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INFORMATION SUPPORT FOR ECONOMIC BUSINESS SECURITY

ІНФОРМАЦІЙНЕ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ БІЗНЕСУ

Abstract. The problem of information security of the company's functioning is considered. The methods of obtaining information, the cycle of its collection and use in the conditions of the intensification of the informatization process are analyzed. The issue of information security and its constituent elements is investigated. The issue of competitive intelligence, the analytical nature of its activities and the role in the development and implementation of company development scenarios and strategies selected on their basis are analyzed.

Keywords: informatization, information security, economic security, competitive intelligence, information load, strategic planning.

Анотація. Розглянуто проблему інформаційної безпеки функціонування компанії. Проаналізовано способи отримання інформації, цикл її збирання та використання в умовах посилення процесу інформатизації. Досліджено питання про інформаційну безпеку та складові її елементи. Проаналізовано питання конкурентної розвідки, аналітичний характер її діяльності та роль у розробці та реалізації сценаріїв розвитку компанії та обраних на їх основі стратегій.

Ключові слова: інформатизація, інформаційна безпека, економічна безпека, конкурентна розвідка, інформаційне навантаження, стратегічне планування.

Many scientists call the 21st century the century of information – Charles Handy, Gary Hamel, K. Phalad [1, 2]. In the case of its inadequacies in business and appears uncertainty about correctness accepted managerial decisions. Information is the basis of the functioning market relations between different subjects management. Over the past 30 years industries expanded your traditional borders due to diversification and cooperatives connections from companies from other industries. A “mixed economy” various industries and the need coordination their activities based on business processes that have formed, and the total integrated chains creation value . Hence necessity support industry-wide informational networks for coordination information and creation more effective communications between chains formation value. In a similar situation, role and significance information constantly growth is.

Perception strategic business environment organizations is based on information that includes:

- data about others competing organizations;
- general corporate positioning from a perspective achievement strategic goals organizations
- ;
- data about competitive advantages and resource base of individual business units companies.

Required information is acquired usually three most common ways:

- directly from external business environment (criteria external activities);
- from others businesses that operate in a similar way business environment;
- from direct activities business units and divisions (including systems relationship between them and with the company as a whole).

For selection and update data as a filter their mechanism can to be used scenarios development organizations. New, " fresh " information has to join a certain scenario only when she responds concepts and philosophies of head office management.

Collection and use cycle information conditionally can depict with a simple diagram:

A – D – E,

where A – acquisition, collection information; D – definition suitability information , verification its reliability and validity; E – exhaustion, aging information [1, 2].

Companies must be able to recognize and assimilate new valuable information and apply her in commercial purposes (for example, new technology or modern forms organizations business), i.e. have absorbent ability.

Amount information in conditions using new communication technologies together with energy systems and internet technologies, which developing, constantly growth is.

Widespread acquired idea creation intellectual power grids, popularity which growth is. According to experts, intellectual the power grid has to touch all parties life person in society (including residential premises, transport facilities, offices) [3].

Process informatization, in addition to its positive aspects, has essential threats security for both society, the state and the company. In any companies constantly is growing amount data that are coming from traditional and non-traditional sources, as well as is growing the number of sources themselves . At the same time accessibility information also growth is, but this does not mean that it is presented in the form of a summary or headlines, and therefore not always easily perceived. Managers companies daily can get information they did not ask for, or which they did not uninteresting; information can be presented in the form that carries out psychological influence on adoption managerial solution (even if user does not realize this). Informational the flow that is growing, has led to the fact that enough quickly happened transition from useful information to information load, and then to the information pollution.

Quality received information can to evaluate taking into account analysis its reliability and validity. One of the analytical ways, which used in the military intelligence, and consists in confirming or conversely, establishing contradiction between collected data consists of the following. A simultaneous comparative rating sources information and its content from the point of view reliability and validity on a "six-point" scale (Table 1) [2].

