

## **Ensuring the economic security of an economic entity in the face of threats of hostile takeover: an analysis of the internal raidactivity of the company**

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### **Abstract**

**Topic.** Ensuring economic security of an economic entity in the face of threats of raider seizure requires strategic countermeasures. Any raider seizure begins with a business intelligence of a potential company. During business intelligence, it is very important for the raider company to obtain confidential information related to the company's debts to credit and budget organizations, the presence of corporate conflicts and their regularity. From a financial point of view, this information is cheaper to get, attracting the target company's staff. **Objectives.** The main goal of the study is to develop an algorithm to counter the internal threat of absorption with the use of strategic management methods. **Methodology.** When performing studies used such methods of scientific knowledge as structural analysis, classification and aggregation of data. As a methodological basis for developing an algorithm for countering the internal threat of absorption, the author used methods of strategic management: swot analysis, method of consumer segmentation, and analysis of "blind zones" in making managerial decisions. **Results.** The definition of the concept of "raid-fit of employees" is given, the main criteria of raid-fit are analyzed. The key parameters are selected, on the basis of which it is proposed to segment the personnel of the business entity. An example of using swot analysis is presented, as a result of which the business entity will be able to understand which segments of personnel pose the greatest danger to the company. Various types of measures have been proposed to reduce the internal risk of the threat of takeover depending on the category of personnel. **Conclusions.** The absence in the business entity of preventive measures aimed at identifying the criteria of "raid-fit of employees" is creating real threats of corporate capture of the company. It is concluded that the spread of unfriendly takeovers leads many companies to change the initial strategy in Russia. **Application.** The algorithm, proposed in the study, in large part, will increase the level of economic security of the business entity, including against threats of hostile takeover.

**Keywords:** *strategic management, threat of absorption, protection of business, unfriendly takeover, business entity, swot-analysis*

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