

# DIGITAL PERFORMANCE AS A TOOL OF A NON-TRADITIONAL ADVERTISING IN THE SYSTEM OF STAKEHOLDERS-ORIENTED CORPORATE SECURITY

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*The human being has acquired new definition as an "information processor" while nature is becoming "information to be processed"*

In highly competitive global markets a well-run stakeholders-oriented corporate security system can forge information links in the corporate governance system and help to achieve the quality corporate goals and to support the corporate reputation. Both in Ukraine and globally, the main perpetrator of external fraud is a customer (43% for Ukraine and 35% globally). In such condition the special attention is given to customers.

Steve Dixon defines the term "*digital performance*" broadly to include all performance works where computer technologies play a key role rather than a subsidiary one in content, techniques, aesthetics, or delivery forms. This includes live theater, dance, and performance art that incorporates projections that have been digitally created or manipulated; robotic and virtual reality performances; installations and theatrical works that use computer sensing/ activating equipment or telematic techniques; and performative works and activities that are accessed through the computer screen, including cybertheater events, MUDs, M(X)s, and virtual worlds, computer games, CD-ROMs, and performative net.art works.

Our research examines these practices and practitioners, and analyzes the artistic, theoretical, and technological trends that emerged in digital performance. We are going to create assessment scale for digital performance and estimate existing performances according to it. The main goal of this assessment scale is to determine the usefulness of the performance as a tool of non-traditional advertising.

Non-traditional advertising encompasses anything that is not TV, radio, standard print or direct advertising. It is designed to cut through the clutter of traditional advertising and grab the attention of customers. Creativity and innovation are important aspects of this type of advertising and, if used properly, make it hard for customers to ignore it. Non-traditional advertising is atypical. It is a type of advertising that sets most businesses apart from their competitors.

One form of non-traditional advertising is guerrilla marketing. Guerrilla marketing entails grabbing the viewer's attention without them expecting it, for example through non-conventional art. This kind of advertising uses a surprise effect to tantalize the viewer in a situation where they would not typically find media. It is difficult to embrace this type of advertising, but when done effectively it has a greater impact than that of its counterpart.

The emergence and proliferation of networked computers has produced the contemporary super-saturated information environment. The mental habits of those exposed to digital communication have been shifted; people have developed a tolerance to aggressive information environment. Therefore mastering of consumer attention through new approaches like digital performance is an important task for many businesses.

## **THE ROLE OF THE STATE IN ENSURING THE ECONOMIC SECURITY OF THE COUNTRY**

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One of the most important tasks facing the state is to ensure economic security and stability of its development, the implementation of which makes it possible to successfully implement various social programs and fulfill all the functions assigned to the state. From a theoretical point of view, this requires the use of such tools that give impetus to the increase in GDP, as the main indicator of trends in the economy. The steady increase in the volume of national production opens up opportunities for employment growth, building up the demographic potential, developing science and education, and increasing government in general.

In practice, in order to create conditions for economic security, it is necessary to apply special impact instruments aimed at increasing production volumes and living standards.

According to the definition, economic security is a state of protection of the national economy from external and internal threats, in which it is able to ensure the ongoing development of society, its economic and socio-political stability in the presence of adverse external and internal factors [1, c. 39]. Thus, it is necessary to apply such levers and instruments of influence in order to level the negative impact of external and internal threats.

Today, we can attribute the following to the internal unfavorable factors in Ukraine: state budget deficit, unemployment, negative production decline, political instability and exacerbation of social tension in society. As a result, the economic fundamentals of ensuring national security are destroyed.

Considering the situation taking place within the framework of Ukraine's relations with the outside world, we can single out the following external threats: in the conditions of weakening our country, the desire of other powers for military-technological superiority over us, the use of "economic levers" of pressure to achieve their political interests, intensifies. Also, in the context of globalization and internationalization, issues of maintaining a certain balance between positive and negative aspects of the impact of foreign economic relations on the course and pace of social and economic transformations, as well as ensuring the state's defense capability, become vital.