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### **FACTORS OF FINANCIAL AND ECONOMICAL SECURITY OF FOREIGN ECONOMIC ACTIVITY IN UKRAINE IN CONTEXT OF GLOBALIZATION CHALLENGES**

**Abstract.** Problems regarding foreign economic activity of economic entities are extremely diverse. One of the aspects of these issues gets considerable attention, while others are much less studied, and some aspects have been updated not so long ago. Among the latter is the financial and economic security of foreign economic activity, in the provision of which the influence of many factors must be taken into account. One of these factors is globalization, which today becomes an objective reality for development of modern world. However, impact of globalization on financial-economical processes on macro- and microlevel is ambiguous. Taking into account prevalence of many global conflicts and other factors of negative impact, globalization challenges, existing trends of development of economical processes stipulate mostly negative impact on subjects of foreign economic activity. The financial and economic security of foreign economic activity of the enterprise and the country as a whole are considered from the point of view of joint application of the protection and harmonization approaches and recognized as one of the most important conditions for the effectiveness of its implementation. The theoretical basis of the study were the ideas of the theory of interaction (the theory of exchange J. Humans and P. Blau, the theory of interaction between the results of D. Tibo and G. Keelli and the theory of potential conflicts). The factors of financial-economical security of foreign economic activity for domestic subjects of entrepreneurial activity and country in general are considered in the article. It is displayed that foreign economic activity with Russia, which so far is carried out by domestic enterprises, is a very serious threat to the economic security of Ukraine as a whole, as well as its business entities. The main globalization challenges in the field of foreign economic activity for domestic subjects of entrepreneurial activity are identified. The main challenges in the field of foreign trade of goods are specified in the article. The changes in the guidelines for foreign trade in goods are given and the reasons for such changes are detailed. The global, local and institutional impacts on system of economic security of enterprises that are subjects of foreign economic activity are specified and the appropriate reaction of their systems to such influence is suggested.

**Keywords:** foreign economic activity, financial-economic security, factors, globalization, landmarks, conflict theory.

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## **ЧИННИКИ ФІНАНСОВО-ЕКОНОМІЧНОЇ БЕЗПЕКИ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ В УКРАЇНІ В КОНТЕКСТІ ГЛОБАЛІЗАЦІЙНИХ ВИКЛИКІВ**

**Анотація.** Проблематика зовнішньоекономічної діяльності суб'єктів господарювання надзвичайно різноманітна. Одному з аспектів цієї проблематики приділено значну увагу, тоді як інші досліджено значно менше, а деякі аспекти актуалізувалися не так давно. До числа останніх належить фінансово-економічна безпека зовнішньоекономічної діяльності, у забезпеченні якої варто враховувати вплив багатьох чинників. Одним з таких чинників є глобалізація, що сьогодні стає об'єктивною реальністю розвитку сучасного світу і неоднозначно впливає на фінансово-економічні процеси на макро- і мікрорівні. Враховуючи існування багатьох глобальних конфліктів та інших факторів негативної дії, глобалізаційні виклики зумовлюють переважно негативний вплив на суб'єктів зовнішньоекономічної діяльності. Фінансово-економічну безпеку зовнішньоекономічної діяльності підприємства і країни в цілому розглянуто з позиції спільного застосування захисного та гармонізаційного підходів і визнано однією з найголовніших умов результативності її здійснення. Теоретичний базис дослідження становлять положення теорій взаємодії (теорії обміну Дж. Хоманса і П. Блау, теорії взаємодії результатів Д. Тібо і Г. Келлі та теорії потенційних конфліктів). Визначено чинники фінансово-економічної безпеки зовнішньоекономічної діяльності вітчизняних суб'єктів підприємницької діяльності і країни в цілому. Показано, що зовнішньоекономічна діяльність з Росією, яку дотепер здійснюють вітчизняні підприємства, є вельми вагомою загрозою економічній безпеці і України загалом, і суб'єктів господарювання. Окреслено основні глобалізаційні виклики у сфері зовнішньоекономічної діяльності вітчизняних суб'єктів господарювання. Наведено зміни орієнтирів у зовнішній торгівлі товарами та деталізовано причини таких змін. Визначено глобальний, локальний та інституціональний вплив на систему економічної безпеки підприємств — суб'єктів зовнішньоекономічної діяльності та запропоновано відповідну реакцію їхніх систем економічної безпеки на такий вплив.

