

SUMMARY (OPTIONAL)

TITLE: Formation of the behavioural model of the economic security mechanism functioning concerning foreign economic activities within the system of enterprise management

ABSTRACT

The article is devoted to solving the task of making the behavioural model of functioning of mechanism of the economic security of foreign economic activities. Results of research are built using concepts of behaviourism. Behavioural model of functioning of mechanism of the economic security of foreign economic activities is built using combination of incentives, responses and conditions. Four profiles of action for such mechanism are suggested and described. There is characteristic of mechanism of the economic security of foreign economic activities suggested basing on fulfilling of multitudes of suggested reactions of such mechanism. Content of incentives, conditions, reaction for mechanism of the economic security of foreign economic activities is considered. Internal content of such mechanism is suggested.

Keywords: mechanism, economic security, foreign economic activities, behavioural model, profile of responses

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INTRODUCTION

The change of vector concerning foreign economic activities of Ukrainian enterprises has not only created additional opportunities for their development but also generated new challenges and threats. Accordingly, necessity arose for the creation of protective mechanisms which could minimize this negative impact and ensure adequate level of economic security of Ukrainian enterprises. The mechanism of economic security of the enterprise foreign economic activity (MESEFEA) shall favourably function in the sphere of foreign economic activity (FEA) in a business environment. The fundamental basics of its functioning may be the same, but the specific content of MESEFEA concerning a particular enterprise is different.

REVIEW OF RECENT RESEARCHES AND PUBLICATIONS

Review of recent researches and publications reveals certain gaps in providing economic security of foreign economic activities of domestic enterprises in particular. That fact is mentioned in the scientific studies of such experts as H. V. Kozachenko [6], Ye. M. Rudnichenko [3,4, 5] and others.

THE GOAL OF THE RESEARCH

The goal of the research is to determine the specific character of formation of the behavioural model of the economic security mechanism functioning concerning foreign economic activities within the system of business management.

THE MAIN RESULTS OF THE RESEARCH.

In the context of the problems highlighted above, the issue concerning the explanation of MESEFEA functioning within the system of business management requires its solution. Such issue is offered for solution on the basis of behavioural model construction concerning MESEFEA functioning.

Behaviourism as a trend in the methodology of science, despite its apparent simplicity, has sufficient theoretical basis in the works of E. Thorndike [8], John Locke [1], Herbert Spencer [7] and empirical justification in the works of J. Watson, C. Lashley [8, 9]. An important step in the development of behaviourism (works of B. F. Skinner [10]) is its implementation in other areas of knowledge which extends the concepts of behaviourism beyond psychology. The key idea of behaviourism (J. Watson) is the relationship between stimulus and response concerning the subject under investigation having opportunity for specific responses: a certain stimulus or a set of incentives cause a certain response. On the basis of the investigation of such correlation it is possible to confirm certain responses or to forecast them or enable launching necessary responses on the basis of known incentives [8]. In addition to the above the internal processes that occur "inside" the subject under investigation are often paid much less attention either through principled non-determination concerning definition of their content or due to the reaction dominance over the process of its formation i.e. a situation where the reaction of the subject under investigation is of greater value than the corresponding process of its formation.

Behaviourism usage for research purposes and description of MESEFEA functioning stipulates the analysis of incentives received by MESEFEA and responses of economic security mechanism to such incentives. In fact, the research of MESEFEA functioning upon the principles of behaviourism is based on the combination of methods of methodological expansion and content analysis: description of the impact upon the mechanism of economic security and its response is suggested to be carried out on the basis of theoretical principles of behaviourism, but due to the fact that such MESEFEA is not indivisible then it is suggested to apply content analysis in order to display its content. In addition to the above the process of modelling in fact can foresee implementation of the mechanism content specification on the basis of its essential target responses under the influence of certain possible incentives since not all possible responses of the system are valuable, but essential responses of the system within the context of the overall objective of existence of MESEFEA – ensuring the necessary level of economic security of foreign economic activity of the enterprise and its retention even under the presence of certain negative and distorting effects.

