

**СЕКЦИЯ 4**  
**АКТУАЛЬНЫЕ ПРОБЛЕМЫ МЕНЕДЖМЕНТА**  
**И МАРКЕТИНГА В АПК**

**UDC 330.341.2**

**Nataliia Klymenchukova**

National Academy of Management

**Gennadii Dzhegur**

Bila Tserkva National Agrarian University

**Veronika Levchenko**

(Ukraine)

State Scientific Research Institute of Informatization and Economic  
Modeling

**RISK REDUCTION TOOLS IN THE MANAGEMENT SYSTEM**  
**OF INNOVATIVE AND ACTIVE ENTREPRENEURSHIP IN**  
**THE CONTEXT OF SUSTAINABLE DEVELOPMENT**

The main goal of risk management in an innovatively active enterprise that arises in the course of its activity is to increase competitiveness by maximizing the full identification of existing risks for the enterprise and neutralize their impact.

In tsumo to ensure maksymalnoyi efektyvnosti risk management hospodarskoyi diyalnosti innovation active enterprises in the context of sustainable development is to control povynne provodytysya osnovi rozroblenoho mechanism, scho will include detailed prohnozuvannya, planning, rozpodil risks to the elements and instruments of choice vidpovidnyh reduction. That is, first of all, the management of external economic risks in an innovatively active enterprise should be systematic, and therefore it should be based on a developed strategy.

The study of risks at an innovatively active enterprise allowed to draw a conclusion about the expediency of developing methodological approaches and the practical use of risk reduction methods that will become management mechanisms. The peculiarities of the activity of the researched enterprise indicate that it is influenced by both external and internal conditions. At the same time, the company does not have developed and tested methodological approaches to management and risk reduction in its activities. The need for such methodological developments in the context of sustainable development is extremely great.

Under the levers and tools of risk management of economic activity in the context of sustainable development means a set of methods to reduce the uncertainty of the risk situation in the sphere of economic activity of an innovative enterprise.

The process of using risk management tools in the context of sustainable development should be supplemented by the following information: the person responsible and the unit for the implementation of management; term of performance; periodicity of performance; additional budget for implementation; performance status; actual term of performance; documents confirming the fact of execution; residual risk after the implementation of the set of measures.

It is expedient to use the following methods of risk management of economic activity of the innovatively active enterprise in the context of sustainable development:

1) risk reduction methods are aimed at reducing the size of possible damage or reducing the probability of adverse events.

2) risk retention methods and risk compensation methods are actions aimed at compensating for damage.

3) methods of risk transfer mean the transfer of responsibility for it to third parties while maintaining the existing level of risk.

4) the purpose of using risk management tools is to ensure the most effective implementation of economic solutions in economic activity.

Podil risks to the elements and definitions sukupnosti risks for kozhnoho alternative ekonomichnyh decisions dozvolyt porivnyuvaty VARIOUS decision of metoyu identify qualitative vidminnostey and takozh will mozhlyvist provedennya yakisnoho i kilkisnoho analysis of risks of tochky zoru pobudovy mechanism of risk management business of innovation active enterprises in the context of sustainable development . The diversity of types of risk determines different methods for their neutralization.

An innovatively active enterprise must have complete and adequate information on financial and legal aspects, the situation in its market, the availability of agreements, the degree of monopolization of the market, the potential for monopolization of the system, the potential. An important lever is to compare the level of expected income from economic activity with the possible level of risk, because high risks must be compensated by high profitability, rapid capital movements.

In practice, the most effective result can be obtained only with the comprehensive use of various risk reduction tools. An innovatively active company can achieve the optimal balance between the level of risk reduction and the additional costs required for this purpose, combining tools with each other in different combinations. It should be noted that risk mitigation instruments should not be used for any existing risks, but primarily for those whose negative consequences will affect the business activities of enterprises in the context of sustainable development.

An innovatively active enterprise, when choosing a method of risk neutralization, should first of all evaluate the feasibility of conducting business operations in the context of sustainable development.

#### **References:**

1. Kyryliuk I., Kyryliuk Y., Proshchalykina A., Zos-Kior M., Dovbush V. Organisational and economic drivers for safety provision and quality upgrading of core livestock products in Ukraine. *Journal of Hygienic Engineering and Desig.* 2021. Vol. 36. P. 49–66.
2. Mayovets Y., Vdovenko N., Shevchuk H., Zos-Kior M., Hnatenko I. Simulation modeling of the financial risk of bankruptcy of agricultural enterprises in the context of COVID-19. *Journal of Hygienic Engineering and Design.* 2021. Vol. 36. P. 192–198.
3. Mazur N., Khrystenko L., Pásztorová J., Zos-Kior M., Hnatenko I., Puzyrova P., Rubezhanska V. Improvement of Controlling in the Financial Management of Enterprises. *TEM Journal.* 2021. Vol. 10, Issue 4. P. 1605–1609.
4. Mykhailichenko M., Lozhachevska O., Smagin V., Krasnoshtan O., Zos-Kior M., Hnatenko I. Competitive strategies of personnel management in business processes of agricultural enterprises focused on digitalization. *Management Theory and Studies for Rural Business and Infrastructure Development.* 2021. Vol. 43(3). P. 403–414.
5. Rossokha V., Mykhaylov S., Bolshaia O., Diukariev D., Galtsova O., Trokhymets O., Ilin V., Zos-Kior M., Hnatenko I., Rubezhanska V. Management of simultaneous strategizing of innovative projects of agricultural enterprises responsive to risks, outsourcing and competition. *Journal of Hygienic Engineering and Design.* 2021. Vol. 36. P. 199–205.