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RESEARCH OF FACTORS, WHICH MAY LEED TO ECONOMIC EMERGENCY APPEARANCE

Abstract. The purpose of the paper is to determine the factors that may lead to the appearance of an economic emergency, to elaborate a scheme for the economic growth of an economic character emergency, and to study more precisely the causes of their occurrence and the consequences to which they may lead.

Such methods are used in the paper: dialectics of scientific knowledge, scientific abstraction and generalizations, system approach, comparative analysis, theoretical generalization of causal relationships, content analysis of information messages from news media tapes.

An economic character emergency factors that may lead to the emergencies that are identified as a result of the research using the content analysis of information publications. The reliability of the obtained results was checked by calculating the Janis coefficient. The authors' scheme of economic character emergency growth is also suggested.

As it can be seen from the scheme, there are two main reasons for the appearance of an emergency, depending on the source of influence on this event — external or internal to the country. However, the consideration of the reasons for a significant fluctuation of the Ukrainian hryvnia exchange rate in 2017—2018 makes us to determine yet another issue of the economic emergence — the «information» drop.

Indeed, one cannot compare the significant UA hryvnia exchange rate fluctuations to the US dollar and euro for the period under review with the chronology of fluctuations in economic indicators of the state's development (GDP, production index, consumer price index, etc.), and even not with the receipt / non-receipt of macro financial assistance from the IMF, The United States, EU countries, etc. However, one can compare it with declared protest actions of the opposition, the introduction of martial law, the dissemination of inaccurate information in the media of the aggressor country.

The scientific novelty of the study is that the methodological approaches are improved to determine the causes of emergencies by means of identifying factors that could lead to the new type of emergency — the economic character one and that it is proposed the scheme of the economic character emergency growth. This allows us to determine the economic causes of emergencies, unlike the existing ones, and more clearly outline the causal relationship between each manifestation of emergencies.

In further research, the factors identified and the proposed scheme of economic growth will enable the development of appropriate algorithms to prevent or eliminate the negative effects of these events, to improve approaches to the assessment of economic indicators of the economic emergency.

Keywords: emergency, economic causes of emergencies, economic consequences of manifestations of emergencies, causes, factors, consequences, content analysis, scheme of emergencies.

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ДОСЛІДЖЕННЯ ФАКТОРІВ, ЩО МОЖУТЬ ПРИЗВЕСТИ ДО ПОЯВИ НАДЗВИЧАЙНОЇ СИТУАЦІЇ ЕКОНОМІЧНОГО ХАРАКТЕРУ

Анотація. Мета статті полягає у визначенні факторів, що можуть призвести до появи надзвичайної ситуації (НС) економічного характеру, в розробці схеми її розростання, більш ретельному вивченні причин виникнення НС економічного характеру та наслідків, до яких вони можуть призвести.

Використано методи: діалектики наукового пізнання, наукової абстракції та узагальнень, системного підходу, порівняльний аналіз, теоретичне узагальнення причинно-наслідкових зв'язків, контент-аналіз інформаційних повідомлень із рядків новин засобів масової інформації.

У результаті дослідження за допомогою використання контент-аналізу інформаційних публікацій визначено фактори, що можуть призвести до появи виникнення НС економічного характеру. Достовірність отриманих результатів перевірено за допомогою розрахунку коефіцієнта Яніса. Запропоновано авторську схему розростання НС економічного характеру.

Існує дві головні причини появи надзвичайної ситуації залежно від джерела впливу на цю подію — зовнішнє або всередині країни. Водночас розгляд причин значного коливання курсу української гривні у 2017—2018 роках змушує нас визначити ще одне джерело появи НС економічного характеру — «інформаційні» вкидання. Адже зіставлення значних стрибків курсу гривні щодо долара США і євро за розглянутий період збігається за хронологією не з коливанням економічних показників розвитку держави (обсяг ВВП, індекс виробництва, індекс споживчих цін тощо) і навіть не з отриманням / неотриманням макрофінансової допомоги від МВФ, США, країн ЄС тощо, а із задекларованими протестними акціями опозиції, введенням воєнного стану, поширенням недостовірної інформації у ЗМІ країни-агресора.

Науковою новизною дослідження є те, що удосконалено методичні підходи щодо визначення причин появи надзвичайних ситуацій за рахунок визначення факторів, що можуть призвести до появи нового типу НС — економічного характеру, та запропонування схеми розростання НС економічного характеру. Це дозволяє визначити причини виникнення НС економічного характеру та більш чітко окреслити причинно-наслідковий взаємозв'язок між кожним проявом НС.

