

study. The practical significance of the study lies in a broad comparative analysis of the essence and typology of crises, and accordingly, the directions of development of anti-crisis communications and the provision of effective recommendations for implementation at the state-owned enterprise - JSC "Ukrzaliznytsia". The purpose of the work is to develop theoretical and practical recommendations for the development of modern anti-crisis communications technologies of JSC "Ukrzaliznytsia". The analysis of the source base allowed: 1) to provide basic definitions of the concepts of "crisis", "anti-crisis communications" and 2) to typologize the studied phenomena. The result of the analysis is also the development of recommendations for the development of modern technologies of anti-crisis communications of JSC "Ukrzaliznytsia", which was reflected in the Strategy of anti-crisis communications of JSC "Ukrzaliznytsia". Further, the findings can be useful for further research on the specified topic. The work used scientific works of domestic and foreign scientists, own research, for example, SWOT analysis. An important step in the daily existence of Ukrzaliznytsia is the formation of an anti-crisis response group, these should be specially trained specialists who will know how to properly react to this or that scandal related to Ukrzaliznytsia, how to quickly ensure communication with people and management, if necessary, which news to be quickly uploaded to the network to reduce negative events. An important anti-crisis technology is the One voice technique.

**Keywords:** *communication, communication strategies, anti-crisis communications, Ukrzaliznytsia, electronic governance.*

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### ENSURING ECONOMIC SECURITY AT THE LOCAL LEVEL

**Євгенія Коваленко-Марченкова, Наталія Протопопова. ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ НА МІСЦЕВОМУ РІВНІ.** У статті досліджено регіональну економічну безпеку. Авторами визначено, що вона є певною величиною, яка є загальним відображенням стану різних сфер держави. Визначено, що механізм забезпечення економічної безпеки регіону повинен сприяти зміцненню безпеки економіки у різних регіонах може допомогти покращення регулювання зростання економіки з боку держави завдяки виготовленню документації регіонального, а також територіального планування, формування комплексної концепції контролю ризиків, у тому числі активна грошова політика держави.

Проаналізовано та визначено в дослідженні, що комплексний аналіз регіональної економічної безпеки має ґрунтуватися на концепції індикаторів, які показують основні аспекти того, в якому стані знаходиться виробництво, наука, техніка, інвестиції, суспільство, а також демографічна ситуація в регіоні.

**Ключові слова:** *економічна безпека, місцеве самоврядування, регіон, країна, загрози, індикатори.*

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**Relevance of the study.** The economic security of the region is manifested in the effective use of natural, labor, material, and even financial resources, and in the acceleration of economic growth, an increase in the quality of products, and services, and the competitiveness of production. The above-mentioned determining factors establish the importance of this problem, which is dedicated to establishing the economic security of the region and revealing the impact of hazards on the economic security of the region. Therefore, the issue of economic security becomes urgent, since each developed region of the state develops the security of the country as a whole.

**The research paper's objective** is to analyze and evaluate the level of economic security of the region, as well as to develop prospects for its improvement.

**Discussion.** The definition of economic security at the level of local self-government is that it is a difficult category that requires more detailed study. Nowadays, the general definition of the concept of "economic security" is most often used. In addition, before defining this term at the level of local self-government, it is necessary to understand what is: security in principle, as well as economic security and local self-government [1].

There are a large number of different definitions of economic security in various literature. Let's summarize the most popular definitions given by various authors.

In the first group, the authors believe that economic security should be understood as the protection of the country's interests, sovereignty, and even stability.

In the second group, the authors believe that economic security, first of all, ensures the preservation of the interests of society, and this, in turn, has a positive effect on the economic situation in the state, because certain goals facing the state are pursued.

In the third group, the authors believe that economic security is called the sovereignty of a country, provided that the state can build relations on certain terms among other countries, carry out unhindered activities within the state, make various decisions based on its interests, there is no pressure from parties.

We fully share this point of view, in connection with the fact that one of the approaches is implied in the other. In other words, protecting the country's interests leads to the fact that it becomes sovereign, and sovereignty, in turn, makes it possible for the state's economy to develop according to plans.

Thus, regional security is the security of a homogeneous and heterogeneous geosociopolis.

It should be noted that in various scientific literature, as a rule, two terms can be found: regional security and security in regions. In our opinion, these terms are identical. But, as a rule, the term "security in the regions" is used.

There are various security facilities in the regions, which include the following:

1. Standard of living of the population;
2. Threats within the country and abroad;
3. Stability of the economy and society;
4. Stability of politics and society [2].

In addition, there are subjects of economic security to which the economic situation in the region belongs. It must improve, work on the needs of society, and also fight threats outside the country as well as within it.

Regional economic security is a complex of current conditions and factors that indicate a stable state of the economy in the region, interaction with the national economy, and independence of the regional economy.

There is a set of factors that influence the development of economic security in the regions: spheres that carry out their activities in the regions, as well as the location of the region [3].

Security largely depends on the influence of central authorities on regional economic processes.

Socio-economic phenomena can have an impact on security, so its preservation is impossible without the implementation of effective social policy from within the region, as well as at the state level. Social policy solves employment problems, provides for poorly protected sections of the population, and evens out the unified social background of the territory.

In the analysis of economic security, on the one hand, regional socio-economic, ecological, demographic, and other processes that threaten the economic security of the state and have a territorially differentiated form of manifestation are assumed. On the other hand, the

region is an element of local regulation carried out by the center and also extends to actions related to the provision of economic security of the state. And only within the existing circle of possibilities, the region is considered the creator of its independent financial and political activity [4].

The mechanism of guaranteeing regional economic security can be presented in the form of a whole system of elements, as well as interrelationships among them and economic tools, as well as various measures to eliminate and prevent threats in the regions, including economic crime.

