

**Kovalenko O.V.**

Doctor of Economic Sciences, Professor  
Head of the Chair of Economics of Enterprise  
Zaporozhye State Engineering Academy

**Bytkin S.V.**

Candidate of Economic Sciences,  
Head of Marketing, Information and Analysis Department  
PJSC "Zaporizhstal"

**Golemba V.E.**

Lead Specialist on Methods of Marketing Development  
Marketing, Information and Analysis Department  
PJSC "Zaporizhstal"

**Balyura Y.O.**

Postgraduate Student of the Department of Enterprise Economics  
Zaporozhye State Engineering Academy

## **THE ROLE OF INFORMATION-ANALYTICAL SOURCES IN SECURITY ENFORCEMENT OF ENTERPRISE**

The role of information-analytical sources in the security enforcement of the enterprise is considered. The most known information and analysis sources of steel industry, its structure and role in receiving of reliable figures about steel products market situation is analyzed.

It established that the information subsystem whose purpose is to develop sufficient aggregate data and information about the enterprise business environment and quality analytical treatment to obtain reliable data needed for effective management decisions plays the main role of efficient integrated system of economic security. This is the main task of corporate intelligence. Competitive intelligence is ongoing process based only on legal methods of gathering, accumulation, structuring and analysis of data about internal and external environment of the organization and providing information to senior management foresight and timely reaction to the environment changes.

In the preparation of analytical information great attention is payed to continuous monitoring of external information flows aiming to give the experts new and sometimes very unexpected for them information. Making viable decisions depends on constant analysis of information about external environment changes.

It proved that online resources are very important in assessing the iron and steel enterprises their competitive position in the market. Proper monitoring and information analysis from some specialized Internet sources, determine the causes, sources, nature and intensity of threatening factors influence on production capacity, deliberate management decision making of company management based on effectively operating information security system provides development of the ways of production modernization, exports opportunities, allows to assess the competitive environment and ensure proper economic business development.