У подальших дослідженнях визначені фактори і запропонована схема розростання економічної НС дозволить розробити відповідні алгоритми запобігання або усунення негативних наслідків цих подій, удосконалити підходи до оцінки економічних показників НС.

Ключові слова: надзвичайна ситуація, економічні причини виникнення надзвичайних ситуацій, економічні наслідки прояву надзвичайних ситуацій, причини, фактори, наслідки, контент-аналіз, схема розростання надзвичайної ситуації.

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ИССЛЕДОВАНИЕ ФАКТОРОВ, КОТОРЫЕ МОГУТ ПРИВЕСТИ К ПОЯВЛЕНИЮ ЧРЕЗВЫЧАЙНОЙ СИТУАЦИИ ЭКОНОМИЧЕСКОГО ХАРАКТЕРА

Аннотация. Цель статьи заключается в определении факторов, которые могут привести к появлению чрезвычайной ситуации (ЧС) экономического характера, в разработке схемы разрастания ЧС экономического характера, более тщательном изучении причин их возникновения и последствий, к которым они могут привести.

Использованы методы: диалектики научного познания, научной абстракции и обобщений, системного подхода, сравнительный анализ, теоретическое обобщение причинно-следственных связей, контент-анализ информационных сообщений из лент новостей средств массовой информации.

В результате исследования определены факторы, которые могут привести к появлению чрезвычайной ситуации экономического характера. Достоверность полученных результатов проверено с помощью расчета коэффициента Яниса. Предложена авторская схема разрастания ЧС экономического характера.

Научной новизной исследования является то, что усовершенствованы методические подходы к определению причин появления чрезвычайных ситуаций за счет определения факторов, которые могут привести к появлению нового типа ЧС — экономической и предложена схема разрастания ЧС экономического характера. Это позволяет определить причины возникновения ЧС экономического характера и более четко очертить причинно-следственную взаимосвязь между каждым проявлением ЧС. В дальнейших исследованиях ранее определённые факторы и предложенная схема разрастания ЧС экономического характера позволят разработать соответствующие алгоритмы предотвращения или устранения негативных последствий этих событий, усовершенствовать подходы к оценке экономических показателей ЧС.

Ключевые слова: чрезвычайная ситуация, причины возникновения чрезвычайных ситуаций, экономические последствия проявления чрезвычайных ситуаций, причины, факторы, последствия, контент-анализ, схема разрастания чрезвычайной ситуации.

Формул: 1; рис. 2, табл. 1, бібл.: 22.

Introduction. The news feeds are more and more often evidenced by the fact that the share of manifestations of economic causes of emergencies is rapidly increasing in the world. An example of this is the protests of «yellow vests» in France, mass protests in Venezuela (2018—2019), «colour revolutions» in Tunisia, Egypt, Libya in 2012—2014, etc. Such emergencies arise in the country due to economic problems, which later may lead to social protests, acts of civil disobedience, and war. However, the primary cause of emergency is inflation, impoverishment of the population, loss of savings, which are themselves the result of unsuccessful government economic policies, the influence of other countries (embargo, economic, hybrid war, sanctions). Due to the presence of such problems in Ukraine, it actualizes the need for research on this subject.

Analysis of the research and formulation of the problem. The problem of studying the causes of emergencies were provided by V. Zhidetsky [1], V. Dzhibirey [2], D. Polkovnichenko [3], D. Mladan and V. Cvetkovich [4] and many other authors. However, in their works, they do not enough pay attention to the economic causes of the emergencies, because usually they were not singled out separately alongside the causes of a military, natural, technogenic nature, and they were attributed to causes of a socio-political nature. However, our previous study, based on the opinion of M. Haramda [5] on the presence of socio-economic causes of the emergencies, allows us to distinguish the economic causes of emergency in a separate group and determine the tools for their evaluation, means of preventing or minimizing their impact.

Based on the existing definitions of the military and technogenic emergency [6], the emergency of economic nature (economic emergency) can be considered as a situation that is a consequence of erroneous economic actions of the government, the application of economic sanctions by other countries, hybrid threats, inflation, impoverishment of the population savings, unemployment and bankruptcy of enterprises and organizations, exit of investors from the country, the depreciation of the national currency, securities, etc.

The purpose of the article is to identify factors that may lead to an emergency of an economic nature, to develop a scheme for the growth of economic emergencies, to study the causes of their occurrence and the consequences to which they may lead.