Behaviourism usage to describe MESEFEA functioning has its causal basis and its advantages. Firstly, MESEFEA is not a self-sufficient element of the business management system. In a bit simplified variant, the value is not as much in the composition of MESEFEA (though it deserves research conducting) but its essential response

under the conditions of various incentives i.e. concerning MESEFEA its content as a part of the business management system is subsidiary compared with the results of its actions. Secondly, in order to describe MESEFEA functioning, the use of namely behaviourism in combination with content analysis allows combining together the triad of "stimulus-content-response". Thirdly, the use of behaviourism allows relatively easy (free of deterministic analytical models) performing of scenario analysis of MESEFEA functioning and carrying out adjustment of such mechanism in case of necessity and providing its adequate content in case of increasing complexity, variability and intensity of incentives. This allows subject to the user needs and assigned tasks using the functioning model of MESEFEA in prescriptive, descriptive and constructive-reflexive modes i.e. using the same model to get answers to such questions as: "How shall MESEFEA function in its current state in case of certain incentives?", "How shall MESEFEA function in its current state on the basis of pre-defined responses?", "How will MESEFEA function in practice in case of certain incentives?", "What shall be improved in MESEFEA to ensure the adequacy of its responses to possible incentives?".

The basis for model construction concerning MESEFEA functioning on the ground of behaviourism is classic "stimulus-response" dyad (Fig. 1), which is a basic postulate of behaviourism.

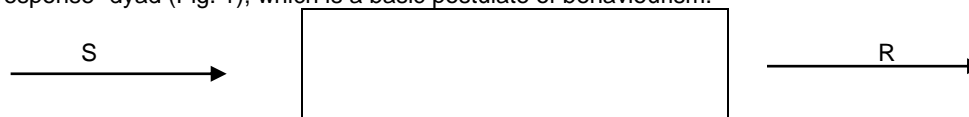


Fig. 1. Classical pattern of behaviour of the subject under investigation in behaviourism [8]

Of course, firstly, reinforcement i.e. reaction of the environment upon the response of the subject under investigation was a mandatory additional element in the classical developments on behaviourism. And such reinforcement may be either positive or negative. The issue of reinforcement becomes an axiomatic one in case of constructing behavioural model of MESEFEA functioning. It foresees preservation of the state of economic security of foreign economic activity of the enterprise. In other words, as distinguished from classical psychological experiments within behaviourism, where reinforcement according to its content is variable in relation to the same response of the subject under investigation, "right" reinforcement for MESEFEA stipulated by the objective of MESEFEA functioning is unchanged. Adaptation of the classical behaviourism scheme in accordance with the model of MESEFEA functioning involves complications and complements to the classical "stimulus-response" scheme, and it foresees implementation of additional elements (Fig. 2).

Incentives and responses to describe the mechanism of economic security of foreign economic activity of the enterprise (based on behaviourism) turn into not separate elements of a single nature, but acquire multiple nature. In other words, in such a situation it will be correct to give evidence of a set of incentives and a set of responses of such mechanism to describe MESEFEA. Element (multitude) {C} appears additionally here, which describes the conditions of such mechanism functioning. It should be noted that multitude {C} does not affect the set of incentives, but affects the determination of the most appropriate response or response of MESEFEA. In other words quite the same stimulus under different functioning conditions of MESEFEA can generate different responses. And the point here can be not only in the quality measure of such reactions, but also in their content.

It is clear that adjustment of the nature of MESEFEA actions requires specification of the scheme shown in Fig. 2. It is almost impossible to preliminarily develop the universal elements for multitudes {C} and {S} (although it is possible to structure the multitude of incentives according to the source of such incentives origination and methods of information analysis), however it is possible to clearly distinguish the multitude {R} according to the nature of on-going responses, allowing us to construct the specified model of the mechanism of economic security of foreign economic activity of the enterprise on the basis of behaviourism (Fig. 3)

Such model includes formed additional profiles of actions {R} depending on the link nature of elements of the multitude {R} and available incentives of the multitude {S}. So four different sub-multitudes as to their designation and content can be clearly singled out from {R₁} to {R₄} within MESEFEA response multitude {R}. First of all normal response of MESEFEA to {S} shall be determined, where MESEFEA forms a predetermined response or a set of responses {R₁} under the influence of certain incentives. Regarding MESEFEA, multitude {R₁} is completely described in terms of behaviourism and specifies predetermined behaviour of MESEFEA in case of pre-defined incentives in external or internal environment of the enterprise.

