

SECTION 10. MATHEMATICAL METHODS, MODELS AND INFORMATION TECHNOLOGIES IN ECONOMY

Zianko V.V.

Candidate of Economic Sciences,
Senior Instructor at Department of Finances
Vinnytsia National Technical University

Revenko V.S.

Student
Vinnytsia National Technical University

RATIONALIZATION OF UKRAINIAN ENTERPRISES' BUSINESS BEHAVIOR BY ANALYSIS OF ADVANTAGES AND DANGERS OF COMPETITIVE INTELLIGENCE AND INDUSTRIAL SPYING

The relevance of the topic is caused by changes in the economy of Ukraine and increasing economic potential of local enterprises. The rapid development of market economy and priority development of technology stimulate Ukrainian enterprises to develop strategic plans not only of economic activities but also strategies to protect all information relating to the activity of enterprises.

Categories of industrial espionage and competitive intelligence in the Ukrainian economic literature are little studied, so the search for the topic of this article is constructed primarily on foreign sources. It is necessary to identify clear boundaries between competitive intelligence and industrial espionage. However, in modern conditions business is characterized by increasing competitive pressure. And this makes finding reliable information sources very important part of analysis the competitive situation in the industry and forecasting competitors' reactions.

Publication is devoted to research of content of competitive intelligence and industrial espionage, their use, effects in Ukraine.

In order to achieve this goal it is necessary to perform such complex tasks, as: delineation

of concepts "competitive intelligence" and "industrial espionage", disclosure laws of formation and development of information system of entrepreneurship, identify their components, factors, dangers.

Nowadays a lot of Ukrainian enterprises in order to increase the amount of goods and services have to compete among them, expand their capabilities and the sales of their products or services, and have to fight for their own customers. That is why the process of collecting, analyzing and accumulating information about the state of an entity or structure of the market is extremely important and necessary.

The object of research is the process of analyzing competitive intelligence and industrial espionage.

The subject of research is the methods and techniques of analysis of competitive intelligence and industrial espionage of the Ukrainian enterprises and foreign companies.

Research methods are the searching for necessary information, its classification, grouping the metrics, comparing, methods of induction and deduction, synthesis method, system analysis, economic, factor analysis.