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MODERN BUSINESS RISKS UNDER INSTABILITY: STRATEGIES FOR MINIMIZATION AND ENTREPRENEURIAL RESILIENCE

The article examines the nature of modern business risks and identifies effective strategies for minimizing them for enterprises in the context of global instability and the war in Ukraine. The need for enterprises to transition to proactive risk management models based on integrated management systems is established in connection with the acceleration of digitalization of business processes and changes in the geoeconomic landscape. The features of the formation of business risks under the influence of uncertainty of the external and internal environment are considered. A classification of risks by source of origin is proposed, with the separation of external and internal threats. A comprehensive analysis of the key stages of the risk management process is carried out in accordance with the international standard ISO 31000:2018, and five basic risk management strategies are presented. The main tools for protecting enterprises from risks are identified, and their characteristics are given, which allows for developing optimal strategies for countering negative factors in competitive spatial and temporal conditions. Special attention is paid to cyber risks as the dominant threat of the modern business environment, and a system of preventive measures of a proactive cyber defense strategy has been formed. It has been proven that effective integration of risk management systems at all levels of enterprise management, together with the implementation of European cybersecurity standards, ensures the continuity of business processes and increases competitiveness in the long term.

Keywords: business risk; uncertainty; risk management; mitigation strategies; business security; scenario planning; cyber risks.