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ASSESSMENT OF THE IMPACT OF MARKET ENVIRONMENT VOLATILITY ON THE PRICING POLICY OF ENTERPRISES

The article examines the theoretical and applied aspects of assessing the impact of market environment volatility on the pricing policy of enterprises. It is substantiated that modern business conditions are characterized by a high level of instability manifested in fluctuations in raw material prices, energy costs, exchange rates, logistics expenses, and changes in consumer demand. It is proved that market volatility significantly affects the mechanisms of pricing policy formation and requires the implementation of adaptive approaches to strategic pricing.

The study applies methods of system analysis, comparison, SWOT analysis, and generalization. A SWOT analysis of the adaptive pricing policy of enterprises producing liquid complex fertilizers under unstable market conditions is conducted. The main factors influencing enterprise activity are identified, including fluctuations in resource prices, currency risks, regulatory changes, competitive pressure, and technological transformations.

A structural mechanism of the impact of market environment volatility on enterprise pricing policy is proposed, reflecting the relationship between cost changes, margin adjustment, adaptation of pricing strategy, and ensuring financial stability. The importance of using digital monitoring tools, forecasting systems, and business analytics to improve the effectiveness of strategic pricing is substantiated.

The practical significance of the obtained results lies in the possibility of applying the proposed approaches to the formation of adaptive pricing policies, increasing competitiveness, and ensuring the economic sustainability of enterprises under volatile market conditions. Prospects for further research are associated with the development of economic and mathematical models for forecasting price fluctuations and the integration of artificial intelligence technologies into strategic pricing systems.

Keywords: market environment volatility; pricing policy; strategic pricing; adaptive pricing; competitiveness; digitalization; enterprises; financial stability.