

STUDY AND ANALYSIS OF IMPORTANT ECONOMIC MECHANISMS FOR ENSURING ECONOMIC SECURITY IN SERVICE ENTERPRISES

Shodmonova Zubayda Ubaydullayevna

Samarkand Institute of Economics and Service,
Senior Lecturer of the Department of "Economic Theory"

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Service enterprises constitute a vital component of the economy, and their stable operation is directly linked to ensuring economic security. This article analyzes the existing organizational and economic mechanisms for ensuring economic security in service enterprises. As a result of the research, scientifically grounded proposals and recommendations have been developed to improve this mechanism. The proposed approaches aim to enhance enterprises' ability to withstand internal and external threats, as well as to strengthen their competitiveness. The article contributes to increasing the effectiveness of economic security management in the service sector.

Introduction

In the era of globalization and digital transformation, ensuring economic security has become a priority task for any enterprise, especially for entities operating in the service sector. The growing instability observed in the global economy, the increasing scale of political and economic threats, as well as the rapid development of technological innovations, require fundamentally new approaches to maintaining the stable functioning of enterprises. Service enterprises constitute an essential component of the economy, playing a decisive role in improving public welfare and ensuring the competitiveness of the national economy. Their economic security is of strategic importance not only for the enterprises themselves but also for the entire economic system, which necessitates a scientifically grounded and comprehensive approach to this issue.

However, the existing organizational and economic mechanisms for ensuring economic security in service enterprises often fail to fully respond to modern challenges and threats. With the advancement of the digital economy, issues such as cybersecurity, data protection, human capital management, and the maintenance of financial stability are becoming increasingly relevant. Current mechanisms tend to focus primarily on traditional risks and

do not sufficiently take into account newly emerging, complex, and interconnected threats. The fragmented and unsystematic nature of existing mechanisms reduces their effectiveness and creates significant gaps in ensuring economic security, thereby negatively affecting the stability of enterprises.

The main objective of this study is to develop scientific and theoretical foundations and provide practical recommendations for improving the organizational and economic mechanism of ensuring economic security in service enterprises. Based on an analysis of existing mechanisms, the study identifies their shortcomings and proposes new approaches and methods aimed at strengthening economic security under modern conditions. The improved mechanism is intended to enhance enterprises' adaptability to changes in both internal and external environments, facilitate early identification of threats, and enable the implementation of effective countermeasures. The results of the study hold significant practical importance for service sector enterprises in managing economic security effectively and ensuring their sustainable development.

