

MANAGEMENT OF ECOLOGICAL AND ECONOMIC SECURITY OF THE ENTERPRISE IN TIMES OF CRISIS: THEORETICAL ASPECTS

Today it is generally recognized that society is increasingly dependent on the natural environment. This is due to the depletion of natural resources, a decrease in the ability of the environment to self-purify and the loss of its natural properties. Among the main reasons are the adoption of environmentally unsound management decisions, irrational use of natural resources, the priority of current benefits over long-term goals, weak environmental justification of projects, imperfection of public administration systems and legislation in the field of environmental management. In this regard, there is a need to reform corporate governance systems, in particular its environmental component. It is not just about integrating environmental principles into the structure of enterprises, but about changing approaches to making management decisions, which should be based on the principles of eco-efficiency and environmental justice.

At the same time, the Ukrainian economy is experiencing a technological crisis: equipment and technologies are largely outdated, production remains resource-intensive, and the industry structure is unbalanced. Economic transformations should be carried out taking into account the environmental imperative, because the period of change is the most favorable for establishing new, environmentally sound principles of management that will become the basis of sustainable development. Environmental security as a concept appeared in the USA in 1974, when General M. Taylor in his work "Legal Requirements of National Security" noted that serious threats to the country's security arise not in the military sphere, but in the ecological sphere. In the 1990s, it became obvious that environmental degradation and resource depletion cause a gap between the economic and social spheres. This contributed to the inclusion of environmental security in the US national security policy [1].

Environmental security is related to the human right to a safe environment for life. It is considered a part and at the same time a prerequisite for national and international security, formed within the framework of social relations. It is considered a key value in the interaction of man with nature, technologies and substances [2].

The concept of environmental security should be analyzed at different levels - local, regional, global, while it has temporal and spatial limitations: local problems can become global, and the consequences of today's actions can become irreversible in the future [3].

In modern conditions, environmental security is interpreted as: protection from environmental threats; minimal impact of economic activity on the environment; ensuring the reproduction of resources and proper conditions for the life of the population.

Regarding enterprises, environmental security has two aspects [4]: protection of the environment and people from the negative impact of production; the enterprise's protection from external environmental threats.

At the same time, environmental safety can become a competitive advantage due to: improving the image; reducing losses; the ability to sell products at higher prices; entering international markets.

External threats to environmental safety are associated with industry specifics. For example, enterprises in the agricultural sector depend on natural and climatic conditions, the absence of disasters, water and air quality. In this context, legal regulation, compliance with standards and environmental monitoring play.

Ukraine's integration into the European Union obliges it to comply with European environmental standards. The EU has over 300 legal acts regulating environmental policy, among which the Environmental Impact Assessment Directive plays a key role. In response, Ukraine is implementing international quality and environmental management standards (ISO 9001, ISO 14000, OHSAS 18000).

The environmental safety of an enterprise is not only a state of protection from negative environmental impacts, but also the ability to adapt to threats by implementing innovative environmentally friendly technologies and management solutions. It should become a key criterion for strategic management and development of enterprises, taking into account the requirements of environmental legislation, the needs for ecosystem restoration, resource greening, specialist training, and the application of environmental management systems.

Sources

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