

COMPARATIVE ANALYSIS OF RISK ASSESSMENT METHODS AND THE EFFECTIVENESS OF RISK FACTOR MANAGEMENT

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ABSTRACT

The modern conditions of the market economy create the need to develop a new strategy for managing a production enterprise operating under risk, to develop a risk analysis and assessment methodology. In order to successfully manage risks, it is necessary to be able to identify, analyze and predict them. The article considers approaches to risk assessment for industrial enterprises. A comparative analysis of methods for qualitative and quantitative risk assessment is presented and general measures for risk reduction are proposed.

KEYWORDS: *risks of an industrial enterprise, efficiency of economic activity, classification signs of risks, risk assessment, methods of risk analysis, production management.*

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