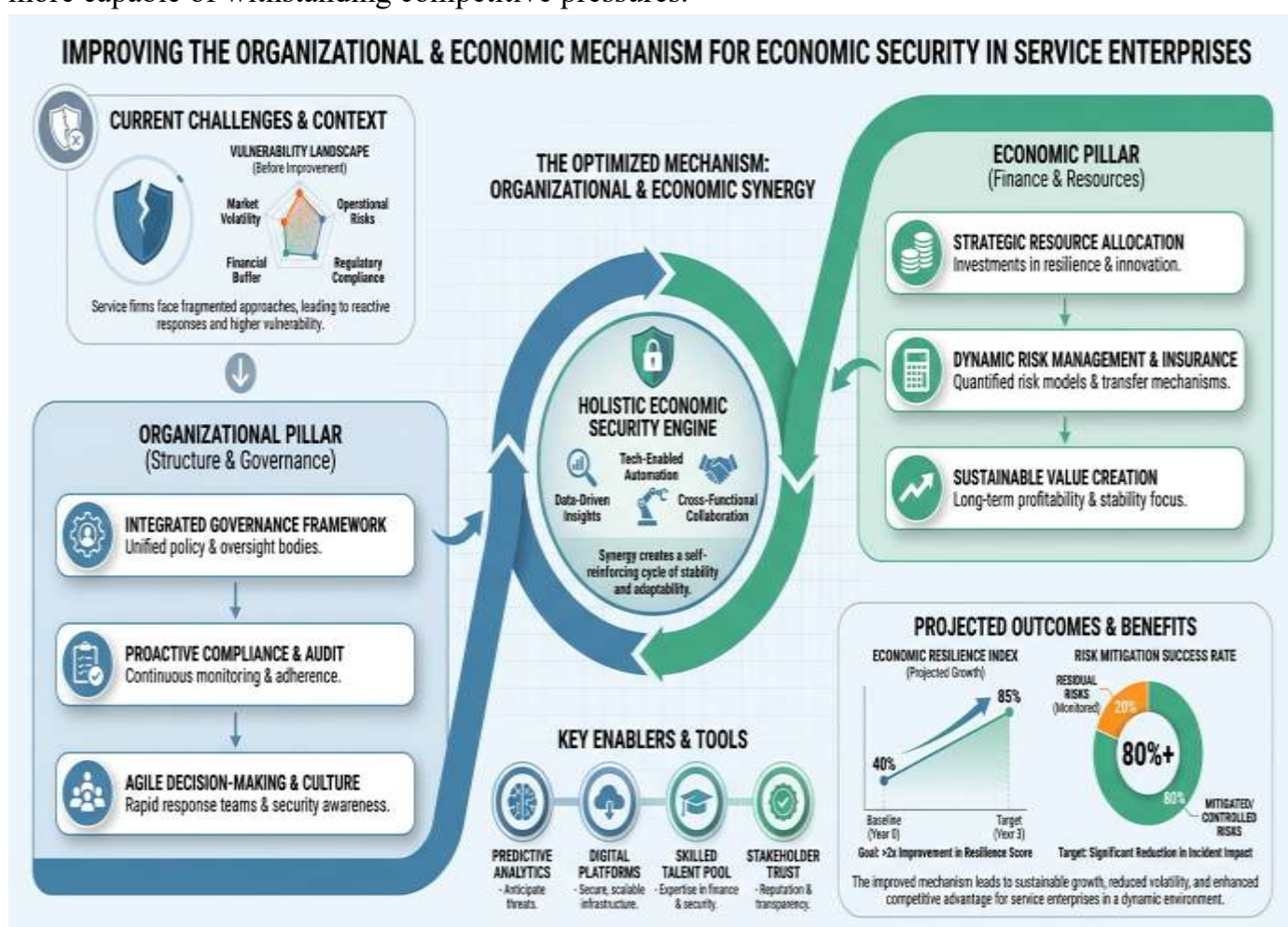
Main Part

Ensuring economic security in service enterprises is a complex and multifaceted process under current market economy conditions. This process encompasses not only maintaining the financial stability of the enterprise, but also ensuring its long-term development, competitiveness, and adaptability to market changes. The service sector is distinguished by its specific characteristics—namely, the intangibility of services, direct interaction with consumers, the subjective evaluation of quality, and the requirement for prompt delivery. Therefore, the formation and improvement of an organizational and economic mechanism for ensuring economic security in this sector require a distinct and specialized approach. The essence of economic security is defined by the enterprise's ability to withstand internal and external threats. This, in turn, is achieved through the effective organization of business activities, rational use of resources, proper management of financial flows, and the early identification and minimization of risks. In practice, the factors threatening security in service enterprises are highly diverse, encompassing not only external factors such as macroeconomic instability, intensified competition, price fluctuations, and rapidly changing consumer preferences, but also internal factors including deficiencies in management systems, weak financial control, and insufficient employee qualifications.

Under such conditions, the effectiveness of the organizational and economic mechanism primarily depends on how well the enterprise's management system is structured. The implementation of modern management approaches, the development of strategic planning, and the use of analytical methods in decision-making processes play a crucial role in ensuring economic security. In particular, the introduction of a risk management system enables the early identification of potential threats and the mitigation of their adverse effects. This serves as a key factor in maintaining the stable operation of the enterprise. Ensuring financial stability in service enterprises is one of the core directions of economic

security. Maintaining a balance between revenues and expenditures, effectively managing cash flows, monitoring liquidity levels, and forming reserve funds all contribute to strengthening the enterprise’s financial resilience. At the same time, properly organizing investment activities, introducing new types of services, and adapting to market demand help expand the revenue base, thereby reinforcing economic security.