Research results. From a philosophical point of view, the category of «cause» and «effect» generalize and produce one of the concrete and specific forms of this relationship. Thus, every event or group of events creates interacting phenomena. At the same time, a phenomenon that brings to life phenomena, acts as regarding other reason. In turn, the cause itself generates consequence. That created a chain of causal relationships between individual groups previously defined emergencies. The economic impact of emergency in its manifestation is changing. At the same time, the same problem may take a long time to resolve and can be solved instantly. For example, the government did not stop quickly the sustainable growth rate of foreign currencies during 2014 in Ukraine. Opposite, panic on the currency market at the end of December 2018 was resolved in a few days. In general, the economic growths of emergency can be represented as the circuit shown in fig. 1.

As it can be seen from the scheme, there are two main causes of the economic impact emergency depending on the source of this event — external or internal. The consequences and causes were derived based on [7], they define the traditional causes of inflation, trade deficit, loss of savings (uncontrolled printing of money, currency devaluation, fiscal deficit, excessive taxation, monopolization of markets). However, consideration of the causes of significant fluctuations Ukrainian hryvnia in 2017—2018 years makes us identify another consequence of the economic emergencies — «information» throw. Large jumps of the hryvnia against the US dollar and the euro during the period by the chronology is not fluctuating economic indicators of the state (GDP, production index, consumer price index, etc.) or even obtaining / non-receipt of macro-financial assistance from the IMF, the US, EU, etc. However, it coincides with the declared opposition protests, the introduction of martial law, and the spread of false information in the media by aggressor country. Comparing the timing change of the hryvnia against the US dollar with information events in the country is shown in fig. 2.

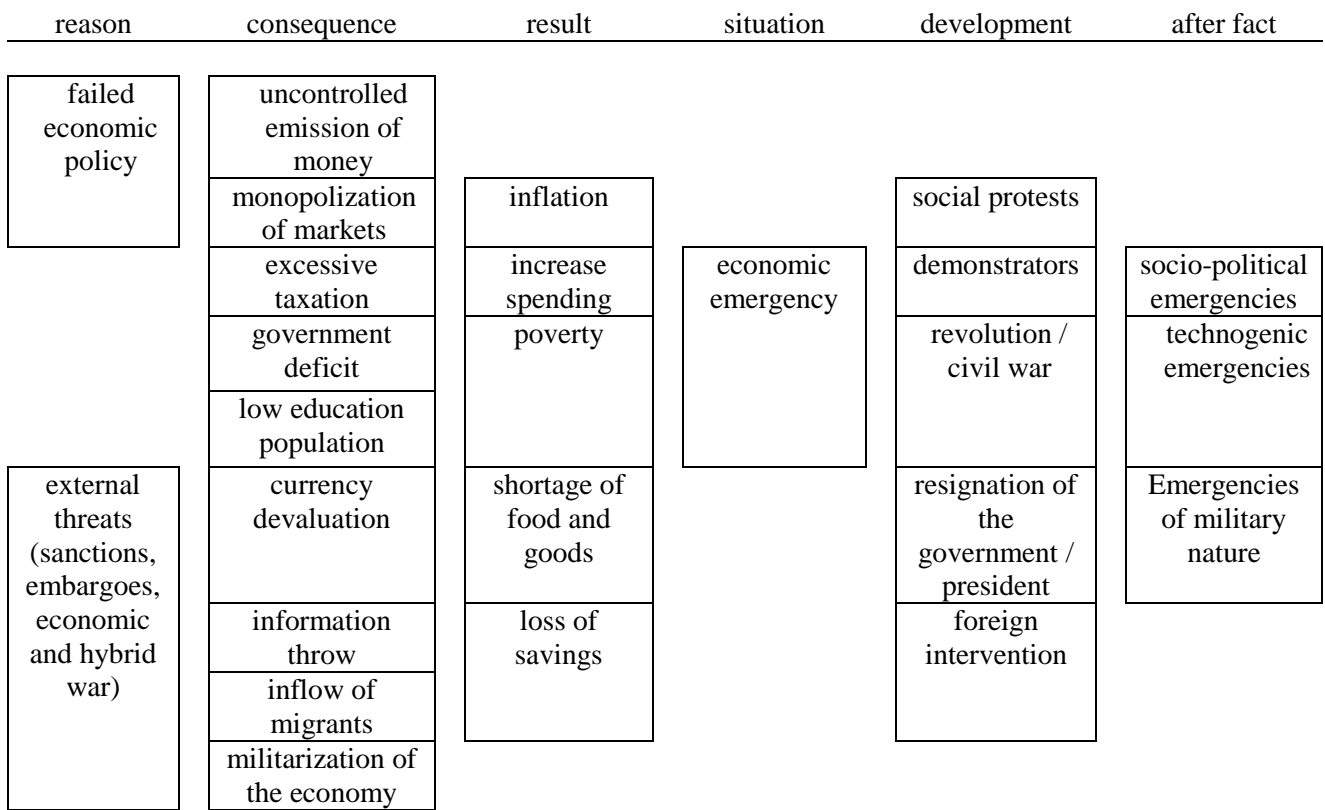
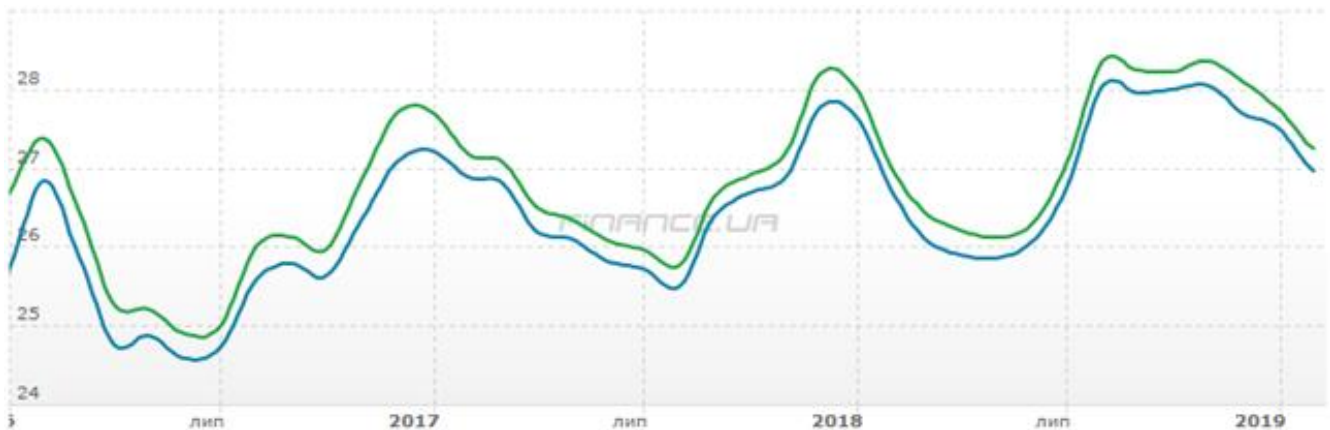