**Ключові слова:** зовнішньоекономічна діяльність, фінансово-економічна безпека, чинники, глобалізація, орієнтири, теорія конфліктів.

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## **ФАКТОРЫ ФИНАНСОВО-ЭКОНОМИЧЕСКОЙ БЕЗОПАСНОСТИ ВНЕШНЕЭКОНОМИЧЕСКОЙ ДЕЯТЕЛЬНОСТИ В УКРАИНЕ В КОНТЕКСТЕ ГЛОБАЛИЗАЦИОННЫХ ВЫЗОВОВ**

**Аннотация.** Глобализация является объективной реальностью развития современного мира и неоднозначно влияет на финансово-экономические процессы на макро- и микроуровне. Учитывая существование многих глобальных конфликтов и других факторов негативного воздействия, имеющиеся общемировые тенденции развития экономических процессов обуславливают преимущественно негативное влияние на субъектов внешнеэкономической деятельности. Определены факторы финансово-экономической безопасности внешнеэкономической деятельности отечественных субъектов предпринимательской деятельности и страны в целом. Выделены основные глобализационные вызовы в сфере внешнеэкономической деятельности отечественных субъектов хозяйствования. Приведены изменения ориентиров во внешней торговле товарами и детализированы причины таких изменений. Определено глобальное, локальное и институциональное влияние на систему экономической безопасности предприятий — субъектов внешнеэкономической деятельности, сформирована ответная реакция их систем экономической безопасности на такое воздействие.

**Ключевые слова:** глобализация, финансово-экономическая безопасность, внешнеэкономическая деятельность.

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**Introduction.** One of the directions of Ukrainian economic system development is the activation of foreign economic activity of domestic enterprises, which ensures the integration of the domestic economy into the world economic system, creates prerequisites for activating the innovation activity of enterprises, promotes active participation in the world labor division, strengthening country export potential, recognition of the domestic producers' products on international markets.

However, at the same time, the intensification of foreign economic activity of domestic enterprises is accompanied by the emergence of new threats and dangers, sources and factors of which require research and search for ways of reacting to them. That is, foreign economic activity of domestic enterprises requires the availability (or creation) of such a condition as economic security and the study of factors influence that determine its level.

**Research analysis and task settlement.** The issues of foreign economic activity of business entities are actively studied in domestic and foreign scientific literature (for example, [1, 2]). Foreign economic activity is multidimensional, therefore, considerable attention is given to some of its aspects, while others have been studied much less, and some of them have become pressing not so long ago. This list of the latest includes economic security of foreign economic activity, study of which, despite introduction of serious scientific papers (for example, [3, 4]) is still characterized by fragmentation and apparent incompleteness.

In modern studies on economic security, the theoretical basis for economic security of foreign economic activity is not systematically described yet. The theory of potential conflicts, concepts of which modern scientists consider to be the theoretical basis of economic security science, is only one of several possible. It is necessary to pay attention to other theories, for example, the theory of exchange, which was intensively developed by J. Homans [5] and P. Blau [6], social exchange theory by J. Thibaut and H. Kelley (although they insisted that this is the point of view, the frame of reference, and not theory [7, p. 200]). Consequently, a brief review of the development level of the main provisions of economic security science suggests that it is too early to talk about creating the conceptual framework of economic security in Ukraine in general and for certain types of activities in particular.

The strategic orientation of domestic enterprises for long-term cooperation with foreign partners, along with solving other issues, requires protection of their own interests and activities from various threats, source of which is a combination of factors influencing foreign economic activity of business entities. These factors need to be identified, the nature of their influence analyzed and the tools for domestic enterprises reaction to their influence chosen. The lack of factors research, influence of which determines the level of economic security of foreign economic activity, inconsistency and agility of its influence have specified the **research objective**, which is to identify the factors influencing the level of economic security of foreign economic activity of the entity and the country as a whole, and content consideration of this influence.

**Research results.** In the economic security science, regarding the economic security of foreign economic activity, the conceptual and categorical apparatus is still not fully developed. Instead of the notion of "economic security of foreign economic activity", the term "foreign economic security" is often used. In this sense the definition of foreign economic security as the ability of the state to withstand external threats, to adapt and implement its economic interests in the domestic and foreign markets, creating competitive advantages that ensure sustainable economic growth [8], can be considered as typical. At first glance, it may seem that this issue is not essential, but it is well known that the science formation begins with generation of terms and concepts system.

