

E. Plaksyuk
PhD, Assistant Professor,
East European University of Economics and Management

CLASSIFICATION AND VARIETIES OF ENTERPRISE RISKS

In the article the essence of the concept of “risk”, “business risk” classification of risks described in economic theory and in a market economy, considered the variety of risks in business.

In modern economic literature, the concept of risk is interpreted differently, depending on which is the object of study: an event, situation, uncertainty, probability.

The risk can be seen as an action nauhad, hoping for a positive result, as uncertainty about the possible outcome or the likelihood of deviation of actual results from the expected or attribute decision making in situations of uncertainty.

The risk can be regarded as an activity of business entities related to overcoming the uncertainty of the situation inevitable choice, in which is possible to assess the likelihood of achieving the desired result, failures, deviation from the goals contained in the probable alternatives. The question is how to define risk

as legitimate activity. Activities – specifically human form of active attitude to the world, the content of which is it deemed a change and transformation. Thus, not all manifestations of risk in practice can be determined by the active form of human relationship to the world.

In the modern market economy, entrepreneurial risk – the possibility of a shortfall in planned funds as a result of certain business transactions. This concept describes the risk of both a qualitative and a quantitative point of view. Classification of risks is quite diversified and we believe it is appropriate to take into account their division by types and manifestations. Because classify risks into the following categories: innovation, investment and industrial, financial, trade. Taking administrative decisions, the manager must effectively and efficiently manage risk, because it affects the overall financial position of the company.