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ОБГРУНТУВАННЯ СУТНОСТІ СОЦІАЛЬНОЇ БЕЗПЕКИ ПІДПРИЄМСТВА І МЕХАНІЗМУ ЇЇ ЗАБЕЗПЕЧЕННЯ В УМОВАХ РИЗИКОГЕННОСТІ

У статті проаналізовано основні підходи до визначення сутності поняття «соціальна безпека» в теорії безпеки соціальних систем, теорії соціальної безпеки суспільства і теорії соціальної безпеки особистості. Доведено, що забезпечення безпеки полягає не тільки у збереженні існуючого стану, а й створенні можливостей для виходу на новий, якісно вищий рівень розвитку. Уточнено сутність поняття «соціальна безпека підприємства», яке трактується як певний стан системи «працівник-підприємство», що характеризується задоволенням і розвитком соціальних інтересів працівників і підприємства і забезпечується створенням системи взаємовигідних партнерських відносин між персоналом і керівництвом підприємства, культурою компромісу, довіри, гармонізації соціальних відносин і постійного розвитку особистісного і колективного потенціалу. Обґрунтовано, що для досягнення соціальної безпеки підприємства необхідно забезпечувати захищеність і розвиток соціальної системи за рахунок відповідного рівня особистісного і колективного потенціалу і якості соціальних відносин, які визначаються рівнем довіри і солідарності в колективі. Саме довіра і солідарність забезпечують соціальну цілісність. Доведено, що важливим завданням управління соціальною безпекою на підприємстві є розробка механізму соціальної безпеки. Розглянуто складові даного механізму. Зазначено, що головною складовою механізму соціальної безпеки є сукупність соціальних інтересів підприємства і працівників, реалізації яких можуть протидіяти або заважати загрози. Також визначені фактори зовнішнього середовища, що впливають на соціальну безпеку: політичні, економічні, соціокультурні. Представлено закони, закономірності та принципи на яких має базуватися механізм соціальної безпеки. Обґрунтовано необхідність комплексного застосування організаційно-адміністративних, економічних, соціально-психологічних і освітньо-виховних методів, засобів, інструментів і важелів впливу, що відповідають за здатність системи перебувати в стані соціальної безпеки, і що дозволяють гармонізувати інтереси підприємства і працівників. Визначено перспективи подальших досліджень авторів.

Ключові слова: соціальна безпека підприємства, механізм соціальної безпеки підприємства, соціальні інтереси, соціальні загрози, довіра, солідарність.

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ОБОСНОВАНИЕ СУЩНОСТИ СОЦИАЛЬНОЙ БЕЗОПАСНОСТИ ПРЕДПРИЯТИЯ И МЕХАНИЗМА ЕЕ ОБЕСПЕЧЕНИЯ В УСЛОВИЯХ РИСКОВЕННОСТИ

В статье проанализированы основные подходы к определению сущности понятия «социальная безопасность» в теории безопасности социальных систем, теории социальной безопасности общества и теории социальной безопасности личности. Доказано, что обеспечение безопасности подразумевает не только сохранение существующего положения, но и создание возможностей для выхода на новый, качественно более высокий уровень развития. Уточнена сущность понятия «социальная безопасность предприятия», которое трактуется как определенное состояние системы «работник-предприятие», характеризуется удовлетворением и развитием социальных интересов работников и предприятия и обеспечивается созданием системы

