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STRATEGIES AND TACTICS FOR ENHANCING BUSINESS SECURITY

Summary

In the modern business environment, security has become a critical factor that directly impacts the success and resilience of companies. Several aspects underscore the relevance of researching strategies and tactics for enhancing business security: the development of technology and the Internet has led to an increase in both the number and complexity of cyber threats. Cybercriminals continuously refine their attack methods, requiring businesses to constantly update their protective measures; in the context of globalization and economic instability, the risk of financial fraud, scams, and industrial espionage is rising. Effective security strategies help minimize these risks; the growing number of legislative and regulatory requirements in the field of security (e.g., GDPR in Europe) demands that companies adhere to high security standards. Failure to comply can result in significant fines and damage to reputation; political instability, conflicts, and terrorist threats pose additional challenges to business security.

Companies must be prepared to respond swiftly to these threats. Business threats are multidimensional, encompassing cybersecurity, physical security, information security, and economic risks. This complexity makes it difficult to develop universal protection strategies. Security is often viewed as a separate element, not integrated into the company's overall business processes. This leads to inefficient use of resources and low effectiveness of security measures. The relevance and challenges of researching strategies and tactics for enhancing business security are driven by the complexity of modern threats, the need to integrate security into all business processes, the dynamic nature of risks, and limited resources. Studying and implementing effective security strategies is critically important for ensuring stable and successful business operations in the modern world.

The aim of the article is to create practical tools and recommendations that will help enterprises effectively protect their assets from various threats. This will enhance the resilience and competitiveness of companies in a constantly changing business environment. The tasks outlined in the article are addressed using general scientific research methods, namely analysis, systematization, and generalization. The methodological basis of the research includes logical-dialectical methods of scientific knowledge, methods of system analysis, as well as special methods, in particular, methods of analysis and synthesis.

Keywords: sustainable development, Integration, economic development.

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