable functioning of industrial enterprises is not always guaranteed. Their economic development is constantly influenced by wide range of external factors. The limited ability to control these external factors requires management of industrial enterprises to concentrate efforts on using internal reserves.

It is worth noting that it is precisely innovation and investment determinants that are key to ensuring economic security of industrial enterprises, since they contribute to development, stability and adaptation to challenges of the external and internal environment. Effective functioning of the identified determinants, namely innovation potential of the enterprise, investment activity of the enterprise, modernized production, technological competitiveness, financial support for innovative projects, entrepreneurial culture and innovation management will ensure appropriate level of economic security of the industrial enterprise. The basis for achieving the most stable and reliable protection of the industrial enterprise should be the mechanism of using optimal set of key measures that provide for consideration of principles, methods and subject-object interaction.

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Отримано 29.08.2024

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UDC [330.341.1+330.322]:338.32

JEL Classification: P42; O33; E22

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**E-mail:** [Mvv8686@ukr.net](mailto:Mvv8686@ukr.net). **ORCID:** <https://orcid.org/0009-0002-2720-4655>**ІННОВАЦІЙНО-ІНВЕСТИЦІЙНІ ДЕТЕРМІНАНТИ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ ПРОМИСЛОВИХ ПІДПРИЄМСТВ**

**Анотація.** У статті розкрито інноваційно-інвестиційну домінанту забезпечення економічної безпеки промислових підприємств. Проаналізовано вплив інноваційно-інвестиційного розвитку промислового підприємства на забезпечення його економічної безпеки. Окреслено основні інноваційно-інвестиційні детермінанти забезпечення економічної безпеки підприємства: інноваційний потенціал підприємства, інвестиційна активність підприємства, модернізація виробництва, технологічна конкурентоспроможність, фінансове забезпечення інноваційних проєктів, підприємницька культура та менеджмент інновацій. Доведено, що інноваційно-інвестиційні детермінанти є ключовими для забезпечення економічної безпеки промислових підприємств, оскільки вони сприяють розвитку, стійкості та адаптації до викликів зовнішнього та внутрішнього середовища. Аргументовано, що основою для досягнення максимально стабільного та надійного захисту промислового підприємства має стати механізм використання оптимального набору ключових заходів, що передбачають врахування принципів, методів та суб'єктно-об'єктну взаємодію. Обґрунтовано, що забезпечення економічної безпеки підприємства має орієнтуватися на такі ключові етапи: визначення сутності економічної безпеки підприємства; розробка типових принципів її забезпечення; оновлення функціонального змісту; визначення методів забезпечення в умовах нестабільної економіки; ідентифікація відповідних інструментів та управлінських впливів; розробка систем для мінімізації зовнішніх факторів тиску на безпеку підприємства; практичні рішення. Визначено, що основою діагностики економічної безпеки підприємства є розробка відповідного показника або системи показників для вимірювання рівня та динаміки економічної безпеки, тому для підприємства першочергово важливо визначити методичний інструментарій для оцінки рівня економічної безпеки з урахуванням вимог економічного, бухгалтерського та оперативного обліку показників.

**Ключові слова:** інноваційно-інвестиційні домінанти; інноваційний розвиток; інвестиційний потенціал; інновації, менеджмент; інноваційний проєкт; економічна безпека; промислові підприємства.

*Рис.:* 3. *Бібл.:* 13.

**Бібліографічний опис для цитування:**

Malysh, V. (2024). Innovation and investment determinants of ensuring the economic security of industrial enterprises. *Scientific Bulletin of Polissya*, (2(29)), 308-321.