взаимовыгодных партнерских отношений между персоналом и руководством предприятия, культурой компромисса, доверия, гармонизации социальных отношений и постоянного развития личностного и коллективного потенциала. Обосновано, что для достижения социальной безопасности предприятия необходимо обеспечивать защищенность и развитие социальной системы за счёт соответствующего уровня личностного и коллективного потенциала и качества социальных отношений, которое определяется уровнем доверия и солидарности в коллективе. Именно доверие и солидарность обеспечивают социальную целостность. Доказано, что важной задачей управления социальной безопасностью на предприятии является разработка механизма социальной безопасности. Рассмотрены составляющие данного механизма. Указано, что главной составляющей механизма социальной безопасности является совокупность социальных интересов предприятия и работников, реализации которых могут противодействовать или мешать угрозы. Также определены факторы внешней среды, влияющие на социальную безопасность: политические, экономические, социокультурные. Представлены законы, закономерности и принципы на которых должен базироваться механизм социальной безопасности. Обоснована необходимость комплексного применения организационно-административных, экономических, социально-психологических и образовательно-воспитательных методов, средств, инструментов и рычагов влияния, отвечающие за способность системы находиться в состоянии социальной безопасности, и позволяющие гармонизировать интересы предприятия и работников. Определены перспективы дальнейших исследований авторов.

Ключевые слова: социальная безопасность предприятия, механизм социальной безопасности предприятия, социальные интересы, социальные угрозы, доверие, солидарность.

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JUSTIFICATION OF THE COMPANY'S SOCIAL SECURITY AND ITS SECURITY MECHANISM IN CONDITIONS OF RISK-TAKING

The article analyzes main approaches to the definition of the "social security" concept in the theory of social systems security, theory of society's social security and theory of social security of the individual. It is proved that security involves not only maintaining the status quo, but also creating opportunities for reaching a new, qualitatively higher level of development. Essence of the concept "social security of enterprise", which is characterized by satisfaction and development of the social interests of workers and enterprise and provided by creation of a system of mutually beneficial partnerships between staff and management of the enterprise, the culture of compromise, confidence, harmonization of social relations and the continuous development of personal and collective potential, is specified. It is proved that to achieve social security of enterprises is necessary to ensure the security and development of social system due to the appropriate level of personal and collective capacities and quality of social relations, which is determined by the level of trust and solidarity in the collective. Trust and solidarity ensure social integrity. It is proved that an important task of social security management in the enterprise is to develop a social security mechanism. The components of this mechanism are considered. It is indicated that the main component of social security mechanism is a set of social interests of the enterprise and employees, the implementation of which can be counteracted or interfered with the threats. Environmental factors are also identified as affecting on the social security: political, economic and socio-cultural. Laws, regularities and principles, which must be foundation of social security mechanism, are presented. The necessity of integrated application of institutional, economic, social, psychological and educational methods, tools, instruments and leverage, which are

responsible for the ability of the system to be in a state of social security and allow to harmonize the interests of enterprises and workers, is substantiated. The prospects of further studies of authors are defined.

Keywords: social security of the enterprise, social security mechanism of the enterprise, social interests, social threats.

Formulation of the problem. Scientist's interest in solving the problem of providing companies social security is growing every year. Firstly, it is caused by the external environment requirements, as high level of social security is part of the top priorities system of our country's national security; secondly, by realization that the social security is an important factor in the functioning and development of the enterprise. The safety of social relations contributes to the disclosure of personal potential and achieving effective outcomes in joint activities through the establishment of mutual trust atmosphere, mutual aid and support, ensuring value-orientation unity and harmonization of social interests. Nowadays researchers even more often refuse to use the term "economic security" and emphasize the need to use concept of "socio-economic security" and also mark that the social security is key subsystem of social and economic security of enterprise.

Analysis of recent research and publications. Social security is subject of various spheres of social and humanitarian knowledge. However most attention is paid to this category as part of philosophical, psychological and sociological knowledge. Mainly scientists are exploring the issues of social security of the state, society and the individual. For example, the theoretical basis of social security is suggested and the international legal framework of social security is given in the monograph by D. Zerkalov [1]. I. Gribidenko, A. Kolot, O. Novikov considers theoretical and applied aspects of the formation and development of human, society and state social security and their components. They highlight the current state of social security in the country; significant attention is paid to the social security strategy of Ukraine, in particular its direction, arrangements and mechanisms of ensuring [2]. Research works by O. Ilyash are focused on the development of an adequate paradigm of public safety formation, which is based on the functioning and development of social security systems [3]. A. Chmyhalo considers current social security problems at the state level, civil society and the individual; gives an idea of the basic terms and concepts; highlights the goals and objectives of ensuring security in various spheres of life, the legal basis of security. [4] I. Chumak explores the social security as a measure of national security of the country. [5] O. Snigova substantiates the necessity of development and practical implementation of social security mechanism of state and regional administration: defines a mechanism of the formation and implementation of social security, its main elements and stages of implementation [6]. A. Korshunov, while solving the problem of social security, paid considerable attention to the role of spiritual safety in its implementation in the conditions of risk-taking, instability and uncertainty of modern society. [7] M. Liga studying issues of interrelations between social security and quality of life. Particular attention is given to education and social culture as a condition for social security [8, 9].

