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MACROENVIRONMENTAL ASSESSMENT IN RISK MANAGEMENT OF MANUFACTURING ENTERPRISES IN UKRAINE

The relevance of the research topic is justified by the importance of constructing an effective risk management system for Ukrainian manufacturing enterprises in conditions of instability and uncertainty. Under these circumstances, the importance of external risks to an enterprise is significantly increasing, namely, risks that are caused by the functioning of the state's economic system and result in the macroenvironment.

The purpose of the article is to assess the macroenvironment and determine its place in the risk management of Ukrainian manufacturing enterprises. The achievement of the goal of the article was facilitated by the analysis of the main macroeconomic indicators of Ukraine for the period 2013-2024 and the calculation of their growth rates. We selected GDP in actual prices, the consumer price index, the industrial producer price index, the UAH exchange rate to the US dollar and the euro, and other indicators that are of significant importance for the functioning of manufacturing enterprises. The results obtained indicate high fluctuations in these indicators and volatility, which creates a real external risk for the activities of enterprises, creating an unstable environment. The main periods of recession and negative changes are the period of 2020 and 2022 - periods of crisis states. Although other years were also marked by uneven dynamics of changes. All this makes it necessary to take into account such an environment when forming a risk management system, because this will allow to proactively respond to possible changes and manage potential currency, inflationary, or other risks in advance. This will significantly increase the effectiveness of management decisions, as they will take into account the analysis of existing dynamics and the experience and expertise of company managers. Obtaining this data allows you to use appropriate risk management methods before they occur, which will reduce the possible negative impact and increase the effectiveness of enterprises even in conditions of uncertainty.

Keywords: risk, risk management, macroenvironment, crisis, manufacturing enterprises, growth rate.