Except the multitude of responses {R₁} the multitude of MESEFEA routine responses {R₂} shall be identified which occur regardless of incentives availability. Such routine responses may be related to the monitoring of the external environment, formation of precautionary measures to prevent threats even if they are absent, education and training of the enterprise personnel to respond to certain types of threats and so forth. The specific character of the multitude {R₂} concerning MESEFEA is that such responses occur regardless of the presence of certain incentives {S}, and the presence of such responses is associated with attempts not only to respond to a possible stimulus to ensure the economic security of the enterprise foreign economic activity, but to prevent the threat and neutralize it prior to its realization. This approach has both its advantages and disadvantages.

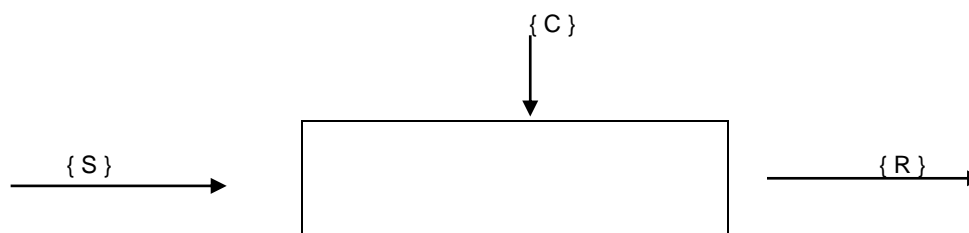


Fig. 2. Conceptual model of the mechanism of economic security of foreign economic activity of the enterprise (based on behaviourism)¹

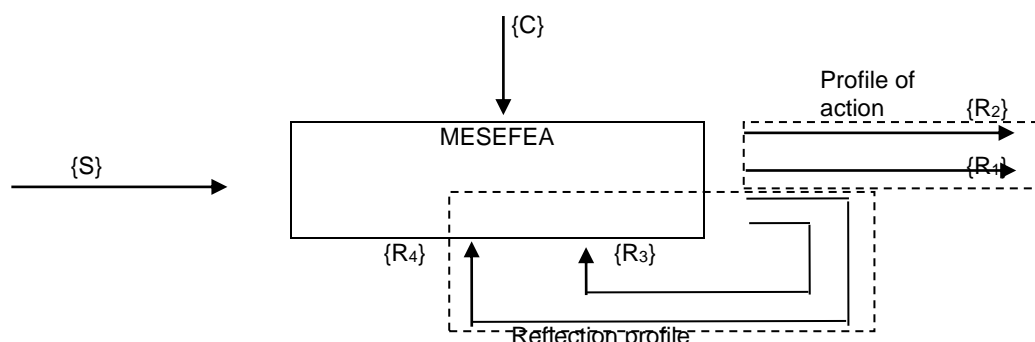


Fig. 3. Model of the mechanism of economic security of foreign economic activity of the enterprise

The multitudes $\{R_1\}$ and $\{R_2\}$ form the profile of actions of MESEFEA. But except the profile of actions, reflection and development profiles presented by the multitudes of $\{R_3\}$ and $\{R_4\}$ reactions can be singled out within $\{R\}$ range. The multitude of reactions of MESEFEA $\{R_3\}$ unites reflective responses i.e. responses aimed at MESEFEA itself as a subject of management according to the analysis results, understanding and re-thinking of previous reactions of MESEFEA to the sum total of $\{S\}$, which arose earlier. The management theory says that reflection is an important requirement of successful management process, as reflection allows changing the actual content and the process of management on the basis of the variance analysis between planned or target and actual results. It is also true for MESEFEA functioning as an element of the management system, and the multitude of $\{R_3\}$ reactions is actually aimed at "adjusting," "adapting" the content and functioning order of such mechanism to the current level $\{S\}$ in terms of available conditions $\{C\}$.

The multitude of responses $\{R_4\}$ is focused on MESEFEA development, its improvement, increasing its functionality. This response is associated with self-development of MESEFEA. To some extent they are close to autopoiesis of Maturana and G. Varela [2] according to their meaning and designation. It means that they are aimed at self-regeneration of MESEFEA and its preventive adaptation to the expected future conditions of functioning.

