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ENTERPRISE RISK MANAGEMENT AND ASSESSMENT

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This paper provides an understanding of risk assessment on the front-line, as well as the correctness of risk management and corrective measures to prevent risks.

Keywords: risks, identification, measures, GOST, risk assessment.

The inclusion of risks in the life of human society, the growth of their scale, periodicity and importance of consequences, make it possible to argue that risks are universal and turn them into an integral attribute of sociality.

Risk is the probability that losses may occur or that the revenue is less than the forecast.

"Risk" is understood to mean the possibility (threat) of the enterprise losing part of its resources, loss of income or additional costs as a result of certain production and financial activities

In the phenomenon of "risk," the following elements can be distinguished, the relationship of which is its essence:

- a possibility of a deviation from the estimated purpose for the sake of which the chosen alternative was carried out;
- probability of achievement of a desirable result;
- lack of confidence in the achievement of a goal;
- an opportunity material, moral, etc. the losses connected with implementation of the alternative chosen in the conditions of uncertainty.

For any enterprise, risks play an important role. If you see and prevent risks in time, then the enterprise may not feel the loss of its income. This requires competent and timely risk management. Risk management is a process involving identification, risk analysis, and decision-making that involves maximizing the positive and minimizing the negative effects of risk events. The risk management system involves a comprehensive analysis of the range of risks involved, identification, assessment and development of control measures [1].

The requirement of a systemic approach implies maximum coverage of all types of risk. Risk is linked to the management and depends directly on the effectiveness, validity, and timeliness of management decisions.

Thus, risk can and should be managed, that is, certain measures can be used to maximize the prediction of a risk event and to apply appropriate measures to

reduce risk. The risk management process must meet several requirements: it must be flexible, proactive and workable to ensure that effective decision-making is carried out. Risk management will influence risks by[2]:

- encouragement of identification of risks;
- decriminalization;
- identification of active risks (continuous assessment of what may go wrong);
- identification of opportunities (continuously assessing the likelihood of favorable or timely cases);
- estimation of the probability of occurrence and severity of exposure to each identified risk;
- identification of appropriate lines of action to reduce potential significant risks to the enterprise;
- development of action plans or steps to offset the impact of any risk that requires mitigation;
- continuous monitoring of the occurrence of risks with little impact at present, which may change over time;
- production and dissemination of reliable and timely information;
- facilitation of communication among all stakeholders of the program.

Risk identification is the initial stage of the risk management system, consisting of systematic identification of risks characteristic of a particular activity and their characteristics. Risk identification is the process of determining what events can affect an enterprise and documenting their characteristics. It is important to note that risk identification is a repetitive process. This is followed by analysis, planning and response, monitoring and management. For these stages to be effective in the enterprise, it is advised to create an entire risk management department [3].

For an enterprise to work to improve the quality of its products, risks need to be assessed. Risk assessment is a set of analytical measures that allow predicting the possibility of obtaining additional entrepreneurial income or a certain amount of damage from the risk situation and late adoption of measures to prevent risk [4].

Risk assessment involves a certain systematic process of identifying risk modes and types and quantifying them. Risk analysis methodology includes quantitative and qualitative approaches that complement each other.

The main objective of risk assessment is to take risk prevention measures in advance. The level of risk includes the likelihood of various losses, as well as the extent of possible damage from them [5].

For risk assessment, there is also a regulatory document GOST R ISO/IEC 31010-2011 Risk Management. Risk assessment methods. This standard is the fundamental standard in the field of risk management and is intended for enterprises of various industries. Regulatory documents containing industry-specific risk assessment methods and criteria shall meet the requirements of this standard. GOST also includes some recommendations on the selection and use of risk assessment methods. Risk assessment, which is carried out taking into account this GOST, can be used when performing other elements of the risk management process. The main purpose of risk assessment is to provide the information necessary to make an informed decision on how to handle the risk based on objective evidence. The risk management structure provides for the establishment of policies, procedures and organizational measures aimed at the implementation of risk management in all departments of the organization [6].

To avoid the possibility of risks, they need to be managed; and certain measures should be developed to reduce the level of risks at the enterprise.

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