

## FORMATION OF ORGANIZATIONAL AND ECONOMIC MECHANISM OF THE ENTERPRISE RISK-PROTECTION MANAGEMENT

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**Key words:** *risk, risk-management, enterprise risk-protection, risk-management mechanism, risk map.*

The relevance of the research is due to the tendencies of modern practice of crisis management at domestic enterprises, focused on the use of their organizational and economic potential and the use of an effective mechanism for timely and adequate response to risk situations. Creation and functioning of the system of risk-protection at enterprises should be carried out on the basis of an effective organizational and economic mechanism, which synthesizes and integrates the main determinants of the potential of the enterprise, the assessment of which should be based on risk factors.

The purpose of the research is to substantiate the process of formation and functioning of the organizational and economic mechanism of risk-protection of the enterprise in the conditions of dynamic changes of the environment and market transformation.

Research methods. In the process of research, the methods of logical generalization were used, which made it possible to reach the sequence in presenting the points of the conducted scientific research. The method of synthesis and generalization was used in the study of scientific approaches to the essence of risk management and risk-protection; at the completion of the analysis of the risk management mechanism - the inductive method as the logical path of movement general; in the formation of the organizational and economic mechanism of risk management of the enterprise - a method of system analysis; the method of logical association – under the formalizing of conclusions.

Research results. According to the results of the research, the content of “risk management” as a special type of management activity is grounded, which is aimed at effective protection of the enterprise from unwanted logical or accidental circumstances (events), which in the end can negatively influence the work of the enterprise. The essence and place of the risk management mechanism in the enterprise management system is substantiated. The scientific approaches to the essence and significance of risk-protection of the enterprise are analyzed, which suggests to understand the ability of the system to effectively counteract internal and external threats, adequately and promptly change the internal structure in accordance with their permanent variation.

The organizational and economic mechanism of risk-protection of the enterprise in the conditions of dynamic changes of the environment is formed. It is proposed to mean a well-founded set of structural elements, methods, levers, instruments of influence on the object of management with the corresponding resource provision, which is formed after the practical testing of the enterprise risk management system. The characteristic signs of risk-protection of the enterprise are outlined. The emphasis is on expediency of the risk map of the enterprise’s risk-protection management system. The list of data of initial information for diagnostics of risk-protection of the enterprise, the use of which will promote increase of efficiency of functioning of organizational-economic mechanism of risk-protection of the enterprise is given.

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