Innovative development also plays a significant role in ensuring the economic security of service enterprises. The application of modern information and communication technologies, the use of digital platforms, and the automation of service processes not only reduce costs but also improve service quality and enable faster satisfaction of customer needs. As a result, the enterprise gains a competitive advantage in the market and becomes more capable of withstanding competitive pressures.



Furthermore, human resource capacity is recognized as a crucial component of economic security. The knowledge and skills of employees, their qualifications, and their level of motivation have a direct impact on the efficiency of enterprise operations. Therefore, effective utilization of human resources—through proper recruitment, training and retraining, and the improvement of incentive systems—contributes significantly to strengthening economic security. The development of internal control and audit systems is

also an integral part of the organizational and economic mechanism. Establishing continuous oversight over financial operations, ensuring transparency of reporting, and conducting systematic internal audits make it possible to prevent various financial irregularities and illegal activities. This, in turn, supports the stable functioning of the enterprise and enhances its level of economic security.

In general, improving the organizational and economic mechanism for ensuring economic security in service enterprises requires a comprehensive approach. In this process, management systems, financial policy, innovative activity, and human resource management must be developed in an interconnected and coordinated manner. Only when all these areas are harmonized can an enterprise achieve sustainable development, maintain its competitiveness, and effectively withstand various economic threats.

Conclusion and Recommendations

Based on the conducted analysis, it can be concluded that ensuring economic security in service enterprises is one of the key prerequisites for their stable operation and long-term development. Due to the dynamic nature of the service sector, the high level of competition, and its direct dependence on consumer demand, ensuring economic security requires a more thorough and systematic approach. In this context, economic security in the service sector should be understood not only as financial stability, but also as a comprehensive concept encompassing service quality, corporate reputation, and customer trust. The study reveals that the level of economic security in service enterprises largely depends on management efficiency, financial discipline, the degree of innovative development, and human resource capacity. At the same time, instability in the external economic environment, increasing competition, and the volatility of market demand significantly affect enterprise performance. This necessitates, alongside traditional approaches, the introduction of modern management methods, systematic risk management, and the широк use of innovative solutions in ensuring economic security.

Under these conditions, improving the organizational and economic mechanism for ensuring economic security in service enterprises should be carried out in several key directions. First, it is essential to further develop the strategic management system within enterprises, formulate long-term development strategies, and consistently implement them in practice. This involves conducting an in-depth analysis of market conditions, studying competitors' activities, and regularly monitoring consumer needs. In addition, improving the financial management system is necessary to ensure effective cash flow management, cost optimization, and diversification of revenue sources. This will strengthen financial stability and enhance the enterprise's ability to withstand various economic threats. Along with the rational use of financial resources, the formation of reserve funds and the expansion of investment activities are also important conditions for ensuring economic security. The development of innovative activities should also be considered a priority direction. By introducing modern information technologies, expanding digital services, and

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automating service processes, enterprises can significantly improve their efficiency. This not only reduces costs but also enhances service quality and positively influences the growth of the customer base. Improving personnel policy is equally important in ensuring economic security. Enhancing employees' qualifications, providing continuous training, and developing effective incentive systems allow for the efficient utilization of human capital. Considering that the human factor plays a leading role in the service sector, it is necessary to further improve employee management systems.

In conclusion, improving the organizational and economic mechanism for ensuring economic security in service enterprises is a complex, systematic, and continuous process. Effective organization of this process enables enterprises to achieve sustainable development, enhance their competitiveness, and ensure strong protection against various risks and threats in the market environment.

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