Determination of unsolved problem. Analysis of publications on the social security theme allows to state that there are theoretical and practical problems in this field, which require further research. The issue of the enterprise social security is one of the least developed, even though the enterprise acts as a tool to meet the needs and achieve certain goals of society, social groups and individuals. The severity of this problem is also caused by the fact that in terms of financial and economic crisis, faced by enterprises of Ukraine, social security issues are put on the backburner.

The aim of the article is theoretical justification of the enterprise social security essence and its mechanism of security procuring.

The research results. Studying the enterprise social security should be based on existing development - namely, the theory of social systems security, the theory of the social security of the society and the theory of the social security of the individual.

Let us consider the existing approaches to the social security of different social objects and reveal the essence of the social security of the enterprise.

Basically scientists consider social security as a certain condition of the object. Several authors at the same time focus on the fact that social security is a state of security for the individual, society, state, or their interests.

This view is shared by: D. Zerkalov, who means by the social security state of protection of individual, social group and community from threats of their vital interests, rights and freedoms violations [1]; V. Pugin, who offers the following definition of social security: a state of security for the individual, social community and society from threats of their vital rights and freedoms violations [10]; A. Rahleev, who considers social security as a condition of reliable protection of the vital interests of the social actors at the macro and micro levels; a set of measures to protect people's livelihood and socialization of the system; some aspect of social institutions and behavior aimed at the identification, prevention and elimination of actual and potential hazards [11]; S. Ivanov, who understand the social security status of the individual protection against the possible risks associated with the violation of its vital interests in the field of social rights and freedoms (right to life, to work and decent pay for professional education, treatment, vacation, guaranteed social security by the employer) [12]; R. Pidlypna, who substantiate the view that social security is security of person, citizen and society vital interests and timely detection, prevention and neutralization of threats to national interests in the social sphere, in which the proper level of population life, expanded reproduction, community development and social progress in a society provides [13]; V. Serebryanikov, R. Yanovsky, who consider social security as a reliable vital interests protection of macro - and micro levels social subjects, preservation and human development, maintenance of an effective stimulation of peoples activity, systems of their socialization and life support, eternal values, morals [14]; O. Snigova, who means by the social security the situation and possibility of individual, society and state social interests realization, the level of protection against the threats and dangers of destruction and development of human potential [6].

The definition of social security offered by V. Skuratovskaya should be also noted. He considers social security as a condition of human and society life, characterized by the current, stable social system to ensure social conditions of person activities, their social security, and resistance of factors that increase risk [15]. M. Liga interprets the social security as a condition of the social sphere, in which is provided a steady state, the optimal satisfaction of needs, a decent quality of life and created conditions for the development of the individual [9]. S. Kucheruk understands by social security the state of built environments in which there is no risk of harmful human exposure; a state in which risk of harm or damage is limited by governance mechanisms that ensure the organizational and legal norms; the absence of unacceptable risk associated with the possibility of causing any harm in compliance with the requirements of social, state, national security, without violating the Constitution of Ukraine, Laws of Ukraine and other social and legal rules and regulations [16]

Consideration of social security as a property of social system is required by second approach to defining the essence of social security. It's shared by I. Dubrovsky, according to which social security should not be seen as a complex security or protective actions, but as a property of social systems, their willingness to risks and the ability to exploit the potential risk as a permanent factor in the mobilization to ensure the stability and integrity, without which is impossible to reach the qualitative development [17]; M. Chizhevskaya, who means by social security inherent properties (attributes) of the social system, which consists from the ability of providing on the basis of conscious, purposeful activity of the relationships order in which the

disruptive effects of the external environment and the internal contradictions of its vital interests confined by the needs of the system and its components in a sustainable development [18].