In connection with the different potentials of economic development in the regions, difficulties arise in the security of the economy [2].

The main element of regional security is the security of citizens.

The security mechanism is based on a specific classification of threats to the country's economy.

The lack of classification can lead to a lack of specific guidelines in the process of identifying and eliminating these threats.

The results of the operation of the mechanism can be manifested in the following factors:

- formation of a single database;
- the concept of the main threats and the creation of a set of measures to prevent them;
- the process of coordinating and managing the work of the administration of entities, municipal enterprises, as well as various institutions and social organizations in the regions working in the structure of anti-crisis management;
- creation of general standards and methods of anti-crisis management;
- creation of programs aimed at the development of the territories of the region, which have several problems [5].

Strengthening the security of the economy in various regions can be helped by improving the regulation of economic growth by the state due to the creation of regional and territorial planning documentation, and the formation of a comprehensive concept of risk control, including an active monetary policy of the state.

Regional economic security is a certain value that is a general reflection of the state of various spheres of the state: production, technology, investments, science, society, as well as the situation in one or another region.

First of all, regional economic security is a certain value. Its level can be determined by the state of the macroeconomics in various areas of the region: production, science and technology, society, demography, and investments.

Based on this, the analysis and process of eliminating various problems in each area should be considered as a tool that helps to achieve the safest level of the economic situation that exists in the region.

In addition, the connection and dependence among the various components of the security of the economy speak of their joint analysis.

The process of researching the security of the economy in a specific region is based on the main indicators. Their list should be accessible to everyone, and also quite small. These indicators include the following:

- public and demographic. They show the quality as well as the standard of living that exists in the region;
- economic. They indicate the extent to which the economy of the region can carry out its activities under the condition of increased reproduction;
- various indicators that show the food situation in a certain region;
- indicators showing investments;
- financial, showing the results of institutional changes, and even the level of economic management [6].

A comprehensive analysis of regional economic security should be based on the concept of indicators that show the main aspects of the state of production, science, technology, investment, and society, as well as the demographic situation in the region [7]. This approach will make it possible to effectively find the main threats to social and economic development in the region, and the decisions that will be made at the level of regional authorities will aim to eliminate the threats that exist to the economy of the region.

We offer the following as specific ways to solve the problems of ensuring the security

of the region:

- increase of budgetary and municipal jobs for the population;
- reducing the level of costs of enterprises for updating technical equipment through innovative developments;
- creation of conditions for attracting investments in the region's economy;
- issuance of debt securities at the regional level;
- development of an economic strategy for the development of the region based on these reports and the specifics of its activity;
- encouraging the innovative sector of the region's economy by forming scientific and educational clusters;
- creation of a regional trade exchange;
- informational support of social projects by state TV channels [8].

The primary task of the state is the formation of a comfortable environment for the life of citizens, in particular by increasing the consumption opportunities of the residents of the region. Thus, an effective strategy for the economic development of the region will be formed.

Next, we propose to analyze the main threats within the considered problem of economic security of the region, including:

- population impoverishment and the gap between classes and incomes;
- stratification of society according to the degree of accessibility to social services;
- increase in criminal danger and crime [3].

To minimize these risks, it is worth paying attention to these directions of the development of society and pointing out the need for the following measures:

- increased financing of measures to improve the quality of the urban environment, including the repair of road surfaces, buildings, residential and public premises;
- development of socio-cultural and sports spheres in the region by creating specialized spaces for leisure and activities of young people (libraries, sports halls, etc.);
- creation of conditions for financing, support, and development of civil society institutions in the region.

**Conclusions.** Thus, the following tasks were solved during the research:

1. The concept, essence, and factors influencing the economic security of the region are considered. It was found that security depends on the influence of central authorities on regional economic processes. Socio-economic phenomena can have an impact on security, so its preservation is impossible without the implementation of effective social policy from within the region, as well as at the state level. Social policy solves employment problems, provides for poorly protected sections of the population, and evens out the unified social background of the territory.

When analyzing economic security, on the one hand, regional socio-economic, ecological, demographic, and other processes that threaten the economic security of the state and have a territorially differentiated form of manifestation are envisaged. On the other hand, the region is an element of government regulation that is carried out by the center and also extends to actions related to providing economic security to the state. And only within the existing circle of possibilities, the region is considered the creator of its independent financial and political activity.

2. The mechanism of ensuring the economic security of the region was studied. It was concluded that strengthening the security of the economy in various regions can be helped by improving the regulation of economic growth by the state due to the preparation of regional and territorial planning documentation, the formation of a comprehensive concept of risk control, including an active monetary policy of the state.

3. Methods of assessing the level of economic security of the region were studied. It was concluded that a comprehensive analysis of regional economic security should be based on the concept of indicators that show the main aspects of the state of production, science, technology, investment, and society, as well as the demographic situation in the region. This approach will make it possible to effectively find the main threats to social and economic development in the region, and the decisions that will be made at the level of regional authorities will aim to eliminate the threats that exist to the economy of the region.

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#### ABSTRACT

The article examines regional economic security. The authors determined that it is a certain value that is a general reflection of the state of various spheres of the state. It was determined that the mechanism for ensuring the economic security of the region should contribute to the strengthening of the security of the economy in various regions, the improvement of the regulation of economic growth by the state can help thanks to the preparation of regional and territorial planning documentation, the formation of a comprehensive concept of risk control, including the active monetary policy of the state.

It was analyzed and determined in the study that a comprehensive analysis of regional economic security should be based on the concept of indicators that show the main aspects of the state of production, science, technology, investment, society, as well as the demographic situation in the region.

**Keywords:** economic security, local self-government, region, country, threats, indicators.