The classification of threats to foreign economic activity of economic entities and the country as a whole (by enterprises clusters, by products types of domestic producers, markets where such products are presented or can be presented, etc.) is not complete yet. But before talking about threats, it is necessary to study the factors influence of which determines the economic security of foreign economic activity. Concerning the economic security of foreign economic activity, the factor is considered as a certain cause (processes, functioning of other objects, the appearance or disappearance of certain phenomena), that determines the vectors and orientations of the foreign trade activities of subjects of foreign economy, the nature and dominance of its individual features. Attention to the economic security factors of foreign economic activity (both enterprises and the country as a whole) is explained by the fact that it is their influence that under certain circumstances turns into a threat to such activity. The threat in this context should be interpreted as the influence of external and internal environment factors (enterprise activity, the country economy), which causes such negative changes in foreign economic activity that leads to a decrease in its economic security level.

The economies of most countries of the world have ceased to be autonomous because of the influence of globalization processes. They are integrated into the world economic landscape at the expense of the active expansion of transnational corporations. For the foreign economic activity of

business entities of individual countries, such trends have ambiguous consequences: apart from the development of technologies and the intensification of international cooperation, which is definitely positive, it becomes increasingly difficult to find a suitable market niche for the profitable realization of their own interests. Countries that are "important players" of the macro level, lobby their own interests with all possible means, beginning with innovative breakthroughs and ending with incitement to military conflicts for spheres of influence in the world.

The difficulty of retaining positions in international and national markets and, to a large extent, entering them, directly affects the economic security of foreign economic activity and business entities, and the country as a whole. Unfortunately, Ukraine found itself at the crossroad of the interests of countries that are subjects of international markets, and therefore, has fully experienced all the consequences of globalization changes and trends for quite a long time already (not only in recent years, but since independence proclamation), which leads to permanent changes (often forced) of the foreign economic policy vector.

The economic security of foreign economic activity of the enterprise and the country as a whole should be regarded as one of its main conditions, which, from the standpoint of the application of both protective and harmonization approaches, should be viewed as the surrounding reality of the dynamic interaction of the subject of foreign economic activity with other market participants, where the enterprise, together with international institutions using its own resources is able to protect its interests in international markets from threats of different nature or quickly overcome the consequences of the threats that are created by processes, phenomena, materialized interests and objects of other foreign economic relations participants.

It is appropriate to form the theoretical basis of economic security of foreign economic activity using the theories of interaction (J. Homansa and P. Blau exchange theory, J. Thibaut and H. Kelley social exchange theory and potential conflicts theories). Interaction of participants in foreign economic relations is both a source of economic benefits and a source of conflicts. The emergence of new economic agents in the market reduces the market potential of already existing economic agents. This causes not only the rejection of new ones, but also active struggle with them. The rejection of new economic agents in the market, that may have different forms and serve as a driving force behind many destructive processes, is the source of threats and dangers not only for the process of their entrance, promotion and strengthening of the international market, but also for their performance in general. Especially high probability of their occurrence is when subjects of foreign economic activity from developing countries enter international markets with established participants.

The level of economic security of foreign economic activity of domestic entrepreneurs and the state in general is determined by the influence of number of factors, which vary in intensity, duration of the influence and consequences (Fig. 1).

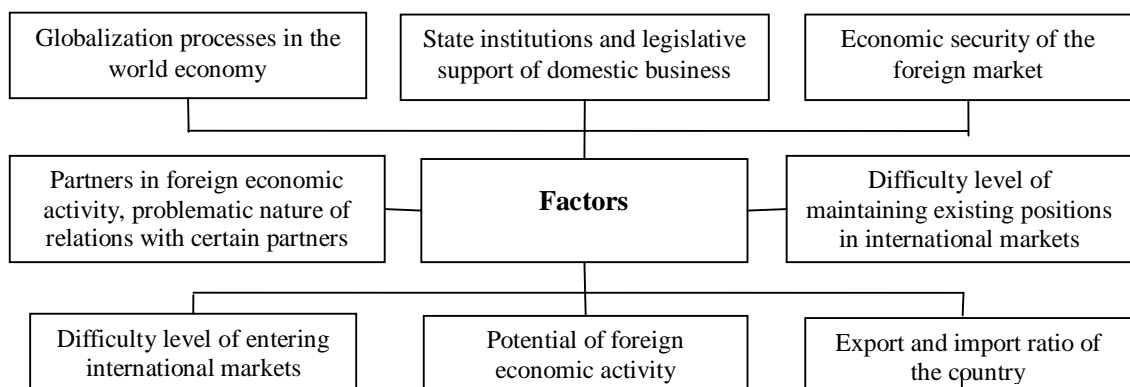


Fig. 1. Factors of economic security of foreign economic activity of domestic business entities and the country as a whole. (Source: developed by authors)