It is also commonly known approach to the definition of social security as a specific activity, set of activities aimed to protect and prevent threats. This view is shared by E. Podolskaya, P. Nazarkin, who under the social security understand a complex of measures and technologies designed to preserve the existing social system in the country [19]; V. Yarochkin considers social security as a set of measures to protect country and society interests in the social sphere, development of structures and relations in society, life support systems and socialization of people, image of present and future generations according to requirements of progress [20]; V. Kuznetsov, in the work of whose social security is regarded as a set of measures to protect person, family, country and nation goals, ideals, values and interests, in the social sphere, development of social structures and relations in society, life supporting and socialization systems, peoples lifestyles according to progress requirements from present and future generations [21].

Security as a system of interaction with the environment of the object is considered in the work of I. Savchenko. Person social security is defined as a system of interaction between person as individual and the subject of activity with environment, including awareness of the negative social effects of the environment; the skills of self-protection and the prevention of social hazards, providing her successful interaction with others, the implementation of abilities and meeting the needs [22].

By analyzing the literature it should be concluded that social security is most often treated as state of protection or as a set of measures to protect, which, in our opinion, does not fully reflect the essence of the security phenomenon. We share the opinion of V. Makarov, who believes that security involves not only maintaining the status quo, but also creating opportunities for reaching a new, qualitatively higher level of development. In other words, security is not only a constant state of the object, but ability to develop and prosper in situations of conflict, uncertainty and risk. The development is a component of security and at the same time security characterizes the development [23].

Thus, social security should be viewed as a certain state of "employee-enterprise" system, which is characterized by satisfaction and development of the social interests of workers and enterprise and provided by creation of a system of mutually beneficial partnerships between staff and management of the enterprise, the culture of compromise, confidence, harmonization of social relations and the continuous development of personal and collective potential. This interpretation of social security allows focusing on two main security problems - protection and development of social system, which are provided due to achieving an appropriate level of personal and collective capabilities and quality of social relations. Talking about the quality of human relations, should be noted the fact that this quality is determined by the level of trust and solidarity in the team.

Trust in the social relations system is the main resource of social capital formation and accumulation. Trust is seen as a social value, which suggests an active possibility of reliance on the will of another in the context of voluntary commitments, initiating the implementation of the desired results expectations in potentially uncontrolled interactions [24].

Trust emerges as a universal social fact, aimed to minimizing the risk and absorption through the stabilization of expectations, as a conscious choice of a set of features through communication with the internal order of the whole. O. Kozhemyakin considers trust as progressive determinant of social interaction. Trust philosophy refers to the orientation on the process of confidence interactions skills formation, demonstrating the ideals of mutuality, fairness, honesty, responsibility, professional competence, loyalty and consistency. Conducive to the culture of trust formation conditions are openness and accessibility of information, freedom of installation for cooperation, level of social protection, absence of so-

called double standards [25]. The atmosphere of trust between individuals, social groups, social actors and institutions determine the social effectiveness of joint activities, mutual benefit. It reduces the consequential economic costs and risks, which guarantees social relations and in the framework of separate social institutions and within society, extending and enhancing the integrity of the social fabric and social networking community. This contributes to its sustainable development and prosperity, independence and self-sufficiency that in unstable market conditions and globalizing world is essential [26]. The presence of trust between individuals and social communities is a prerequisite for the formation of solidarity. Solidarity – a collection of various aspects of unity: interests, beliefs, values, actions, etc. The solidarity is also a relationship between people, arising from acceptance of the values, ideals, sharing the views of the other. As a result of solidarity there is social integrity. Solidarity should be seen as a mechanism of social self-regulation, self-preservation and self-development of the collective organism, which maximizes the use of the capabilities of all members of society for individual and common good [27]. Unfortunately, in modern society collectivist values: friendship, solidarity and mutual support are significantly discredited. At the level of the collective to solve the problem of solidarity is necessary to create a favorable indoor climate, socially oriented corporate culture. In his turn, members of collective should be aware of the measure of responsibility for the results of general activities [28].

