

THE ECONOMIC SECURITY AND SUSTAINABLE DEVELOPMENT OF BUSINESSES DURING CRISIS

T.R. Akbarli

The sustainability of business from the point of view of economic security is considered, the relationship and dependence between the concepts of sustainability and economic security are researched, and potential macroeconomic opportunities for business are identified. The model of ensuring the country's national economic security requires all economic entities to comply with a single mechanism for protecting national economic interests in the domestic and foreign markets. The qualitative existence of an economic entity depends on the rules and norms for ensuring the economic security of the state, which has numerous mechanisms for regulating its activities.

Keywords: *sustainability, security, economic development, enterprise, state, model, business, market*

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