Fig. 1. Scheme of emergency economic growths



February 2016 - «Tariff Maidan»		December 2016 - Ukrainian trade union action		December 2017 - riots led by M Saakashvili		July-August 2018 - protests from owners of foreign registered cars	November 2018 - the introduction of martial law
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Fig. 2. Comparison of the timing change of the hryvnia against the US dollar with information events in Ukraine
Source: the figure used to construct a graph from a source [8].

That is, the preparation and inflating in the media of an informational event (which may later lead to the onset of an economic emergency) still leads to significant fluctuations in the exchange rate and creates the ground for the economic emergencies.

Social protests (France, 2018/2019), civil disobedience actions (Venezuela, 2018/2019), revolution / civil war (Russia, 1917/1918, Cuba, 1953/1959, Libya, 2011), the resignation of the government / president (Tunisia, 2011, Armenia, 2018), external intervention (Russia, 1919, Grenada, 1983, Panama, 1989, Ukraine 2014/2019) ultimately can lead to the appearance of new social and political emergencies (change of government in the country), military (aggression, war), and in some cases technogenic or nature (disaster due to non-control of industrial or hazardous objects).

Despite the economic reasons for the appearance of emergencies, one should focus on the fact that it is impossible to use the category of «risk». After all, risk is:

- «a combination of the probability and consequences of the occurrence of adverse events;
- a description of the situation that is the result of uncertainty, the obligatory presence of adverse effects;
- a quantification of risks, defined as the frequency of occurrence of one event with another;
- an uncertain event or condition that in case of a positive or negative impact on reputation, leading to gains or losses in monetary terms;
- a probability of possible unintended loss of something in poor circumstances».