The most promising approach to solve any problem of management is to promote the purpose to create the necessary mechanisms to achieve it. Many scientists point to the need to build a social security mechanism. For example, D. Zerkalov considers enterprise security mechanism as one of the most important safety system element [1]. According to M. Liga social security should include a system of mechanisms and methods, which aimed to protect vital interests, and actual provision of social safety of people and the system of measures aimed at achieving a decent quality of life. One of the drawbacks of the existing social security concepts is the lack of mechanisms to achieve and ensure it [8].

Therefore, an important task of management of social security at the company is to develop social security mechanism. Let us consider some definitions of the concept. N. Kolenda offers following definition of mechanism to ensure social security – an integrated system which operation is aimed to prevent the emergence, easing or overcoming social security threats and increase its level by the action of public authorities, local governments, public organizations and citizens themselves in the social processes in the society, which is associated with a number of methods, events, tools and leverage, taking into account the generally accepted principles and criteria [29]. Mechanism of ensuring social security is considered by S. Paseka as a system of organizational, economic and legal measures to prevent social and economic threats. This mechanism combines a set of objective dependencies and relationships between phenomena and processes of social and economic life of the collective in their self-development, in dynamics [30]. S. Maximova, O. Noyanzina, D. Omelchenko, N. Goncharova under the social mechanism of social security meant a stable system of social actors interactions of different types and levels of the system, the end result of which is the satisfaction of specific social needs (in particular, in combating the spread of deviations) [31].

In work [32], the authors studied quite deeply essence of the category "socio-economic mechanism", highlighted the most typical traits of the socio-economic mechanism. Using these achievements, let us consider the components of social security mechanism of the enterprise.

The main component of social security mechanism is a set of social interests of the company and employees. Realization of the interests manifested in achieving certain goals, which may oppose or interfere by the threat. Social interest is a selective attitude to a particular object, a purposeful desire, a need, due to a set of socio-economic conditions of

human life, collective and society [1]. O. Snigova considers social interests as lucid social needs, aspirations, of the person, motives of the social institutions of society and the state's ability to ensure safe living and sustainable human development, and social risks are factors that destroy human potential and hinder its development, cause considerable social disparities in social development [6]. Well-grounded is also the view that the threat of the person is caused by imbalance of social relations [10]. In previous work, the author presented the main social interests of enterprises and workers and related threats [33]. It should be noted that the formation of interest, occurrence of threat to those interests, their interaction takes place in a certain environment, which consequently should also be seen as an important part of social security mechanism. It is obvious that all environmental factors are carried out on the mechanism of social security positive or negative impact, contribute to its effective functioning or disturb its work [34].

Today, there is such situation in our country, when economic, political and socio-cultural factors do not contribute to social security, and lead to a social crisis. Satisfaction of social interests is always under the influence of political events and decisions, subject to numerous laws and regulations acts. Political instability, legal shortcomings, violations of the laws is the reason for the lack of real protection of economic, intellectual and spiritual interests of the person, which leads to frustration, deviant behavior, and anomie. The unstable political situation in our country is the main threat to the realization of social interests.

The economic sphere is also generates a considerable amount of social security threats. High unemployment leads to lower labor rates. There remains a substantial branch differentiation by size of wages of workers. There is no dependence of wages on the professional qualification of workers. The biggest problem in this area is extremely high levels of poverty.

