settings. Nonetheless, CRISPR–Cas stands as a revolutionary tool for sustainable agriculture, offering precise and efficient solutions to global food security challenges [3].

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CRITERIA FOR THE EFFECTIVENESS OF ENTERPRISE MANAGEMENT

У статті досліджено критерії ефективності управління підприємством, зокрема виробничу, трудову, організаційну, фінансову та ринкову складові. Розглянуто методи оцінки ефективності менеджменту та їхній вплив на досягнення стратегічних цілей підприємства.

Ключові слова: *ефективність, менеджмент, підприємство, трудові ресурси, фінансові показники, маркетинг.*

The article studies criteria of efficiency in enterprise management, in particular, production, labour, organisational, financial and market components. Methods of assessment of management efficiency and their impact on achievement of strategic goals of an enterprise are considered.

Keywords: *efficiency, management, enterprise, labour resources, financial indicators, marketing.*

Management effectiveness is a multifaceted concept that covers a wide range of aspects of management activities aimed at achieving the organisation's ultimate goals under conditions of optimal use of available resources and adaptation to the external environment. The definition of management efficiency as the level of effectiveness of management activities is based on criteria and indicators that reflect the qualitative and quantitative characteristics of the management process, as well as the degree of achievement of the set objectives.

Management efficiency criteria perform the function of assessing the quality of management processes and must meet several requirements. They should fully reflect the results of economic activity, determine the level of achievement of goals, and be measurable. In the economic literature, the efficiency of management activities is traditionally viewed through the prism of the maximum excess of results over resource costs. This is based on the generally accepted principle of rational use of material, financial and labour resources.

The key criteria for the effectiveness of enterprise management include profitability, product quality, production defect rate, production process capacity, technological efficiency, rhythmicity and continuity of the production cycle. In addition, indicators of human resources potential, such as employee qualifications, staff turnover, labour productivity and the quality of management decisions, are also of significant importance. Financial criteria include the level of profitability, liquidity, solvency and financial stability of the enterprise. The marketing component assesses market share, product competitiveness, sales conditions and logistics parameters.

Management performance indicators serve to quantify the effectiveness of management decisions. They allow analysing and comparing the results of the company's business activities in different time periods. The main financial indicators are the ratio of own and borrowed funds, solvency, creditworthiness, as well as profitability indicators, including gross and net income from sales. Business activity is assessed using indicators of asset turnover, capital efficiency, material intensity and labour efficiency.

One of the central aspects of assessing management effectiveness is the analysis of the company's assets and liabilities. Assets represent the value of tangible and intangible resources owned by the company and used to generate economic benefits. Liabilities, in turn, reflect the company's financial obligations to external entities, which may be long-term or short-term. The ratio of assets to liabilities allows us to assess the financial independence of the company and its ability to self-finance.

Assessing the efficiency of an enterprise's management is a complex process that covers various aspects of an organisation's activities, which together determine its overall performance. The production efficiency of management is manifested in the ability of an enterprise to rationally use labour resources, optimise the operation of production equipment and technologies, ensure an uninterrupted production process and minimise losses at the stages of work in progress. Rational logistics management, efficient use of warehouse stocks and optimisation of production capacities help to achieve a stable level of productivity and product quality. Another important area of assessment is the rhythmicity and uniformity of production, which helps to improve the efficiency of management decisions and reduce unproductive costs. The effectiveness of strategic and operational planning of production processes is a key factor in ensuring the sustainable development of an enterprise.

Labour, organisational, financial and market efficiency of management cover a wide range of factors that influence the overall success of an enterprise. The efficiency of labour resources depends on the moral and psychological climate in the team, the quality of management decisions and the level of communication processes. Organisational aspects of management efficiency include the ability of the company to implement innovative, investment and commercial projects, as well as the effectiveness of strategic business plans. Financial efficiency is determined by the stability of budgeting, liquidity, financial stability, and the level of asset and capital utilisation. The market area of management effectiveness assessment includes an analysis of competitiveness, marketing strategies, product sales and pricing policy. All these components together allow the company to adapt to changes in the external environment, develop its operations and ensure sustainable economic development.

Thus, management effectiveness is a complex concept characterised by a combination of qualitative and quantitative indicators that reflect the level of achievement of organisational goals. Its assessment requires a systematic approach that includes analysis of financial, production, human resources and market parameters. In the context of growing competition and dynamic market development, management decisions should be adaptive, strategically balanced and aimed at long-term growth of the enterprise's efficiency.

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RISK MANAGEMENT IN FINANCIAL INSTITUTIONS (УПРАВЛІННЯ РИЗИКАМИ У ФІНАНСОВИХ УСТАНОВАХ)

Управління ризиками у фінансових установах є ключовим для забезпечення їхньої стабільності та прибутковості. Основні ризики, такі як кредитний, ринковий та ліквідний, можуть мати значний вплив на діяльність установ. Застосування новітніх технологій, зокрема штучного інтелекту, допомагає ефективно оцінювати та мінімізувати загрози. Ефективне управління ризиками забезпечує стійкість і конкурентні переваги установи.
Ключові слова: *фінансові установи, управління ризиками, кредитний ризик, ринковий ризик, фінансові технології.*

Abstract: *Risk management in financial institutions is crucial for maintaining their stability and profitability. Key risks, such as credit, market, and liquidity risks, can significantly affect operations. The use of advanced technologies, like artificial intelligence, helps assess and mitigate these threats effectively. Effective risk management ensures the resilience and competitive advantage of institutions.*
Keywords: *financial institutions, risk management, credit risk, market risk, financial technologies.*

Risk management in financial institutions is a fundamental process aimed at identifying assessing and mitigating potential threats that could affect their stability and profitability Financial institutions operate in a complex environment where various risks such as credit risk market risk liquidity risk and operational risk can have significant consequences if not managed effectively The importance of risk management has grown due to increasing regulatory requirements economic uncertainties and technological advancements that introduce new vulnerabilities.

Credit risk remains one of the most critical concerns for financial institutions as it arises when borrowers fail to meet their obligations This type of risk affects banks and lending institutions directly as loan defaults can lead to financial losses To manage credit risk institutions employ stringent credit assessment procedures diversify their loan portfolios and set aside capital reserves to cover potential losses Additionally credit risk mitigation strategies include requiring collateral credit insurance and closely monitoring borrower behavior [1].

Market risk stems from fluctuations in interest rates exchange rates and asset prices that can impact the financial performance of institutions This type of risk is particularly relevant for investment banks asset managers and firms engaged in trading activities To mitigate market risk financial institutions use various techniques such as hedging with derivatives stress testing and setting limits on market exposures Effective market risk management allows institutions to maintain stability even in volatile economic conditions.

Liquidity risk is another crucial aspect of risk management as it involves the ability of an institution to meet its short-term obligations Financial institutions must ensure they have adequate cash flow and liquid assets to cover unexpected withdrawals and financial commitments A lack of liquidity can lead to insolvency and a loss of confidence among clients To manage liquidity risk institutions implement robust liquidity management frameworks maintain sufficient reserves and