

ENTERPRISE RISK IN MANAGEMENT OF ENTERPRISE COMPETITIVENESS

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Ukraine is now in a state of economic, political and social crisis. It was affected by many factors: unprofitable government policy, revolutionary and military operations in the country, global crisis, all this has led to an increased the level of risk situations. Formation and further development of market relations in Ukraine determines the specifics of the enterprise, conditions of their functioning, as rising levels of uncertainty, risk, competition intensifies, it becomes necessary to be able to adapt to the economic situation, which is constantly changing.

The complex processes that occur in the economy of Ukraine, require in depth knowledge of the theoretical and practical aspects on the risk of business management to achieve and maintain a high level of competitiveness of the enterprise. To achieve this, you must be able to assess the risk properly taken into account and learn how to manage it effectively, implementing an enterprise crisis management, aimed at strengthening

the company's competitiveness in the market, ensuring the stability and favourable prospects.

Evaluating the potential risks for the enterprise possible is through the involvement of experts to assess the likelihood of risks and risk significance (seriousness of the consequences), which will assess the impact of economic risks on the competitiveness of enterprises and minimize the time to take action.

Risk is an integral part of business; in this regard it has a significant impact on the competitiveness of enterprises, serving as its integral part. Determining the main factors and entrepreneurial risk function and analyzing the force of the impact on the competitiveness of the enterprises, it is necessary to selected conceptual approaches to risk management at enterprises and employers to develop a comprehensive risk management system in order to retain and enhance enterprise competitiveness.