

Thus, the Corporate Security Management is determined as the systematic process of assessing, analyzing, planning, quantifying, administrating, and measuring the corporate security function.

**Conclusion.** To conclude it is vitally important to keep in mind the constant change of corporate environment under the influence of digitization. Digitization and networking require a comprehensive, adaptable concept for the corporate security of an enterprise. Instead of being isolated the architecture of corporate security should become dynamic and flexible for the environmental changes. To simultaneously achieve corporate security and digitization, more intelligent, comprehensive concepts for corporate security management of enterprise are needed.

#### **References:**

1. Cabric M. (2015). Corporate Security Management: Challenges, Risks and Strategies. Butterworth-Heinemann. 242 p. DOI: <https://doi.org/10.1016/C2014-0-03620-9>
2. Campbell G. (2014). Measures and Metrics in Corporate Security. Elsevier. – 176 p. DOI: <https://doi.org/10.1016/C2013-0-15979-X>
3. Campbell G. (2015). Measuring and Communicating Security's Value. A Compendium of Metrics for Enterprise Protection. Elsevier. 226 p. DOI: <https://doi.org/10.1016/C2014-0-03620-9>
4. Fay J., Patterson D. (2018). Contemporary Security Management. Butterworth-Heinemann. 558 p. DOI: <https://doi.org/10.1016/C2015-0-04732-3>

## **THE ROLE OF THE STATE MIGRATION SERVICE AND EVALUATION OF ITS ACTIVITIES**

RUSLAN POLYATSKOVYI, student

NATALIA LELIUK, Associate Professor, PhD (Economics)

OLENA ILIENKO, Associate Professor, PhD (Philology), English Language Adviser

*O. M. Beketov National University of Urban Economy in Kharkiv*

In the context of global intensification of migration processes and active participation of the population of Ukraine in such processes, the need for an effective state regulation in this area is growing, which is a prerequisite for using the positive potential of migration with the aim to develop the economy, minimize the negative consequences of migration, ensure the rights and freedoms of the migrants as well as the whole country population. At the same time, Ukraine is a country of origin, destination and transit of migrants, a territory of diverse, multidirectional and large-scale migration flows.

The regulatory strategy is to focus the efforts of the state and society on the formation and implementation of the state migration policy, which will allow positively affect the consolidation of the Ukrainian nation and state security, accelerate socio-economic development, facilitate deceleration for depopulation,

stabilize the quantitative and qualitative composition of the population, meet requirements of the economy in the labor force.

To regulate the state migration policy, the State Migration Department was established on December 9, 2010 by the Decree of the President of Ukraine "On optimizing the system of central executive bodies", whose main activity is to provide administrative services to various categories of migrants defined by the law (emigration and immigration including undocumented one, citizenship, registration of individuals, refugees, etc.).

The sector of Work and quality of the State Migration Department of Ukraine in Kharkiv region constantly monitors and controls compliance with the standards of work and quality of administrative services.

Based on the results of the work evaluation for the last three years, an analysis of the quality of the service activities of each territorial division in the Kharkiv region was made. The performance indicators reveal the overall level of the activities quality for the territorial unit. The analysis and the dynamics make it possible to launch the following actions:

- to reveal the factors that exactly affect the indicators of work quality and efficiency;
- to render a decision and focus on the most important issues.

In case weak points in a certain area are identified, decisions are made to improve the work standards; therefore, the specialists will need additional training in the related field of work. In terms of the formed groups by population in the area, the quality of administrative services is improved through a competition, which, in turn, will serve as a positive motivation for the systematic improvement of the performance indicators for each territorial unit in all work areas [2].

There are some features of the redistribution of the funds that the State Migration Department receives as payment for the provision of the administrative services. The mechanism of budget contribution and accounting for the fees on provision of the administrative services as well as the documents used for this provision is regulated by the legal documents and requires an additional study. Monetary funds for the provision of administrative services are distributed by the Treasury between the special fund of the state budget and the general fund of the relevant local budget in accordance with the check off rate set by the budget legislation [3].

In order to raise funds, the Treasury opened a balance account 3431 "Funds that are to be credited to budget revenues", thus, the relevant body of the Treasury is to be credited under the budget classification code 22012500 "Fee for other administrative services" on the departmental identity.

In order to control the receipt of funds for the provision of administrative services and ensure the timely registration of the transactions in accounting, the Treasury bodies electronically provide the subjects of administrative services with statements for the relevant accounts on a daily basis.

## References:

1. Положення Про схвалення Стратегії державної міграційної політики України на період до 2025 року від 12 липня 2017 р. № 482 р.
2. Білецька О.Р. Фінансовий аналіз діяльності бюджетних установ. — Тернопіль.: ТНЕУ 2018. — 114 с.
3. Наказ № 259/390 «Про затвердження Порядку зарахування до бюджетів плати за надання адміністративних послуг та продукцію і документи, що використовуються для оформлення цих послуг» від 27.03.2017

## **BUSINESS NEGOTIATION STRATEGIES: HOW TO NEGOTIATE BETTER BUSINESS DEALS**

VALENTINA PRYANITSKA, Senior Teacher  
*O. M. Beketov National University of Urban Economy in Kharkiv*

Negotiation is an art. It is a part of everyday life. We have to negotiate everywhere: at work, at home, at universities etc. Poor negotiation can lead to frustration and even complete failure. While most negotiating strategies seem like common sense, it's not uncommon for people to get caught up in the emotion of the moment and ignore their basic instincts. Emotion, luck and magic have no place in a successful negotiation. It takes an iron stamina, homework, quick mind and unblinking discipline. These keys will unlock your ability to get the best deal possible under any circumstances.

### Preparation is the Key

If you want to negotiate successfully, one of the secrets entails preparing your mind: get all the information on what you want to do, define your objectives before negotiating and research the interests of the other party. Know about the party you're negotiating with so you can capitalize on your strengths and the party's weaknesses. If the other party is very experienced, that means he or she also has a history that could contain useful information. Many negotiators develop patterns and certain styles that you may be able to use to your advantage. If you didn't have time for preparation it is better to cancel the meeting for preparation is very important for successful negotiations.

Most negotiators have a price target or goal in mind before they start. It should be based on realistic expectations considering all the constraints that will undoubtedly surface. In terms of business these may include budget limits, direction from management, pressure to make sales goals, and a myriad of other external forces. During the course of the negotiation, the goal may change based on changes in scope and other unforeseen actions by either party. Your ultimate goals should be realistic.

Before you start the negotiation, ensure that the other party is fully empowered to make binding commitments. You don't want to find yourself in a