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TYPES AND FEATURES OF RISKS IN CRISIS MANAGEMENT

Risk is the economic loss or damage to the organization that occurs due to the presence of a certain kind of uncertainty that occurs in the absence of information or its inaccuracy.

Crisis management helps to reduce the negative consequences of overcoming the crisis, improve the financial system of the company and develop new measures for the development of the organization.

Risk is the uncertainty of revenue generation and the likelihood of loss of a company's equity [1,p.41].

Causes of risk include[2, p.124]:

- sudden unforeseen changes in the partner's environment, which in turn force him to change the terms of the contract with this company (price increases, changes in tax legislation, socio-political situation, etc.), which encourages partners to refuse to conclude or fulfill the previous agreement;
- the appearance of more profitable offers (the opportunity to conclude a more profitable contract, lengthening or shortening its term with more attractive working conditions, etc.), which encourages partners to refuse to conclude new or fulfill previous agreements;
- changes in the target settings of partners (due to the status increase, the accumulation of positive results, changes in orientation, etc.). Here only diversification of these types of risk is possible;
- changing the conditions for the movement of commodity, financial and labor resources between enterprises (the emergence of new customs conditions, new borders, etc.). This is a more complex type of risk requiring high quality money management.

Any management activity to one degree or another has a risky character.

In crisis management, the concept of “risk” is primarily associated with the nature and complexity of the problems, the conditions for making managerial decisions and forecasting the result.

Therefore, risks are classified as follows [1, p.87]:

- Risk associated with marketing activities. This risk for the enterprise is expressed in such indicators as: loss of market share of the goods or services provided, decrease in sales of the company and, as a result, loss of profit, in the possibility of changes in the external environment, most often negative (increase in prices for raw materials, utility bills, increase in taxes etc.).
- Risk associated with the financial resources of the organization. The financial risk of an enterprise is related to the financial strategy of the company. This risk can be manifested in such indicators as: a decrease in the percentage of income on the company's securities, a decrease in the company's liquidity, insolvency, risk with credit operations, as well as the risk associated with inflation, etc.
- Production risk. This type of risk is due to the fact that often when an enterprise starts operating, unforeseen situations occur: current costs are more than planned, which may be due to higher prices from suppliers or simple production, inflation, etc. Such a risk leads to problems in the organization of management in the enterprise.
- Investment risk. This type of risk is the most dangerous, but if you minimize the likelihood of its occurrence, the organization can receive high income and a profitable business. This risk is associated with the fact that it is not known when there will be a return on invested funds and whether there will be a return on investment.

Crisis and risk due to the uncertainty of the internal environment of the enterprise and the external environment are inextricably linked. Risk management and reduction of their impact to the lowest possible level can lead the enterprise out of the crisis.

A mandatory element of crisis management is risk management in the

process of developing and implementing a crisis management strategy. Risk is understood as such phenomena as “probability”, “uncertainty” having a multi-factor system[4, p.76].

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