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О.В. Брашавецька

METHODS OF MINIMIZATION OF FINANCIAL RISKS OF ENTERPRISE

У статті досліджено питання уникнення фінансового ризику під час фінансової діяльності або під час здійснення фінансових операцій. Розгляд зовнішніх причин формування ризиків: слабка і нестабільна економіка країни; економічна криза; інфляція та ін. Вплив компанії на зовнішні ризики мінімальний, тому увага зосереджена на внутрішніх механізмах зменшення ризику, включаючи диверсифікацію, ліміти, самострахування та інші.

Ключові слова: *мінімізація ризиків, методи, зовнішні причини, внутрішні причини, вплив на підприємство, механізми нейтралізації.*

The article explores the issue of avoiding financial risk during financial activities or when conducting financial transactions. Consideration of external causes of risk formation: weak and unstable economy of the country; economic crisis; inflation, and others. The impact of the company on external risks is minimal, therefore, the focus is on internal risk mitigation mechanisms, including diversification, limits, self-insurance and others.

Key words: *risk minimization, methods, external causes, internal causes, influence on the enterprise, mechanisms of neutralization.*

The current stage of development of the financial system of enterprises has a problem of risk management to the highest priority, which is explained by the instability of the economic situation in the country and the constant change in the financial market conditions. Economic theory does not consider a single approach to determining the nature, features of the manifestation, the classification of financial risks and their impact on the enterprise as a whole. That is why the chosen research topic is quite relevant and reveals the main methods of minimizing financial risks in enterprises.

Among the theoretical researchers who have made a real contribution to the development of risk theory, we can distinguish such scientists as: A. Marshall, A. Pigue, J. Keynes, F. Knight, J. Newman, O. Morgenstern. Investigations of peculiarities of financial risks and methods of their management are devoted to the works of domestic scientists-economists: A. Zemlyachova [1], L. Savochki [1], O. Zihora [2], Yu. Balasnaya [2], Yu. Kim [3], G. Mashley [4], N. Swede [4], L. Kovalenko [5].

Financial risk is the likelihood of an unforeseen financial loss in the situation of uncertainty in the conditions of financial activity of the enterprise. Financial risk is the result of the choice by its owners or managers of an alternative financial solution aimed at achieving the desired target result of financial activities with the probability of economic loss due to uncertain conditions of its implementation [1].

Financial risk arises in the course of financial activities or the execution of financial transactions. Financial risks include: currency risks, financial risk arising during financial activities or execution of financial agreements. Inflation, deflation, liquidity, investment [2].

The main external reasons for the formation of financial risks include: weak and unstable economy of the country; economic crisis; inflation; inefficient government regulation of the bank discount rate; increasing the level of competition; reduction of prices on the world market; political factors and more. All these reasons are external to the enterprise of origin and therefore cannot be controlled by the enterprise. Internal reasons for the formation of financial risks can be attributed to:

increased costs at the enterprise, poor financial policy of the enterprise, inefficient management of costs, revenues and financial results [3].

As the company is practically unable to influence the external risks, the main attention should be paid to the internal mechanisms of risk mitigation, which include: b) Limiting is the setting of a limit, ie the marginal cost, sales, credit, etc .; c) self-insurance is a decentralized form of creation of natural and monetary insurance funds directly at enterprises, especially those whose activities are at risk; d) hedging enables the risk to be reduced by entering into an appropriate agreement. Most often, hedges are used as a means of insuring the value of goods or profits [4].

In addition to the above methods, to reduce the level of financial risks, an enterprise may take out their insurance with insurance organizations. Insurance provides protection of property interests of economic entities and citizens in case of occurrence of certain events (insured events) at the expense of monetary funds formed from insurance premiums. It can also be attributed to the increase in risk premium, ie the higher the level of risk, the higher the rate of return, obtaining guarantees, developing a system of penalties, reducing the list of force majeure, etc [5].

Therefore, minimizing financial risks refers to the stages of production, distribution, exchange, consumption. Without a financial risk mitigation mechanism, it is not possible to effectively ensure the continuity and efficiency of the material goods production process and to maintain an adequate standard of living for people. In order to survive in a competitive market environment, businesses need to make unconventional and bold decisions. Businesses need to identify and properly assess risk levels in a timely manner, effectively managing them to limit their negative impact and minimize the amount of financial loss. An enterprise can minimize financial risks both through the establishment and use of internal financial standards in the process of developing a program of implementation of certain financial transactions or financial activity of the enterprise as a whole, and the use of external insurance.

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А.І. Буровицька

ІНТЕРНЕТ ІГРИ ПРИ ВИВЧЕННІ АНГЛІЙСЬКОЇ МОВИ

В умовах розвитку інтернет ресурсів, зокрема онлайн ігор , дуже багато молоді залучено до такого роду діяльності. Тому навчання іноземним мовам набуває нової форми , зважаючи на нові інтернет-джерела.

Перш за все ми розглядаємо комп'ютерну гру як засіб вивчення лексики іноземної мови. Більшість сучасних популярних онлайн ігор випускають саме англійською мовою без українського чи російського аналогів, а недостатній рівень володіння лексикою гри слугує відмінним мотиватором до її вивчення для того , щоб освоїти ту, чи іншу гру, перейти на новий рівень, досягти успіху в грі і це стає неможливим без розуміння специфічних слів, фраз, термінів, що можуть траплятись в іграх.