

Risks in Innovative Activity of Production and Trading Enterprise

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Research Methodology. Using the methods of analysis and synthesis, induction and deduction, terminological methods, the issue of risk in innovative activity of production and trading enterprises are investigated and the general management scheme is proposed.

Results. On the basis of general opinion of foreign and domestic economists, the main risk types that appear in the process of innovation creation and implementation are considered. The main groups of production and economical risks are investigated. The set of activities on risk management measures aimed at improving business enterprises performance is analyzed. The general scheme of risk management of innovative activity of industrial and commercial enterprises is offered.

Novelty. The main types of risks and innovative activity of production and trading risks are investigated. The main stages of the risk management process are defined and the general scheme management is suggested.

Practical Significance. The main stages of the risk management process are pointed out, the most important principles for successful and efficient management system of risk management at the enterprise, that will contribute to manage risks in general, or reduce their number are outlined. This practice leads to increase the competitiveness of enterprises in difficult times.