

RISK MANAGEMENT IN TRADE AND COMMERCIAL BUSINESS

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Abstract: *This article examines the development of market relations in Uzbekistan, the orientation of commercial structures to obtain the greatest profit from transactions, and there is a need to ensure the possibility of extending and expanding business in the future. This becomes really possible only with skillful management of business operations, the implementation of which is associated with risk. Thus, the commercial sphere needs to monitor the threat of a decrease in business profits, use opportunities to prevent losses in commerce, therefore, in practice, there is a need to take into account the impact of risk on the outcome of commercial transactions - to manage risk.*

Key words: *risk, income, management, company, account, commerce, business, commercial enterprise, costs, taxes.*

Risk management in a market economy ensures the effective operation of a commercial enterprise, allows you to evaluate and implement means of increasing the income of trading organizations, and therefore, ultimately, contribute to the satisfaction of the commercial goals of the national economy. At the present stage of economic transformation in Uzbekistan, risk management means the use of information to support the activities of the entire commercial enterprise: continuous response to changes in market conditions; coordinating the interests of manufacturers producing products with the needs of consumers; forecasting the development of a company from the standpoint of maximizing income. Given the important place of risk in the income generation scheme of a commercial enterprise, risk management at both the macro and micro levels becomes a priority.

In modern economic science, the theoretical and methodological foundations of risk management in commerce are not sufficiently developed: there is no mechanism for managing risk at the micro level. Although there are methods for reducing risk in banking, investment, and stock exchange businesses, it is almost impossible to use them in trading and commercial business.

The problem of risk management in the sphere of circulation, formation and consolidation of the country's entrepreneurial income also remains unexplored. This requires the development of scientific, theoretical and practical recommendations in the risk management system in commerce.

At the same time, the risk management system in the field of commerce is still insufficiently studied and contains many issues related to the creation of a

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practical scientifically developed methodology for risk management at the micro level.

To achieve this goal, it is necessary to solve the following tasks: explore the economic essence of commercial risk; study commercial risk as a mandatory factor in the efficiency of business operations; identify ways to manage commercial risk; assess and analyze risk criteria; identify methods for assessing the most effective options for commercial transactions from the perspective of minimizing risk; create a trading business structure from the standpoint of commercial risk.

In market economic conditions, trade and commercial business, as a subsystem of the economy, is one of the most risk-oriented areas of activity of economic entities. In this context, there is a need for scientific justification for conducting commercial activities, which involves identifying internal and external factors with risk management. The experimental basis was a survey of a fairly representative set of commercial structures.

To study risk management in trade and commercial business, we identified the following as starting points: risk in trade and commercial business is the result of previous exposure to environmental factors and determines the dynamics of the effectiveness of commercial transactions; risk is inherent in all social relations, therefore the study of the problems of commercial risk is its management at all levels of market economy at the micro and macro levels; the effective implementation of trade and commercial activities, taking into account risk factors, requires the mandatory creation of an enterprise management scheme, including a risk management mechanism; The risk management mechanism in trade and commercial business includes the process of identifying the level of uncertainty, possible deviation in the predicted result, making decisions and implementing a system of conducting market relations based on free enterprise, which allows preventing, reducing the adverse impact of random factors on the reproduction process and ensuring high level of entrepreneurial income; Risk management in a commercial business must meet certain requirements. A risk is acceptable if it does not pose a threat to lead to significant economic and social costs, but, on the contrary, is a means to achieve a socially beneficial goal, obtaining commercial profit using methods that do not harm society; risk management in trade and commercial business is based on knowledge of economic, natural and other laws and patterns, on economic responsibility, on the necessary foundation of commercial information, experience, on a scientifically developed theory of management decision-making and the formation of a mechanism for their implementation, accumulated in the business activities of the company , associations, states; The effectiveness of organizational and economic decisions made in trade and commercial business is influenced by the uncertainty of the economic situation inherent in the sphere of commerce, therefore, a means of managing commercial risk is analytical methods for comparing multi-criteria

alternatives. These methods made it possible to identify the most valuable alternative, taking into account the preferences of the person making management decisions in the field of commerce. Risk management involves obtaining a mathematically justified result that completes the study of a certain trade and commercial transaction; risk management contributes to the creation of a favorable area for entrepreneurship at the macro level and the implementation of constructive functions of commercial risk at the micro level; at whatever level the management of commercial risk is considered for the person making the management decision, the choice of a competitive alternative option is based on a set of criteria-factors that influence the result; in the field of trade and commercial business, each criterion characterizing the effectiveness of actions corresponds to many possible states. Therefore, in the risk management scheme, a special place is given to the assessment of available information regarding the implementation of a commercial transaction.

Changes in the risk environment are adequately (with a correlation coefficient of more than 0.95) manifested in all main economic indicators of enterprise activity (profit, gross income, distribution costs, number of sales employees, retail space). The most important economic characteristics of enterprises' activities under risk conditions are economic performance indicators. The relative risk coefficient correlates most closely (0.9549) with the indicator of economic profit for all commercial structures surveyed. The rate of risk reduction depends on the functional and administrative structure of the enterprise's management apparatus. A regression equation was obtained for the functional relationship between the value of the relative risk coefficient and the relative profit indicator with a mean square dispersion of no more than 6%. Based on regression-correlation analysis data, a methodology for economic-mathematical forecasting of the amount of commercial income of enterprises has been developed, taking into account variant risk assessments. The methodology is proposed for expanded implementation in the practical activities of domestic commercial structures in market conditions.

Thus, the implementation of the above proposals and conclusions, reflecting work research, makes it possible to take measures to reduce risk when carrying out a particular commercial operation, and helps to increase possible business income. The use of a risk management mechanism in trade and commercial business will ensure the sustainability of work to minimize losses from management decisions.

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