In the context of economic conflicts escalation, globalization processes that at the same time are the cause, the method and the result of their solution, directly affect the economy of virtually all

countries of the world: the attitude of business to traditional markets is changing, new investment trends are being formed, means and ways to achieve companies strategic development goals are being transformed, new forms of foreign economic activity of economic entities and ways of its management are being updated, and its strategic management is changing. Such influence promotes the activation of foreign economic activity of economic entities, and leads to a change in its strategic management, and simultaneously updates the development and functioning of the economic security system.

With all the attention to globalization processes [9, 10] and their recognition as a factor of economic security of foreign economic activity, the content of this impact on the economic security of enterprises, subjects of foreign economic activity, is highlighted rather briefly, which requires in-depth research taking into account modern challenges and threats of macroeconomic scale.

Understanding of state institutions and legislative support for domestic business can be obtained from the components of the Ease of Doing Business Index or Doing Business (Table 1). Data from table 1 of particular years clearly highlights trends in the domestic business environment, including the institutional component: dealing with construction permits, getting electricity, resolving insolvency, trading across borders.

Table 1

Rank of Ukraine by the components of the Ease of Doing Business Index in 2011-2018

Indexes	2011	change	2014	change	2017	change	2018
Total rank	145	+ 56	112	+ 33	80	+ 32	76
Starting a business	118	+71	47	+27	20	-32	52
Dealing with construction permits	179	+138	41	-99	140	+105	35
Getting electricity	-	-	172	+42	130	+2	128
Registering property	164	+67	97	+34	63	-1	64
Getting credit	32	+19	13	-7	20	-9	29
Protecting minority investors	109	-19	128	+58	70	-11	81
Paying taxes	181	+17	164	+80	84	+41	43
Trading across borders	139	-9	148	+33	115	-4	119
Enforcing contracts	43	-2	45	-36	81	-1	82
Resolving insolvency	150	-12	162	+12	150	+1	149

(Source: created by the author on the basis of [11])

The fluctuation of the indicators in the institutional component of the Index of Ease of Doing Business is quite substantial (a vivid example is the index of dealing with construction permits). It seems that Ukraine rating for this index in 2018 (position 76) is low, but it should be taken into account that in 2006 Ukraine was 124th. The improvement of Ukraine's position over these years by + 48 points can be considered in two different ways: as an achievement and as years of missed opportunities for strengthening the country's position in the world economy.

In the context of Ukraine's partners in foreign economic activity, specific economic relations with Russia, which were of such nature practically during all Ukraine's independence, become a very serious threat to Ukraine's economic security as a whole and economic entities operating in foreign economic activity, in particular. Despite the complexity of relations with Russia in all aspects, it is Russia that still holds a dominant position among the leaders of foreign trade of goods with Ukraine (Fig. 2).

There was practically no technological update at such enterprises, the available material and intellectual resources were actively used, the payment for which was much lower than in other markets. With the outbreak of military conflict in 2014, some Russian owners lost shares in Ukrainian companies, but a certain percentage of them re-registered (or fictitiously sold) their shares to third parties and for a certain period of time reduced economic activity in Ukraine.

