

Рис. 1. Фактори впливу на експортний потенціал підприємства

THE MANAGEMENT OF ENTERPRISES RISKS ON THE CONTEXT OF GLOBALIZATION PROCESSES

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Globalization of international business, the rapid spread of Western economic model, a relatively free flow of capital, goods and services, coupled with the

explosion of information technology has become the reason of necessity to review standard and ordinary concept in economy. Doing everything possible and impossible the contemporary society can't prevent global catastrophes, world crises, ecological catastrophes and unforeseen situations. It has realized a necessity of management and risk valuation before making any decisions.

Risk is characterized by danger of unforeseen and unknown losses, waste of time, anticipated profit losses because of accidentally changing conditions of economic activity or unfavorable conditions.

Many authors offer different types of methods to manage and estimate risks. Ming Yang and William Blyth offer the IEA model which is presented in this paper and included the menu of options and adds several new features, including ability to model carbon price jump and a new plant's construction and development under multiple uncertain factors at the same time [5]. The scientists disclose the mechanism of procedure of such complex system. They describe the IEA's model enables a range of applications: a model without options to estimate the risk premiums of the project; a basic option model to simulate a project from one baseline scenario to a single post-exercise scenario; a multiple options model to account for many risks; a multiple options model with allocated probabilities to specify a probability distribution to indicate the likelihood of each of the target scenarios; and a nested (compound options) model to model a series of investments over time. This methodology is simple and used by individuals and/or industrial stakeholders who do not have significant amounts of transactions, or when the time lag between the initiation of the transaction and the cash flow is very short.

Risk-management is a system of risk appraisal, managing risk financial relationships, appearing in business; it is a system of managing risk and economic relationships arising at this management [6].

Risk management is understood as a process that starts on the strategic level, first, with analysing and defining the relevant risk factors for the pension fund and its' stakeholders, second, deciding on the acceptable and desirable amount of risk to be taken, and which then continues on the operational level with the process of measuring and controlling risk. The main task of risk management is to minimize losses and not to admit bankruptcy. When we are speaking about profits system of actions should be correct and driving, that's why risk management is both dynamic and fundamental science and theory of risk.

The main purpose of investment risk management is to provide an overview of developments in risk management and a synthesis of research involving these developments [8].

In risk-management the control subject is a special group of people (financial manager, insurance specialist, etc) realizing goal-oriented functioning of the control object. The functions of control subject are: forecasting, regulation, coordination, stimulation and control.

Risk-management includes strategy and tactics of management activities [9]. Risk strategy means trends and ways of using resources for reaching the aim.

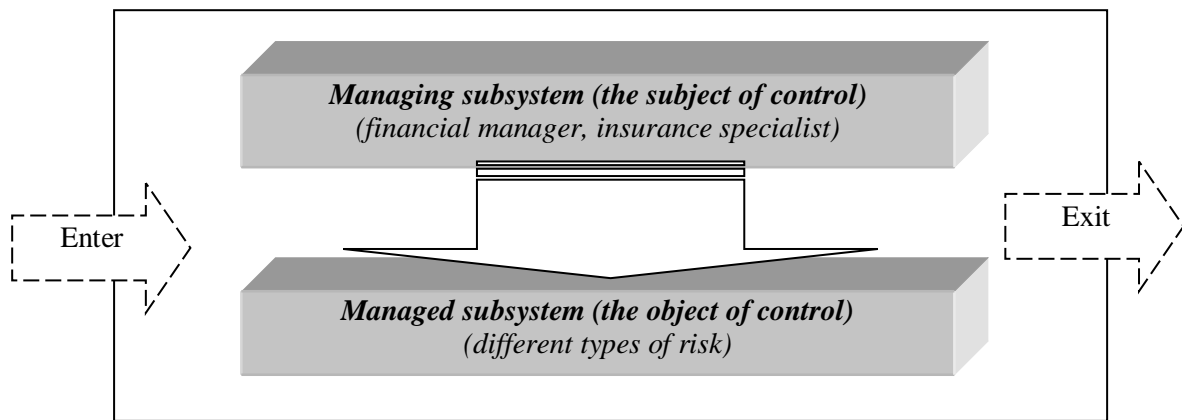


Fig 1. Model of management process of enterprises risk

Source: developed by the author

Offered approaches of enterprises management organization based on principals of risk management and the model of accepting decisions in the system of risk-management will allow to work more successfully and profitable in unstable conditions. It will influence in efficiency of enterprises functioning and production process in whole positively.

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ПРАГМАТИКА ФІСКАЛЬНОГО РЕГУЛЮВАННЯ ЗОВНІШНЬОЕКОНОМІЧНОЇ ДІЯЛЬНОСТІ

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Сучасний соціально-економічний розвиток в Україні потребує формування якісно нового інституціонального середовища у контексті