The socio-cultural sphere, which until recent times provided stabilizing effect on the social security system, have met negative changes. First of all, there is a breach in the system of public values. Statistic data strongly evidences that the average Ukrainian now seeks, above all, to meet the security needs and generate income for survival rather than development and maintenance of spirituality and freedom, equality and solidarity, mutual respect and tolerance, justice and goodness, which are declared in the programs development of the country. Above indicates the absence of social security mechanism at the national level and the need for its creation.

Social security mechanism is based on the laws, regularities and principles. Considering the fact that this mechanism is an important part of the total enterprise management mechanism, it should be based on the laws of social development, social, economic laws and the laws and control laws. Conscious usage of social management laws, namely the necessary diversity, specialization, integration management, time-saving law, the priority of social objectives, increasing subjectivity and intelligence to manage [35] allows to lead the activities of the people in accordance with the objective requirements of life. It should also be noted that the labor collectives of enterprises operate on the basis of the laws and regularities of life of other social structures (communities, groups, organizations), among which: the socialization of the individual, collective; increasing needs; division of labor; social mobility and social structure; person social life individualization et al [36]. Among the principles on which should be based social safety mechanism should be allocated following [37]: complexity, that is, the need to consider all the areas and forms of manifestation of relations affecting state of security; consistency - keeping both internal interlink ages and interdependencies, and external factors - elements of social and economic space of the highest level; variance (alternatively) - detection of several variants of resolving contradictions, calculate trajectories of socio-economic development of the functioning of the single mechanism of economic security; the absolute priority of the measures aimed at the preservation of human health and life, maintenance of normal conditions of its existence;

acceptable risk - implementation of the available measures to protect the individual in the market environment and the prevention of overcoming extreme situations.

According to L. Donets, N. Vashchenko, the basic principles, the introduction of which in the enterprise security system enhances its effectiveness, are [38]: 1) systematic – the creation of a security system that would ensure the security of the enterprise, its property, staff, information, different areas from the dangers and threats of force majeure circumstances. All employees of the company must be involved in the providing of company's security. The organizational form of forces' complex usage of the program should be ensuring the security of enterprise; 2) timeliness – the identification of the various destructive factors, the adoption of measures to prevent their harmful effects and damage to the company; 3) continuity – the security system should be constructed in such way, when it will be operated consistently protecting the interests of the company under conditions of risk; 4) planned – organization in the operation of the security system. Safety activities are organized at the basis of a unified concept, are defined in the integrated program and the specific plans for individual areas and security subspecies.

The mechanism combines the methods, tools and instruments of influence responsible for the ability of the system to be in a state of social security, and allows harmonizing the interests of the company and employees. Social sphere include such elements as social relationships, interests, and also system of social adaptation and socialization of individuals. During the formation of the social security mechanism should be used the whole arsenal of methods of management: institutional, economic, social, psychological and educational. Moreover, the changing role of the person and the nature of its influence on the activities of the organization require greater emphasis on the socio-psychological and educational methods. The combination of these techniques allows formation and consolidation of social norms, including the norms of social interaction and the effect of social trust mechanism.

Conclusions and prospects for further research. The study of theoretical approaches to defining the essence of the concept of social security offered this interpretation of social security of enterprise – certain state of "employee-enterprise" system, which is characterized by satisfaction and development of the social interests of workers and enterprise and provided by creation of a system of mutually beneficial partnerships between staff and management of the enterprise, the culture of compromise, confidence, harmonization of social relations and the continuous development of personal and collective potential. It is proved that to achieve the social safety of enterprises is necessary to create a mechanism of social security, which will ensure the security and development of the social system at the expense of the appropriate level of personal and collective capacities and quality of social relations. Further research of authors will be focused on the development of social security mechanisms for the enterprises of the Kharkiv region, recommendations for the formation of a monitoring system of social changes in the enterprise; criteria and indicators of the state of security and development of social facilities; definition a set of factors that determine the threat of social protection and social development, as well as the justification of measures to ensure the social security of the enterprise.

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