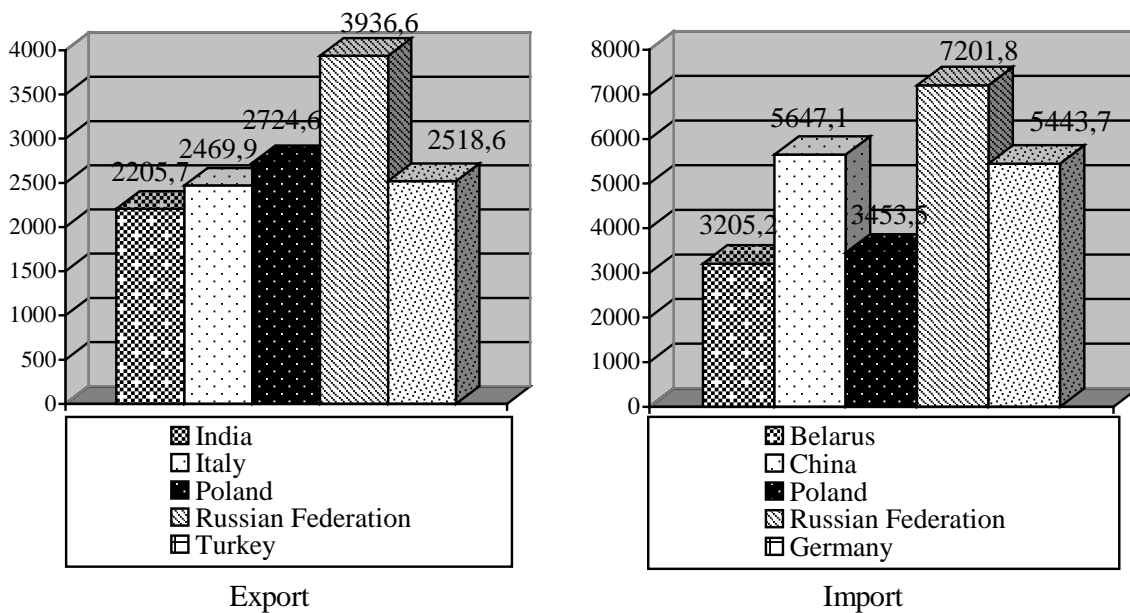


Fig. 2. Countries, leaders in foreign trade of goods with Ukraine in 2017, USD millions.  
(Source: developed according to [12])

However, the statistics of 2017, taking into account the sufficient problems in socioeconomic and political relations with Russia, showed a very interesting trend. In 2017 there was an increase in the volume of Russian companies' investment in Ukrainian economy and the foreign economic activity has intensified. So, in 2017, the volume of domestic export to Russia was \$3936.6 million, and the volume of import amounted \$7201.8 million. The negative balance of foreign trade was \$3265.2 million [12]. Taking into account that the total negative balance of foreign trade of goods in Ukraine in 2017 was \$6331.9 million, and 51.57% of this amount was directly the result of trade with Russia. Such a result requires decisive action not only at the micro level, that is, the actions of individual business entities, but also at the macro level, as a direct threat to the Ukrainian economy and its economic security is very expressive.

About 80% of import from the Russian Federation are petroleum products, an alternative that is difficult to find for Ukraine at the moment, but it is possible, what is confirmed by the latest results in this direction. Today, events in the Middle East in certain way contribute to blocking alternative ways of supplying petroleum products from this region to Europe. In the absence of alternative supply of petroleum products, most European countries, including Ukraine, are forced to increase their imports of Russian energy resources, which partly explains the global crisis in the global economy and the corresponding negative processes (especially for the economies of Europe).

Although, the first place in terms of exports and imports of goods belongs to the Russian Federation, it is necessary to acknowledge the importance of the other four countries leading in Ukrainian foreign economic relations. Thus, exports to India, Italy, Poland and Turkey in 2017 amounted to \$9918.8 million (22.9% in total exports), while imports from Belarus, China, Poland and Germany amounted to \$17749.5 million (35.8% in the structure of total import of goods) [12].

An interesting trend in the development of foreign economic relations of Ukraine in 2017 is the growth of export volumes to such countries as Algeria (226 %), Belgium (181.4 %), Latvia (154.7 %), the USA (194.1 %), the Netherlands 168.4 %), Switzerland (172.1 %) [10], despite the fact that the positive balance of foreign trade is observed predominantly with developing countries, and with developed countries, it is negative.

The data on Ukraine's partners in foreign economic activity testify the existence of significant unused opportunities (in particular, a fairly wide range of potential partners) that need to be transformed into real economic ties. Of course, economic ties and partner relations with foreign partners are formed during a long period of time. Moreover, it is not easy to enter international and national markets, overwhelming majority of which has not only already developed, but a well-established structure. It is

possible only in a few cases: when it comes to innovative products, dumping, paternalistic measures by foreign governments, or some changes (mostly of forced character) in the structure of a particular market.

Among the factors of economic security of foreign economic activity of domestic business entities and the country as a whole, attention should be paid to the economic security of the market, which domestic manufacturers are trying to enter with their products.

