

Evaluation of the Economic Security Level of Pharmaceutical Companies of Ukraine in the National Competitive Environment

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Research Methodology: By means of factoring analysis the main factors of competitive environment that influence on the enterprise economic security are determined. By means of expert estimations the qualitative criteria of enterprise economic security are developed. Correlation and regression analysis allows us to estimate the degree of interaction between the indicators of competitive environment performance and the level of economic security.

Results: As a result of quantitative analysis of economic security of Ukrainian pharmaceutical companies, the weak points in their activity are identified. Quantitative relation between revenue, net income and financial indicators revealing interaction with customers, suppliers and state of market competition is established.

The need to strengthen the quality of cooperation with customers and product supplier is emphasized. It is defined that namely the parameters of these two groups have the greatest impact on the amount of revenue and net income.

Novelty: The basic elements of competitive environment are revealed. Marginal indicators of economic security evaluation are defined. The calculations of the actual state of economic security of pharmaceutical enterprises in Ukraine are made.

Practical Significance: On the basis of the proposed methodology of evaluation of economic security level of companies in their interaction with the competitive environment, the practical recommendations regarding the direction of improving their economic security level for pharmaceutical companies in Ukraine was developed.