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DOMAIN SPACE OF MARKETING POTENTIAL OF THE ENTERPRISE ECONOMIC SECURITY

This article provides an analytical study of characteristics, principles, and modelling of domain space of marketing potential of an economic security. The basic requirements for the construction of domain space of marketing potential are formulated. It is noted that the domain approach to the enterprise economic security should be understood as the correct definition of objectives and conditions for the passage of a process of research of a complex system of economic security for the unconditional implementation of the goals. This approach will mean identifying all necessary measures to ensure full security of the enterprise.

In terms of a significant dynamics of market factors, uncertainty of behaviour of business structures, carried a reorientation of enterprises' activities to the use of a concept of economic security as a set of practical tools and techniques of management, and therefore there is a need for accumulation and systematization of relevant information on the status of all potentials, especially marketing.

The domain space of economic security allows considering potentials under investigation at various levels of detail. Detail examination of the objects can be carried out within the initial domain space, expanding this domain space in respective directions, and also it is possible to move to a system of independent but interconnected domain spaces.

The importance of studying the theoretical foundations and development of methods and models for enhancing the level of economic security of enterprises in countries integrated into the European business area is due, primarily, to the suspense of business development rates in terms of the financial crisis, unstable political and military situation in Ukraine. Accordingly, carrying out a structured system analysis and implementation of positive international experience in providing economic security of the enterprise are required.

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