The market (national or international) is a new object of economic security, for which many provisions in economic security science on both micro- and macro level still need to be developed, which require relevant research.

Assessments of economic security of a certain product (works, services) can be object oriented or object-subject oriented. Object oriented assessments of the market economic security can reveal its level by abstracting from the interests of a particular producer, whereas in object-subject oriented assessments such interests and prospects for their satisfaction are not simply taken into account, but serve as a starting point for evaluation.

The low level of economic security of the market for a particular product (works, services) gives grounds for speculation about the relative ease with which a subject of foreign economic activity enters such market, but also about the instability of market rules and, accordingly, the existence of significant prerequisites for the instability of the market position of a subject of foreign economic activity in such market and additional costs for its maintenance or strengthening. At high level of economic security of the market, the main efforts of the subject of foreign economic activity are focused on overcoming the entrance barrier to the market, but if they overcome it, the presence in such a market creates good opportunities for foreign economic activity, which, however, must be properly used.

In a brief analysis of factors, their influence on the economic security of foreign economic activity of domestic enterprises and the country as a whole and the consequences of such an impact can not be fully reflected. But the identification of such factors to some extent sets the direction for future research on this subject and provides the basis for improving the security providing activities of domestic enterprises in the context of building relationships with economic agents of international markets.

Table 2 shows the adaptive response of the system of economic security of the enterprise, which acts as a systemic basis of security providing activities, to the factors of global, local and institutional influence on the economic security of foreign economic activity of domestic enterprises and the country as a whole.

Table 2

Global, local and institutional influence on the system of economic security of enterprises, subjects of foreign economic activity

Level of influence	Consequences of influence	The reaction of the system of economic security of the enterprise
Global	Change of markets or activity profile	The launch of mechanisms for identifying external and internal threats, improvement the mechanisms for the functioning of the economic security system of an enterprise and its management
Local	Change of counterparties and regional niches of the market	Analysis of potential counterparties and improvement of the adaptive component of the enterprise economic security system
Institutional	Changes in legislation and rules of conduct in specific markets	Analysis of norms and rules followed by adjustment of regulations, instructions and provisions for the functioning of the economic security system

(Source: developed by authors)

Determination of certain types of external influence on the economic security system of enterprises, subjects of foreign economic activity, makes it possible to detail the reactions of such a system, but does not exclude the combination of these types of influence and their mutual influence. Thus, the global impact that is caused by globalization processes in the world economy requires institutional changes at all levels of the functioning of the country's economic system, and the local



impact manifests itself in interaction with the enterprise environment. This requires the development of new mechanisms of the enterprise economic security system, primarily the mechanism for identifying internal and external threats, and the improvement of the already developed mechanisms of the system (primarily, the mechanisms for operating the system and managing it). It is also necessary to improve approaches to the potential contractors' analysis of the enterprise and of the adaptation component of the economic security system. Institutional influence in most cases as a result of global and local impact sets the impulse for changing regulations, instructions and provisions for the functioning of the enterprise economic security system.

**Conclusions.** Foreign economic activity for the majority of domestic enterprises is one of the priority directions of development for today, since the capacity and solvency of the domestic market does not allow to realize fully their potential. Entering external markets under the current conditions is accompanied by a significant number of dangers and threats that are shaped by the globalization processes, the initiators of which are the largest economies of the world (the USA, China, Japan, Germany, etc.). Historical experience of development of the national economy and a special place of Ukraine in geopolitical processes serves as a reason for a rather rapid adaptation of domestic business entities to changes different in nature and leveling out the existing dangers and threats to their activities.

Accordingly, the scientific novelty of the research is the determination of the main factors of economic security of foreign economic activity of domestic business entities and elaboration of their impact on the systems of economic security of different levels.

The theoretical significance of the work reside in the further development of the foundations of economic security at the expense of expanding the general vision of economic security of foreign economic activity in the context of globalization changes.

The practical significance of the study is made up of justification of the development and objectification of the economic security system of foreign economic subjects due to the rapid response to the global, local and institutional impact that is formed in the environment of the functioning of domestic business entities.

Further research perspectives are undoubted, as it is necessary to conduct the development and detailed elaboration of tools for the implementation of measures for the formation of the economic security system of domestic business entities of foreign economic activity, taking into account relevant processes in the domestic and world economies.

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