

Vyshnevskia O.A.

Candidate of Agricultural Sciences,
Senior Lecturer at Department of Entrepreneurship,
Trade and Exchange Activity
Kyiv Cooperative Institute of Business and Law

THE FACTORS AND METHODS TO ASSESS BUSINESS RISK IN UKRAINE

The article analyses the risk, which is an integral part of any human activity. By definition, a risk is the danger of a shortfall in revenue, the emergence of material and financial losses in business. Risks arise at all stages of circulation of capital and goods – in production, distribution, exchange and consumption. Business risks arise as a result of numerous factors. Exploring the current state of the economy of Ukraine, there are found specific factors that trigger the emergence of entrepreneurial risk, as well as the proposed methods of risk assessment, with which one can predict and reduce losses to a minimum. At any level of decision-making, there are both external and internal to the enterprise risk factors.

Every enterprise – is a complex industrial and economic system, which is affected by many different factors. Their different in size and exposure time influence (together or separately, or in various combinations) causes uncertainty, which, in turn, is a source of risk. Factors can be incorporated in organizational performance or strategy of the enterprise, as well as act as a result of the actions of its leader.

In the process of risk assessment, that an enterprise can take over that chooses the methods to minimize it, it is worth to consider strategy and the main objectives, directions of its activity, as well as the availability of resources to implement the program of financing of potential losses from risk.

The company's management should take a leading role in addressing the risk management challenges, because it approves the program of activities aimed at reducing the level of risk, and make decisions on the use of them in a "crucial" state. Thus, it is important to take measures on the final anti-crisis measures at the highest level of the enterprise management, where the stability of the financial condition of the company – the main purpose of daily activities of the enterprise.

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