

## ADAPTATION AND BIFURCATION STRATEGIES OF MANAGEMENT OF ENTERPRISE ECONOMIC SECURITY

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The article presents an explication of the concept of «economic security of the enterprise». The essence of the category «mechanism» is considered, as well as the difference between the adaptive and bifurcation mechanisms of development. Introduction of new concept «resistance of economic security of enterprise» is offered. That represents her resistance as a ectropion factor to influence of threats of environment, namely – supersystem (countries and industries) as an entropy factor, and also ability is co-ordinated to react on them. Descriptions of resistance of economic security of enterprise are studied. Such classification signs: degree and state of resistance are distinguished. The algorithm of ground of choice of management strategies by economic security of enterprise is worked out, that allows on the basis of exposure of points of bifurcations and their analysis to identify the type of crisis (strategic crisis, financial crisis, crisis of providing of basic business processes, crisis of providing of supporting business processes, crisis of trust, crisis of communications). And also to take into account the presence of internal mechanism of development, that peculiar to economic security of enterprise in the certain period of – adaptation or bifurcation according to that it is necessary to work out corresponding strategies. Determination of strategy of management of enterprise economic security is given, and also to bifurcation and adaptation strategy of management of enterprise economic security. Development of corresponding strategies will allow to the management subject to provide long-term viability to the enterprise.

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