The difference between the multitudes of reactions $\{R_3\}$ and $\{R_4\}$, which equally are the part of response profile of MESEFEA is in the fact that the multitude $\{R_3\}$ occurs in response to the preliminary results of MESEFEA functioning (previous responses due to previous incentives) and is aimed at adjusting MESEFEA to improve its performance in the context of already established objectives under real conditions of MESEFEA functioning. The multitude of responses $\{R_4\}$ occurs independently. In other words the multitude $\{R_3\}$ has retrospective nature and is reflexive basis in the genesis of MESEFEA in the future. The multitude $\{R_4\}$ has prospective nature and is aimed at forming MESEFEA state under the conditions of expected future. The multitude $\{R_3\}$ is hereditary with reference to the future state as it depends on the previous results of MESEFEA functioning and comprehending such results within the business management system. The multitude $\{R_4\}$ is ergodic in relation to the previous states of the mechanism as it focused on providing MESEFEA functionality in the future regardless of its previous states.

The multitudes $\{R_1\}$ - $\{R_4\}$ differ among themselves on the extent of their necessity and the extent of their dependence on the multiple of incentives $\{S\}$. The multitude $\{R_1\}$ has to exist, as namely this multitude describes functionality of MESEFEA in terms of behaviourism. The value of the multitude shall equal $\{R_1\} \neq 0$ for minimum MESEFEA functioning. Once the entire multitude of alternative responses equals $\{R_1\} = 0$, then we can talk about non-functionality and nominal nature of MESEFEA. But if concerning MESEFEA only multitude is $\{R_1\} \neq 0$, and the multitudes $\{R_2\}$ - $\{R_4\}$ are empty, then this clearly demonstrates the reactive nature of the activity of such mechanism. Condition $\{R_2\} \neq 0$ means proactive routine nature of the mechanism functioning, its focus upon preventive identifying of threats, prevention of threats, etc. It should thus be noted that such a situation concerning MESEFEA is quite possible when $\{S\} = 0$, but $\{R_2\} \neq 0$. And in such a situation it is possible to ascertain the normal nature of such mechanism functioning, its orientation and monitoring and prevention of threats. However MESEFEA is not adaptive only under conditions when $\{R_2\} \neq 0$ and $\{R_1\} \neq 0$, it cannot adapt to the new conditions of the enterprise functioning, environmental conditions and it does not consider the preliminary results of its functioning. This adaptation is ensured only if $\{R_3\} \neq 0$ (for reactive retrospective adaptation) and $\{R_4\} \neq 0$. Of course, the conditions $\{R_3\} \neq 0$ and $\{R_4\} \neq 0$ can

¹ Suggested by the author

be performed even when $\{S\} = 0$ and $\{\Delta C\} = 0$, but in this case the responses of MESEFEA of adaptive nature are declarative or simply unnecessary.

The minimum condition of MESEFEA functionality is $\{R_1\} \neq 0$, but for its successful functioning under changing environments all multitudes $\{R\}$ are to be non-vacuous. Thus, the availability of response multitudes $\{R\}$ for MESEFEA of a particular enterprise it is possible to soundly ascertain the level of such mechanism. This assertion in its simplest version is presented in tabular format in Table. 1.

Table 1

Characteristics of MESEFEA depending on the availability of multitudes of its responses to present incentives (simplified version)²

No	Characteristics of multitudes $\{R\}$	Characteristics of MESEFEA level	Characteristics of MESEFEA
1	$\{R_1\}=0$, $\{R_2\}=0$, $\{R_3\}=0$, $\{R_4\}=0$	Zero	MESEFEA is declarative in nature, since there are no responses to present incentives within the mechanism functioning. Even if MESEFEA formally exists within the enterprise system and the functioning of this mechanism is formally declared, in fact, the result of its functioning is not available.
2	$\{R_1\}\neq 0$, $\{R_2\}=0$, $\{R_3\}=0$, $\{R_4\}=0$	Low	MESEFEA is purely reactive in nature. Functioning of the mechanism is evident as responses to explicit and tangible incentives under existing conditions. However, the result of the mechanism functioning does not cover any precautionary and preventive measures. MESEFEA is unchanging and inflexible.
3	$\{R_1\}\neq 0$, $\{R_2\}\neq 0$, $\{R_3\}=0$, $\{R_4\}=0$	Middle	MESEFEA is preventive and precautionary in nature and has specific results. MESEFEA reacts both to certain incentives and involves monitoring, warning, and preventive measures. However MESEFEA remains unchanged and nonadaptive to changes in internal and external environment of the enterprise.
4	$\{R_1\}\neq 0$, $\{R_2\}\neq 0$, $\{R_3\}\neq 0$, $\{R_4\}=0$	Upper-middle	MESEFEA is reflective and adaptive in nature; it responds to incentives, involves monitoring, warning, and preventive measures and provides for self-improvement and adjustments based on the analysis of previous actions and their consequences.
5	$\{R_1\}\neq 0$, $\{R_2\}\neq 0$, $\{R_3\}\neq 0$, $\{R_4\}\neq 0$	High	MESEFEA is proactive and adaptive in nature; it responds both to the obvious incentives, and involves monitoring, warning, and preventive measures, provides for self-improvement based on the analysis of previous actions and proactive view of the functionality of this mechanism in the future.

