

THREATS TO FINANCIAL INSTITUTIONS ECONOMIC SECURITY UNDER HYBRID WARFARE AND EUROPEAN INTEGRATION

Economic realities, in which conduct their activities financial institutions in Ukraine, act now as a favorable environment for the formation of numerous types of threats to the efficient operation of financial intermediaries. Questions of specification, synthesis and properties of basic economic security threats for financial institutions economic security are important because of the need of formation an accurate list of the necessary steps in developing a mechanism of risk management and process of economic security system control.

Separately we should consider the following types of threats that are non-traditional for financial institutions economic security system, but now make a strong influence on the results of their operation, and hence on the control of their economic security system as hybrid threats. In early 2017 hybrid threats are largely determine the existence contour of domestic financial institutions. Specialists of the National Institute for Strategic Studies claim that the activities of the domestic financial market and its participants take place under conditions of driving a hybrid war, which means military action carried out by a combination of military, kvazimilitary, diplomatic, information, economic and other resources to achieve the strategic political purposes. The specificity of this combination is that any of the military and non-military ways of hybrid conflict is used for military purposes like a weapon [1, p.19]. Accordingly, in the economic sphere financial institutions may act as driving hybrid warfare agents and their financial products and services - as instruments of war.

Hybrid threats to the functioning of the domestic financial market and its professional participants systematized in Table 1.

Table 1

Hybrid threats to Ukraine's financial market functioning and to activities of its members

Hybrid threat	Impact on the financial market and on the activities of financial institutions
Dependence of financial market, particularly the banking sector of the Russian capital	The impact on the formation of the exchange rate, which contributes to the exchange rate risks, loss of public confidence in financial institutions as a whole
Insolvency of banks with Russian capital, their losses	Destabilization of financial institutions that are counterparties and the partners of banks with Russian capital, limitation of the opportunities for the asset recovery for clients and partners of such banks
Legalization of the capital from the occupied territories through local financial intermediaries	The fall of the national currency exchange rate due to inflation, increasing of the number of inspections of financial institutions
Financial institutions use to direct financial flows to the occupied territories	The use of financial products and services for mediation in terrorist financing, lowering the reputation of domestic financial institutions in the international arena
Restricting the use of Russian electronic payment systems	Reducing the number of sources of financial income, difficulty in providing financial services to certain

	categories of customers
Failure to return «bad credits» from the borrowers remaining in the occupied territories	The loss of financial resources, deteriorating of financial condition, including financial stability and profitability of credit institutions, limitation of their financial services resource base
Subordination of the number of participants in the domestic financial market with the Russian co-owners or investors, to the decisions of the government of the neighboring state	Acceptance of erroneous investment decisions, the decline in investment activities, direction of investment resources of businesses and individuals in unprofitable investment facilities, the negative impact on investment climate in the country
The deterioration of the reputation of local banks via the information war instruments	Reducing of the number of customers, partners and investors; decline in population interest in banking services; reducing of the level of use of banking products and services

(Compiled by the author based on [1, p.223, p.308])

It should be noted that the development of the domestic financial market and the activities of its professional participants currently are held in the terms of European integration, which lead to the need of financial institutions adaptation to the new requirements and standards, and for the domestic financial market in general - to function in the conditions of Ukraine's financial system modernization.

Thus, the intention to create the foundations of a mutually beneficial financial cooperation between Ukraine and the EU were laid in the Agreement on Partnership and Cooperation between Ukraine and the European Communities and their Member States [2]. An important condition for this was found is the approximation of existing and future legislation of Ukraine with the EU base, including in the sphere of provision and regulation of financial services. In the article 67 of this document stating that the development of relations in the field of financial services Ukraine will receive the technical assistance to focus on: the development of banking and financial services, the development of a common market of credit resources, development of insurance services [2].

Thus, we can determine the impact of European integration on the economic security of financial institutions, which can lead to the emergence of the new threats to the economic security of financial institutions in Ukraine. They are:

- strengthening the level of regulation financial institutions activities on financial market;
- initiation of projects of improving financial literacy of the general population in Ukraine;
- maintaining the level of reputation of financial institutions through the control of authenticity of advertising information;
- setting requirements for financial institutions transparency level;
- strengthening of the level of financial services consumers rights protection;
- equal access to the markets of European capital;
- access of European financial institutions to the Ukrainian financial market;
- strengthening of the mechanisms of counteraction to capital legalization and terrorism financing;

- regulation of: credit relations, business of trade organization on regulated markets, professional activity of financial instruments trading and professional activities on the securities market in general;
- expanding the list of professional participants on the financial market;
- expanding the boundaries of financial services (insurance, credit, investment) use;
- renewal and modernization of the legal framework governing the activities of financial institutions.

Thus, European integration for domestic financial institutions and for managing their economic security system can have both positive and negative effects, and bears both opportunities and threats for Ukrainian financial institutions in a future.

References:

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ОСОБИСТА БЕЗПЕКА ЯК СКЛАДОВА ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ СУБ'ЄКТІВ ГОТЕЛЬНО-РЕСТОРАННОГО БІЗНЕСУ

Активний розвиток туризму у світі в останні кілька десятиліть обумовлено процесами глобалізації та інтеграції, збільшенням мобільності людей, підвищенням якості їх життя. Частка туристичного бізнесу в загальному обсязі ВВП у деяких країнах досягає 80-85%, що свідчить про його високу економічну ефективність. Туризм в Україні на сьогоднішній день є галуззю національної економіки, що розвивається та лише набирає свої обороти. В умовах нестабільної політичної та економічної ситуації в нашій країні залучення іноземних туристів залежить від забезпечення високого рівня послуг, що надаються суб'єктами готельно-ресторанного бізнесу.

Економічна безпека туристичного бізнесу безпосередньо залежить від забезпечення безпеки туристів, від рівня захисту їх життя, здоров'я, майна, тому що саме туристи, будучи безпосередніми споживачами турпродукту і туристичних послуг, забезпечують отримання прибутку учасниками туристичного бізнесу. Регіони, які не забезпечують безпеку і охорону здоров'я туристів, не будуть конкурентоспроможними на ринку туристичних послуг [1].

Стабільною та прибутковою діяльністю готельно-ресторанних підприємств буде лише за умов забезпечення особистої безпеки клієнтів та персоналу.