Also sometimes risk is called «directly an event that could bring someone loss»[9]. However, the economic causes of uncertainty are not emergencies, as they are clearly negative for the economy as a whole and only have a loss. The estimate of the occurrence of such events (as a factor of risk) is meaningless. In this case, in our view, the category of «vulnerability» is more appropriate.

Indeed, vulnerability «means the inability (of the system or its part) to withstand the effects of an unfriendly environment, the degree of sensitivity to damage» [10]. This approach is more relevant to events that have a uniquely negative effect. Moreover, «vulnerability refers to the inability (of a system or unit) to resist the effects of an aggressive environment. The window of vulnerability is a temporary period in which protective measures are reduced, violated or absent» [11]. Understanding social and economic vulnerability as a methodological approach involves analysing the factors influencing such vulnerability and ranking these factors according to their materiality. Indeed, despite the protests of «yellow vests» in France, it was difficult to predict precisely such risks, but such prerequisites were from the point of view of vulnerability.

The vulnerability of countries to economic emergencies is influenced by several factors. The study of these factors will be performed using formal methods of analysis documents, i.e. content analysis. However, unlike other informal research methods (observation, interviews, surveys, etc.) «content analysis allows to compare the contents of many documents and analyse them using quantitative methods (e.g. charts, tables). In addition, it can be used when necessary to determine the elements that are hidden from external observation» [12]. The use of the content analysis method in our case is also due to the fact that it is intended to analyse documents on how to count the frequency of mentioning certain signs of the phenomena being studied, since it is quantitative characteristics that make it possible to draw a conclusion about the qualitative characteristics [13]. A special requirement when conducting content analysis in our study is the reliability of the sources of information, that is, confirmation or recognition of their statements for the truth and the knowledge of the authors with the chosen subject. Also, a certain condition for selecting sources of information was the availability of an electronic database of publications of periodicals on their own websites on the Internet. This, firstly, speeds up the search for the necessary data, and secondly, ensures the availability of the publication and the possibility of discussing it for a long time after its publication [14].

Well-known Ukrainian news agencies with their own sites providing information were selected as sources of information. The sources of information did not engage print or TV sources of information that do not have their own news feed on the Internet to unify the counting of results. In addition, we consider it expedient to use only information from the Internet as the most quantified, easy-to-handle and designed for the maximum available audience. The sources of news were selected according to three popularity ratings: ranking of the popularity of Ukrainian news sites according to webpromoexperts.com.ua [15], ranking on the media group and periodicals according to the data of bigmir.net [16], the list of the most popular Internet media in Ukraine according to Wikipedia [17]. However, they did not use Russian news sites included in the list of Presidential Decree No. 133/2017

of May 15, 2017 «On the decision of the National Security and Defence Council of Ukraine dated April 28, 2017» On the application of personal special economic and other limitations measures (sanctions) «[18].

The list of sites that became the basis (subject) of the research includes sites that are simultaneously located in the three leading ratings mentioned above: obozrevatel.com, segodnya.ua, tsn.ua, 24tv.ua, rbc.ua, bcccn.com.ua, znaj.ua, bigmir.net, censor.net.ua, telegraf.com.ua, hronika.info, pravda.com.ua, facenews.ua, strana.ua, espresso.tv, replika.in.ua, minfin.com.ua, korrespondent.net, from-ua.com, glavcom.ua, politeka.net, gordonua.com, expres.ua, ictv.ua, unian.ua, unn.com.ua, segodnya.ua, obozrevatel.com, rbc.ua, korrespondent.net, liga.net, nv.ua, expres.ua, 112.ua, podrobnosti.ua, zaxid.net, zik.ua.

As a result of the content analysis, key words and factors were identified that are most often found on the Internet in matters related to the economic causes of mass protests, riots and other manifestations of emergencies, which could be caused precisely by economic reasons.

The direct results of the content analysis of the research on the identification of factors affecting vulnerability relative to the occurrence of events that are considered as economic reasons for the appearance of emergencies are listed in table 1.

