REFERENCES

1. Buzdyhan M.O. The classification of factors determining the business activity // Scientific Bulletin of the International Humanitarian University. 2017. Vol. 24(1). P. 88-92.
2. URL: https://journals.indexcopernicus.com/api/file/viewByFileId/713499.pdf
3. Models of factor analysis: types, methods and examples of application in finance. Publication of the Financial Academy Aktiv. URL: https://finacademy.net/ua/blog/modeli-faktornogo-analizu

A. Voloshyna, N. Bondarenko, T. Vorova

RISK MANAGEMENT IN THE ECONOMIC SECURITY SYSTEM OF THE ENTERPRISE

Economic security of entrepreneurship is a necessary principle that should be observed in order to maintain a stable economic and social situation, increase defense capability, and avoid conflicts that are a threat to the security of the state. Economic security as a system provides effective protection of enterprise assets, reliable functioning of economic processes, liquidation and minimization of financial losses.

The concept of "economic security" was initially considered as a reliable protection of information (commercial secrets), but due to changes in the country's economic functions, this term acquired a broader meaning.

Currently, the economic security of the enterprise can be considered as the state of the company's resources and business skills, in which stable work, dynamic scientific-technical and social development, as well as the possibility of prevention or rapid response to internal and external threats can be used most effectively [1].

The main activity in economic security is the minimization of the influence of internal and external threats of financial, informational, material and personnel origin.

Economic security aims to ensure the efficient operation of the company. The operating system of this enterprise should be productive and ensure the appropriate level of well-being of employees, high quality of business processes, rational use of resources and continuous development of the company [1].

Company managers usually pay due attention and take seriously the external economic security of business. However, due to the application of simple and outdated methods of forecasting and risk management, problems often arise regarding the economic security of the enterprise. Risks, in turn, can be classified as: operational, emergency, market, organizational, project. Most of them, under certain conditions, can fall into the category of security threats. Some risks may have the consequences of the appearance of several threats to the company's security at once.

The system of economic security is risk-oriented, that is, it is aimed at identifying, analyzing and evaluating risks for making a management decision to ensure security. Risk management is a systematic process of identifying and assessing company risks and taking measures to protect the company from them.

Currently, some managers assess risks not only as a negative phenomenon that causes losses and harms the company's development. Under certain conditions, risks can positively affect the work of the enterprise by providing new opportunities. Risk optimization helps to find a balance between the negative side of risks and the benefit of the enterprise's activities in the conditions of risks.

In a volatile economic situation, businesses must use risk management to analyze possible risks and to balance potential benefits against potential problems and prevent mistakes.

The task of risk management is forecasting and taking measures to prevent or control losses within the enterprise.

The risk management process includes determining the impact on potential losses, measuring their impact and making a decision to protect the company, taking into account the nature of the risks. This activity is usually done by risk managers. They analyze different methods to prevent, limit and prevent risks, and then choose the method that is properly oriented to the company's goals and takes into account the available resources. A method that is most appropriate for one project may be completely ineffective for another. To guarantee the desired result, after implementing the chosen method, it must be carefully controlled.

Therefore, it can be concluded that in order to obtain the desired result, the company must choose the risk prevention method very carefully. Sometimes even qualified and experienced risk managers cannot correctly identify all possible consequences of certain economic risks in advance, for the stable functioning of the enterprise, managers must deal with ensuring economic security and risk management.

REFERENCES

1. Krupskyi O.P., Kobchenko A.A. Organizational culture as a factor of economic security of a tourist enterprise // Scientific Bulletin of the International Humanitarian University. Series: Economics and management. – 2015. – no. 10. – P. 149-152.

K. Yermolova, Yu. Honcharova

INVESTMENT ATTRACTIVENESS OF THE COMPANY

In today's realities, investment attraction plays a large and important role in the activities of any enterprise, as it ensures efficient operation, promotes sustainable development, allows to update and increase its production, expand the material and technical base of its activities, thereby increasing the competitiveness of the enterprise. Therefore, for the successful and sustainable development of an organization, it is necessary to raise capital from external sources. By investing, organizations strengthen their competitive advantages, expand production, and introduce the latest technologies.

An investor determines the investment attractiveness of an enterprise when determining the feasibility of investing in a selected object. To attract investment, an enterprise needs to be sustainable and competitive, since any investor is interested in maximizing the profitability of its investments and minimizing risks. Therefore, it is customary to consider the indicator of investment attractiveness as a generalized indicator of the expediency of investing investment resources in the activities of any enterprise. Investment attractiveness is a set of factors and characteristics of an enterprise that allow an investor to choose it as an investment object [3, p. 61-64].

A thorough and timely assessment of the investment attractiveness of an enterprise is very important for an investor, as it helps to minimize the risk of unsuccessful investment. The main task of the investor is to choose an investment object with the best opportunities for development and high investment efficiency. In analytical practice, the assessment of the investment attractiveness of an enterprise is divided into three main approaches: market, accounting and combined (financial) (Fig. 1) [1, p. 217-224].

Each of the above approaches has its advantages and disadvantages. For example, the advantages of the market approach to assessing investment attractiveness include