In order to provide more detailed description of MESEFEA functioning on the basis of behaviourism let us specify both the composition of each element in the scheme, and the content of the mechanism as response agent (Fig. 4) singling out multitudes $\{R\}$ to available incentives $\{S\}$ in terms of business practices $\{C\}$.

To get detailed description of MESEFEA, each element within the proposed "stimulus-response" dyad received its particularization. Thus, the mechanism responses are considered in groups $\{R_1\}$ - $\{R_4\}$ specifying the nature of each of these groups and singling out two profiles of responses – profile of action and reflection profile. Three groups of signals that may need response from MESEFEA are singled out as part of the multitude $\{S\}$. These groups of signals are presented by possible available deviations concerning certain parameters of the enterprise activities, weak signals and direct threats. Let us consider the following possible elements $\{S\}$ in more detail.

² Suggested by the author

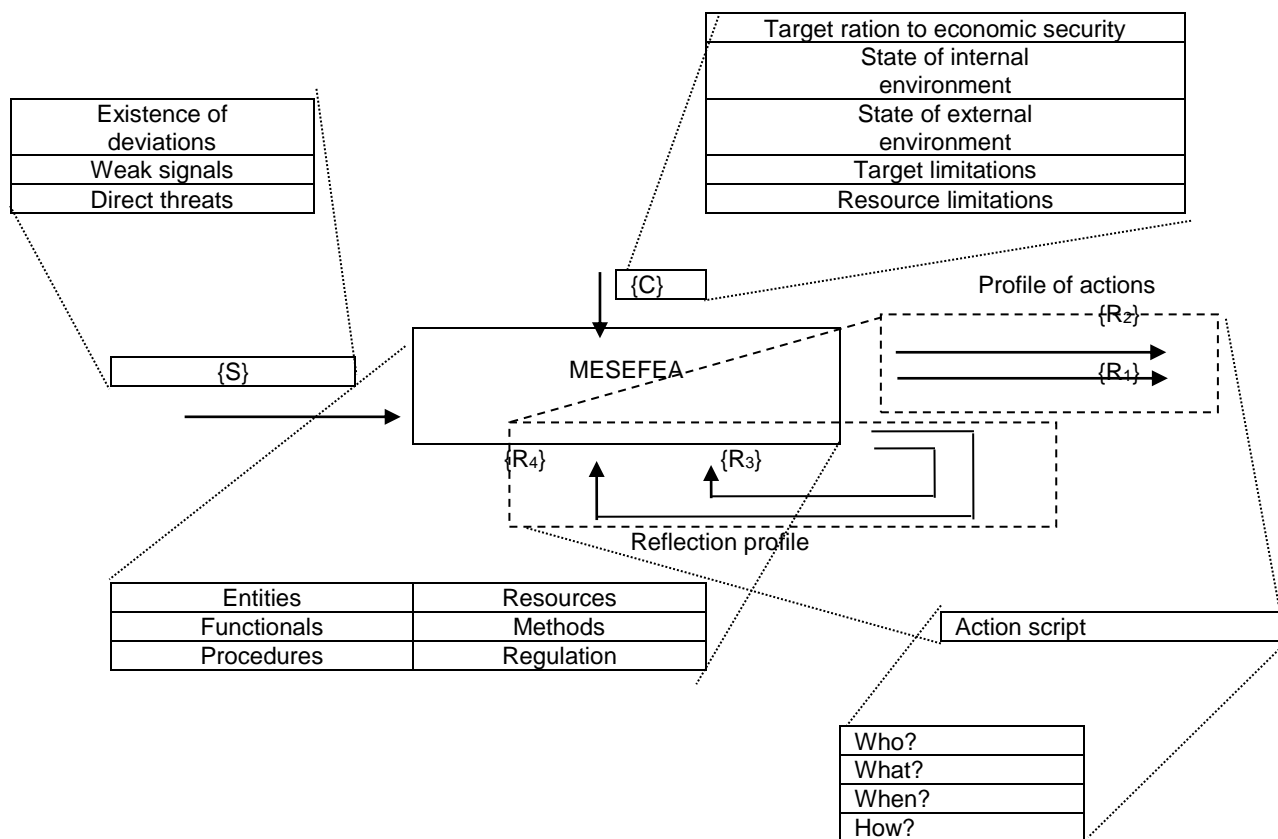


Fig. 4. Model of economic security mechanism functioning concerning the enterprise foreign economic activity

Traditionally, acceptance of deviations from certain parameters compared to its regulatory or planned value concerning management is one of the options to make a management decision or to form a management response. Popularity of this point view even resulted in the emergence of a concept of management within the Finnish management school i.e. "deviations based management" the essence of which is to determine the content of management on the basis of deviations occurrence in the management system. However, such deviation approach is considered in a wider sense – not just as a mere deviation of a parameter, but deviation in the content of processes, resources, etc.

Deviations based management (and MESEFEA response to possible deviations of certain parameters) goes well with other popular concepts and methods of management – objectives based management, Balanced ScoreCard, responsibility centres based management, situational approach, etc. Deviation is a very clear and specific element {S}, which requires a specific response from MESEFEA.

Another possible element {S} in the suggested model of the economic security mechanism functioning concerning foreign economic activity of the enterprise is weak signals. The advantage of weak signals compared to other triggers of administrative decisions (the same deviations of certain parameters) is in the fact that consideration of weak signals allows us to identify the problems, risks and threats in the earlier stages of their emergence, pre-generate the necessary management response, ensure timeliness of such responses, etc. In this situation, the deviation of the parameter is a clear evidence of the presence and actualization of