Table 1 – Assessment reliability and validity information received by the company

Rating sources	Rating content
A. Totally reliable	A. Reliability confirmed others means and corresponds reality
B. Usually reliable	B. Probably corresponds reality
B. Enough reliable	B. Maybe corresponds reality
D. Not always reliable	G. Has questionable change
D. Unreliable	D. Has unbelievable change
E. Reliability impossible to evaluate	E. Reliability the content is not suitable definition

The inaccuracy of the initial data is reflected both in the development and in the assessment of the economic feasibility of various projects. Consequences distortions and inaccuracies

information is particularly marked during creation and implementation megaprojects. Uncertainty and risk in the assessment their viability high and connected from complexity prognostication future, including expected financial indicators. At the same time, for forecasts maybe to be used insufficient number weekend data (therefore it has to be held constant collection and clarification primary information), hence the low probability implementation in the original option. This leads to errors and discrepancies in the values of the predicted demand the product being created from actual no more than 20–70% [4, 5]. More bigger divergence occurs of size sources financing, overspending The cost often reaches 50–100% of named magnitude, which sometimes exceeds 100% [4, 5].

An optimistic approach when launching a project (especially a megaproject) can contribute to the development of misleading forecasts of costs and revenues arising from its implementation, and also will fade economic, legal and environmental problems associated with the implementation of the project. Falsified forecasts lead to inefficient use of all types of resources, including information.

The modern world community must have a developed infrastructure of information exchange. The normal functioning of business entities that form the national economy is ensured by all information that is subject to protection. In order to avoid or counteract dangerous information influences, it is necessary to “establish” information security of the business. Information security includes:

- computer security (operated equipment and information technologies);
- security of information and computer networks;
- fight against electronic espionage;
- security of means of communication.

The development of information technology has contributed to the growth of competitive intelligence. At the same time, competitive intelligence is necessary for the collection and analysis of information obtained from the communications network. This statement applies to both information collected inside the company and obtained from outside. Competitive intelligence studies also include technical and technological intelligence. The goal of competitive intelligence is to select key guidelines for the development of the company. Competitive intelligence provides information that can be put into action. The need for an array of information collected using competitive intelligence, compared to other sources of information, is explained by the following reasons:

- lack of clear goals on the part of information users;
- lack of time to check the reliability and reliability of information obtained from other sources;
- the difference in needs of different users (either the need for detailed information, or for analyzed and generalized information);
- the presence of a very large amount of information that requires processing by analysts;
- the presence of organizational barriers with a vague distribution of responsibilities and duties between departments and services of the company (for example, in the case of the transition to a matrix type of organizational structure), as well as “compliance” with certain types of information;
- the lack of feedback from direct users of information;
- the provision of often superficial and untimely information.

The implementation of competitive intelligence will allow to smooth out the listed problems (or completely eliminate them). Competitive intelligence data is used for strategic planning and development of scenarios for the development of the organization. It helps to increase the awareness of company employees and ensure the information security of its activities.

Possession of comprehensive analytical information will also allow to choose a good strategy, which Richard Rumelt writes in his book “Good Strategy, Bad Strategy” [6]. A good strategy means – the presence of a coordinated strategy, that is, a strategy that coordinates all

actions, working methods, principles and procedures. A good strategy does not simply build on the existing strengths of the company, but creates new ones thanks to the coherence of its structure.

Studying the role of information in business and the possibilities of its issuance by various information systems under the conditions of implementing the chosen strategy, Per. Jenster concludes: "The more accurately the information corresponds to the strategy followed by a given company, the more likely it is that company managers will be able to use the most important levers in the process of formulating and implementing relevant decisions [7, 8].

Hence the need to use scenarios as the most effective tool, reflecting controllable factors and uncertainty factors associated with constant changes in the state of the external business environment. Scenario development based on the "scenario cross" method is the second step of scenario planning, and the first step is strategic planning, aimed in particular at implementing the concept of early warning. The development, refinement, adjustment and updating of the company's strategy portfolio is carried out using information signals received from the competitive intelligence service.

Information support is intended to build a system of personnel security, protect the company's property and non-property interests. Thanks to this approach, a corporate strategy for economic security can be developed.

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