потребують зміни культури підприємства, що стримує підвищення її ефективності, а згодом – підвищення ефективності діяльності підприємства.

Культурні аспекти є важливим засобом, за допомогою якого організації можуть забезпечити собі стабільність і процвітання навіть в період кризи, залишаючись ще конкурентоспроможними.[7]

Висновки та пропозиції. Отже, корпоративна культура є важливим чинником формування стабільної роботи персоналу та самої організації. Тому культура підприємства повинна формуватися в тісному зв'язку з цілями організації. Проблеми та питання культури організації повинні вирішуватися як одні із самих важливих. Бо корпоративна культура - це чинник від якого залежить ефективність діяльності організації.

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FORMATION OF CULTURE OF ECONOMIC SAFETY AT CORPORATE LEVEL

For maintenance of economic safety at corporate level creation of base conditions of its realisation is necessary. The following concerns that: development and distribution of innovative technologies as factor of maintenance of competitiveness of the economy promoting stability and absence of critical dependence of home market from import; creation of the institutional environment with the parametres, allowing to raise efficiency and to minimise risks of economic development; working out and constant perfection of ways and tools of management of increase of economic efficiency of activity of managing subjects on a basis transparenten; formation of mechanisms of minimisation of the risks connected with unfair behaviour of managing subjects - participants of transactions [1].

Last two conditions are based on a principle of culture of economic safety. This principle assumes: a high level of development of corporate values, absence of infringements of an internal order, achievement of unity of the private and corporate

purposes, maximum transparenten internal processes, mutual support and self-checking. Values, norms, representations reflect the methods acquired by the personnel and practice of performance of the professional problems and duties taking into account questions of economic efficiency and resursesavings.

The culture of economic safety is a set of the valuable reference points making the general vector of development of economic system, directed on maintenance of its efficiency and safety by maintenance individual and a joint liability for result, high level of mutual trust of all economic subjects, sufficient for maintenance of public control and preservation of demanded level of safety transparenten economic processes. Its high level provides smoothing of threats and the risks formed owing to the inefficient institutional environment [2].

In the conditions of reduction of the state intervention in the economy, level of economic freedom necessary for increase, value of a private responsibility of citizens, their defined ability to self-restriction and self-regulation, and also corporate responsibility increases. High level of personal and corporate culture of economic safety allows to smooth imperfections of existing is standard-legal base, and also relieves of necessity of the maintenance of the scale mechanism of compulsion to performance of laws and rules.

Level of culture of economic safety depends on that: how and how much effectively the factors promoting occurrence of threats and risks come to light; problems of supervision, audit, monitoring and an estimation of economic processes with a view of maintenance both intracorporate economic safety, and safety of counterparts, including the state are how much effectively realised; measures on a non-admission or minimisation of risk, correction of the revealed defects and deviations and so forth are how much in due time taken.

As the carrier of cultural values is the person formation and development of the corporate human capital becomes pledge of efficiency and safety of development of economic subjects. Special value is got by the highly skilled experts who have been creatively adjusted, ready to the scientific researches, capable to put the received knowledge into practice, to broadcast experience to young experts, to fix results of the researches in various forms of scientific publications, to receive patents and so forth.

As an example it is possible to consider algorithm of introduction of culture of economic safety at the enterprises of nuclear branch. Safety of operation of objects of atomic engineering depends not only on technical parametres, but also from quality of bought materials, timely and sufficient financing of productions, building of objects, control of target use of the means allocated for innovative development of branch [3].

Ignoring of economic aspects in system of priorities of safety of operation of objects of atomic engineering threatens with an inefficiency of the end result of their activity. The considerable resources arriving on maintenance of steady and innovative development of the enterprises of atomic engineering from the state, are object of the corruption transaction as which initiators can act as insayders, and officials of the state and municipal authorities.

