

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.

Without solving the problems of the internal development of the country, and failing to cope with internal threats, we will not be able to overcome external threats. A solid basis for smoothing negative economic manifestations and processes can be a rapid jump and a steady increase in production volumes. This will provide a financial basis for the implementation of all the other vital areas of the state's activities, since cash flows are the circulatory system of any economy, any economic and social processes are directly affected by it.

Thus, two strategic goals emerge: the increase in the size of the national economy (GDP) and the growth of incomes of the population. In turn, the latter figure is a consequence of the increase in the first.

To achieve its goals, the state needs to create conditions for the development of entrepreneurship and business. Economic growth is possible only with system investments. The task of state institutions of power is to create the necessary legislative, legal and preferential conditions for the entry of investments into the economy. External and internal, private and public are provided.

For this, in our opinion, it would be advisable to rely on human capital and consider the further development of the country in the paradigm of high-tech development of the national economy. It is necessary to move from the raw model of the economy of the colonial type to the state of a high-tech industrial power. The ban on the export of raw materials, the promotion of production and export of goods with high added value, reliance on their own national currency and export earnings.

An effective method of stimulating the development of the selected strategies is the creation of special economic, technological and industrial parks, development of cluster policy. Such mechanisms are very attractive, both for internal and for external investors.

Attention should be paid to such promising sectors as the information and communication industry, transport and international communication. Some of these industries have a serious export potential for their goods and services, which will help, over time, to turn the negative balance of Ukraine's Balance of Payments into a stable positive.

A strong feature was effective coordination with proper financial and monetary policies aimed at accelerated economic growth with controlled inflation.

The political will of the leadership of the state and verified, programmatic actions to promptly stimulate the beginning of economic growth will create the necessary foundation for ensuring the economic security of the country.

#### References

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