

Levkiv H.Y.

Doctor of Economic Sciences,
Professor at Department of Management
Lviv State University of Internal Affairs

EFFECTIVE MANAGEMENT OF ENTERPRISES' MARKETING-MANAGEMENT RISKS

Category and essence of concept «risk» is stipulated by certain properties: vagueness, because a risk arises up in connection with certain events; loss, because a risk can cause a negative result; the existence of situation development analysis, the quality and quantitative estimation of risk origin and possible negative consequences in the future; a competition subject belonging. Taking into account risk properties it is possible to assert that a risk is a description of result, which has indefinite character, because of possibilities of negative consequences offensive, however it can be count up.

The marketing–management system realization of the agroindustrial complex enterprises is based on such tasks: task of implementation; task of management; conceptual tasks. Basis for the management tasks is used

to be indexes, which provide realization of quantitative and quality aims. An agroindustrial enterprise can hold on aims formation and drawing taking into account such alternatives: integrated development – in the direction of vertical or horizontal integration; diversified development – in the direction of the concentrated diversification, horizontal diversification, and conglomerate diversification.

Consequently, an effective risks management of marketing–management of agroindustrial enterprises become a source, which is able to provide effectiveness of agroindustrial enterprise marketing – management system functioning through the exposure of sources of risks origin, estimation and search of ways of levelling of different types of risks, in the process of management system formation.