High rates of modernisation and innovative development of domestic atomic engineering predetermine growth of volumes of financing, including, budgetary, and,

hence, complications of processes of monitoring and control of their target use. Problems of maintenance of economic safety of the managing subjects functioning in sphere of atomic engineering, deserve special attention as results of their activity not only essentially influence rates of economic development of the state, but also put public safety in dependence. In these conditions infringement of the established rules becomes the extremely dangerous and demands special attention and control and from the state (external control), and from the enterprise, its management and hired workers (self-checking, self-restriction, internal control). It is necessary to pay for safety, and for its absence - to pay off.

The numerous researches devoted to global problems, connected with failures on Chernobyl nuclear electrostations**,** Three-mail-ajlend, Fukushima, have confirmed it. Safety of system is defined it in equal weight in the conditions of organizational three unities «things, people and ideas». Integration of these elements occurs within the limits of a control system where they take a certain place in its structure and as the subject, and object of management, and also the information mediating their interaction moving on channels of a straight line and feedback.

The actions directed on formation and development of culture of economic safety should include working out of the is standard-legal base, special procedures, personnel development, control procedures and an efficiency estimation. As the project of introduction and development of culture of economic safety is the tool of strategic planning and contains a complex of actions, the mutual co-ordinated on problems, realisation terms, executors and resources and the purposes providing the most effective achievement and the decision of problems of economic development of the enterprises, it is necessary to spend an estimation of efficiency of its realisation constantly [4].

There is a number of indicators with which help it probably to carry out. For a basis it is possible it is accepted a technique of an estimation of efficiency of realisation of the state and municipal programs containing a complex of indicators. The efficiency estimation influences motivation of participants of the project and stimulates them to achievement of the planned results. As criteria of efficiency degree of achievement of the purposes, performance of actions and quality of results traditionally gets out.

In the course of research the new scientific category «culture of economic safety», as set of the valuable reference points making the general vector of development of economic system, directed on maintenance of its efficiency and safety by maintenance individual and a joint liability for results of development and functioning of economy, high level of mutual trust between subjects of economic relations, sufficient public control for maintenance and preservation of demanded level of safety and transparenten economic processes is entered. Its value for maintenance of a sustainable development of national economy at the expense of smoothing of threats of safety of the institutional environment that allows to prove value of an informal ideological element in maintenance of efficiency of the measures directed on increase of level of economic safety is proved [5].

Modern institutional conditions are "unsafe" for business, their complexity and "unprofitability" regarding observance of formal rules provoke growth of scales of shadow economy that, in turn, forms new stimulus of corruption. Corruption is

considered by us not as independent threat of economic safety but as the catalyst of threats of economic safety of the institutional environment that allows to reveal among factors of preservation of an inefficiency of the institutional environment effect of blocking of institutional innovations and dependence on previous development and promotes working out of the effective mechanism of counteraction to these destructive factors focused on the resolution of conflict between objectivity of economic processes and their standard fastening within the limits of the corresponding state policy, the economic safety directed on maintenance.

Thus, it is proved that as a result of complex realisation of the actions directed on increase of efficiency of an institutional and corporate business environment, based at the generated high level of economic ethics of individuals, achievement of the purpose of minimisation of shadow transaction in all forms and display spheres, at all levels of economy will be possible.

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РЕГУЛЮВАННЯ СОЦІАЛЬНО-ЕКОНОМІЧНОЇ ВІДПОВІДАЛЬНОСТІ В СИСТЕМІ ІНСТИТУЦІОНАЛЬНОГО ЗАБЕЗПЕЧЕННЯ АГРАРНОЇ СФЕРИ ЕКОНОМІКИ

Вступ. Розвинуті країни на сучасному етапі ринкових відносин використовують різноманітні методичні підходи до регулювання економіки, зокрема щодо соціально-економічної відповідальності в аграрній сфері, що є фундаментальною основою розвитку країн і підвищення рівня життя всіх верств населення. Держава повинна створити таке середовище для сільськогосподарських підприємств, при якому вони будуть зацікавленні у підвищенні рівня соціально-економічного становища села.