Table 1

Results of content analysis of factors affecting the country's vulnerability to economic causes of the appearance of emergencies

The key word / phrase	Factor	F, %	«+», units.	«-» units.
the percentage of migrants among the total population of more than 20%	Availability of the country for migrants	1.25	55	10
availability of immigrant crime bands		0.31	12	4
dissatisfaction with government policies on migrants		2.12	80	30
proximity to the countries of origin		0.54	20	8
of the country under sanctions of the international community / third countries	conflict with other countries	0.46	22	2
availability of territorial encroachments by neighbours		0.37	14	5
trade war with other countries		0.37	18	1
the presence of separatist movements		0.35	16	2
the frequency change of government (government / Parliament / President)	unpopularity authorities (government / Parliament / President)	1.38	50	22
rise to power (government / Parliament / President) on a wave of populism		0.67	20	15
the proximity of the next election authorities (government / Parliament / President)		0.77	22	18
countervailing presence of many candidates		0.31	9	7
uncontrolled emission of money	inflation expectations	1.87	85	12
government deficit		1.98	95	8
currency devaluation for the year by more than 30%		1.33	55	14
the tax burden on individual more than 50% of income		0.85	23	21
the market has several large corporations that control 70% of the country		1.29	45	22
the percentage of people with no higher education is greater than 50%	level of lumpenization	0.96	40	10
the percentage of people who receive state benefit greater than 30%		0.81	30	12
the percentage of people living in poverty more than 30%		0.85	30	14
the percentage of people with no job more than 10%		0.58	20	10
the percentage of people without access to a free Internet is greater than 30%	controllability of the media and Internet	0.21	10	1
media are controlled by the state, the ruling party		0.60	20	11

The table uses the following conventions:

F is a frequency of use in the context of the study, %, that is, the share of the given keyword (phrases) in all viewed research sources;

«+» is the number of positive mentions, units, that is, the number of mentions in the studied sources from the perspective of a factor contributing to the emergence of an emergency;

«-» is the number of negative references, units, that is, the number of references in the studied sources from the position of the factor, excludes the appearance of emergencies.

The reliability of the impact of these factors try to evaluate using Janis coefficient (coefficient of imbalance, Irving L. Janis coefficient), calculated using the formula (1). In this form, it is used in case of exceeding the number of positive ratings on negative [19].

$$c = \frac{f^2 - f \cdot n}{r \cdot t} \quad (1)$$

Where f is the number of positive ratings, units;

n is the number of negative evaluations, units;

r is the volume of the content of the text, is directly related to the problem that is being investigated, units;

t is the total amount of analysed text, units

$$c = \frac{f^2 - f \cdot n}{r \cdot t} = \frac{791^2 - 791 \cdot 259}{1050 \cdot 5200} = 0,077$$

Since the value of Janis coefficient is > 0 , then it confirms the correctness of the selected factors that were determined during the study.

Thus, according to this table, it is clear that the analysis performed determines the vulnerability to the onset of events that can be considered as the economic reasons for the appearance of emergencies. Such factors as:

- availability of the country for migrants;
- frequency of power change (government / parliament / president)
- conflict with other countries;
- unpopularity of power (government / parliament / president)
- the level of lumpenization (% with benefits, % of migrants)
- inflationary expectations.

At the same time such factors as «accountability and online media» has the opposite effect. That is why economic emergencies virtually impossible in North Korea (despite the low level of living), but possible in wealthy countries (France, Belgium, Germany, etc.). At the same time, despite the controllability of the state media and the Internet in Venezuela the effects of other factors are more important, which determines the vulnerability of the country to economic emergencies.

Conclusions. Thus, the conducted content analysis shows that the most vulnerable to the onset of the economic causes of emergencies (paradoxically) are countries with developed democracies: free frequent elections (and the possibility of populists coming to power), broad social guarantees (leading to the lumpenization of society), attractiveness and accessibility of the country for migrants.

However, direct causes (inflation, impoverishment of the population) can be a major factor, despite the presence of previous ones, in poor countries with a low level of democracy.

However, the main problem for the country in the course of the development of an economic emergency can be a post-factum event, namely the development of emergency derivatives of a technogenic, military or socio-political nature. Indeed, in the course of such events not only economic achievements (currency, savings), but also objects of cultural heritage, industry, strategic reserves, the lives of people and animals, technology etc. can be lost.

The ways to reduce the impact of an economic nature emergency on the further life of a state are:

- measures to improve the efficiency of the activities of the units of emergency situations organizations (including the use of already gained experience in the EU countries) [20];
- improving the state reserve system for emergency situations, taking into account the economic reasons for their occurrence [21];
- improvement of activities (formation, maintenance and use) of the insurance fund of documentation in case of an emergency of an economic nature [22];
- development the means of preventing emergencies of an economic nature;
- development the means of preventing the spread and making of informational stuffing in order to increase emergencies of an economic nature;
- development and implementation of a flexible insurance system for businesses and state facilities in case of emergencies of an economic nature.

The last three areas are not yet fully reflected in the works of scientists, and therefore remain a priority in research on this issue.

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