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FEATURES OF THE ECONOMIC ANALYSIS OF PROFIT UNDER IMPLEMENTATION OF RISK-ORIENTED MANAGEMENT

Maria V. YAKYMENKO

Researcher of the Department of Accounting and Auditing Zhytomyr State Technological University

Summary. The article considers the impact of risk-based management on methods of economic analysis of profit, taking into account the structure of information request of interested user groups. In

order to solve the risk-based management tasks, the use of applied methods of strategic analysis and tools of adaptive financial mechanism to provide the profitability of enterprises have been proposed.

Key words: *profit, economic analysis, strategic analysis, risk-based management, risk.*

In conditions of crisis phenomena, increased competition, the existence and extent of information wars the relevant task of entity management process is to identify the risks of economic activity in order to develop appropriate management models. Determining the features of probable risks, assessment of their impact on business, beforehand designed anti-crisis instruments are the important tasks of business planning.

For decision-making it is necessary to conduct strategic analysis focused on the implementation of management function oriented to perspective, which has a high level of uncertainty, explores the economic system by the parameters that determine its future state. Scientists determine that today's conditions of development of theory and practice of management are characterized by the transition from traditional risk management to integrated, the ultimate goal of

which corresponds to the basic function of business, which is to obtain the highest possible level of profit with optimal and acceptable to the entrepreneur ratio of profit and risk.

Defining the organization features of economic analysis of profit in conditions of risk-oriented management its proximity to the strategic analysis has been revealed that led to study of components and features of its implementation in various fields. The development of a mechanism for strategic planning is an essential element of risk-based management and provides adaptability to changing environmental conditions, promotes timely appropriate management decisions. The main tasks of economic and strategic analysis of profit, adaptive financial mechanism to ensure profitability should be observed as a system, as interaction in dynamics, as well as this approach allows risk-based management of profit at the enterprise.

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