certain problems, risks, threats, etc., and the weak signal is an evidence of such problems occurrence in the future. Correspondingly response to weak signals often is a prevention of such problems, while the management response to changing the key parameters of the enterprise operation is often serious evidence in favour of such problems occurrence. Of course, the method of weak signals has both its advantages and its drawbacks or limitations, but concerning MESEFEA functioning it has obvious benefits in terms of timeliness of response, prevention of problems (by forming an adequate multitude {R₂}), timely adjustment or improvement of the mechanism (and forming an adequate multitude {R₄}, etc.).

CONCLUSION

In the context of the aforementioned, direct threats i.e. real or reliably anticipated changes within domestic or foreign medium of the enterprise that endanger the enterprise are the crucial element {S} to form {R₁} as a direct result of MESEFEA functionality. Such changes can have different character – regulatory, financial, organizational, they can be simple or complex as to their content, they can be the consequences of actions of one or more subjects; the most important thing in this situation is that such changes endanger the foreign economic activity of the enterprise and that is why MESEFEA shall generate an adequate management response.

CONFLICT OF INTEREST

No conflict of interests

AUTHOR'S CONTRIBUTIONS

[Yuriy Sergiyovich Pogorelov]

Group 2 - Drafting the article, Critical revision of the article

Group 3 - Final approval of the version to be published

[Nataliya Ivanivna Havlovska]

Group1 - Conception and design, Acquisition of data, Analysis and interpretation of data

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No

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TABLES

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4	{R ₁ }≠0, {R ₂ }≠0, {R ₃ }≠0, {R ₄ }=0	Upper-middle	MESEFEA is reflective and adaptive in nature; it responds to incentives, involves monitoring, warning, and preventive measures and provides for self-improvement and adjustments based on the analysis of previous actions and their consequences.
5	{R ₁ }≠0, {R ₂ }≠0, {R ₃ }≠0, {R ₄ }≠0	High	MESEFEA is proactive and adaptive in nature; it responds both to the obvious incentives, and involves monitoring, warning, and preventive measures, provides for self-improvement based on the analysis of previous actions and proactive view of the functionality of this mechanism in the future.

MESEFEA – The mechanism of economic security of the enterprise foreign economic activity;

{R} – profile of actions of MESEFEA

{R₁} predetermined responses of MESEFEA

{R₂} routine responses of MESEFEA

{R₃} reflective responses of MESEFEA

{R₄} responses of MESEFEA development and improvement

FIGURE LEGENDS

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