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Paradigm of the functional approach to manifestations of risk in performance of enterprises under market conditions

The purpose of the article is to study the nature and peculiarities of risks appearance in some segments of the agricultural product market and to justify their functions, which can be manifested in the process of agricultural enterprises activity in the market environment.

Research methods. Based on the empirical method, through questionnaires and surveys, the principal threats and possible risks level at the agricultural market by its segments are determined. Based on the functional approach method, using the elements of a graphical and spatial description, a set of risk functions has been established that is belong to all enterprise activity stages under market conditions and they have been investigated by segments.

Research results. The nature of the origin of the risks of the activities of agricultural enterprises in the market is justified. The necessity of using an analytical integrated approach to assessing potential risks and establishing the cause of their occurrence and the scope of origin is determined. State measures are outlined in the direction of improving risk management, reducing their initial level, and minimizing it in order to create favorable conditions for the agricultural enterprise activities under the market environment.

Scientific novelty. The author presents a methodological approach to understanding the essence of "risk", according to which it is interpreted as the action of the subject on the basis of informed decision-making in a situation of uncertainty. A risk algorithm is formed in the market mechanism, in the context of possible threats. The key in the algorithm determines the desire of the market entity to satisfy their own interest, which in turn serves as the driving force of the socio-economic development of society.

Practical significance. Risks in any enterprise economic activity as a result of the action of objective natural and economic laws of the market mechanism and competition are inevitable. Hence, there is a possibility that it is justified a qualitative assessment of threats and possible risk consequences, as well as their effective management can determine the successful business entity's activities. It is especially important to establish the causes of their occurrence and the scope of origin. Constructive and thorough behavior of the subject in risk management can stimulate the adoption of a justified decision, despite the fact that the interest, intentions and focus in time provoke the subject's activity and, to some extent, adventurism of the action, which can lead to destabilization of the situation. This is the essence of the risk basis. *Tabl.: 4. Figs.: 7. Refs.: 15.*

Keywords: risk; enterprise; market; risk functions; risk management.

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Scientific problem. In the practice of economic activity of enterprises, not all information about conditions and progress of economic phenomena and processes is complete and reliable, due to objective and subjective reasons. Concerning the fact, possession of the most complete and precise information about phenomena and processes, or a subject of the producer's focus, is an important condition for rational decision-making. A wrong decision of an economic subject, a buyer, a seller and a consumer is the ground for irrational use, distribution, considerable losses and expenditures of resources, as well as a serious obstacle for its efficient performance. Economic subjects have to make a great number of decisions under the conditions of uncertainty. Such situation causes appearance of stress phenomena in their behavior, which come from a system character of objective and subjective reasons. Objective phenomena manifest a negative effect of uncontrolled threats and events, and subjective ones are caused by ignoring of the objective approach to the reality.

In the format of partial certainty of conditions and nature of the happening phenomena and processes, the threat acts as a message for the subject, informing him/her about possible loss of some share of his/her benefit. It does not depict risk of the subject in material form, but is just the information about possible inconformity of conditions, obstacles, and difficulties to achieving of the subject's goal. It performs as a signal about danger and does not characterize the essence and scales of the risk at the moment of decision-making by the subject. Practically, the threat is a forcing factor to make decisions and actions by the subject, and thus, it forces transformation of the person into the subject of decision-making, which is the ground for appearance of business risk.

The aim of the article is to study the nature and peculiarities of risks appearance in some segments of the market of agricultural products and to argue their functions, which can be manifested in the process of performance of agricultural enterprises in the market environment.

Analysis of recent research and publications. Operation and development of the agricultural enterprises in the marketplace

is one of relevant directions for the research by local scientists, for example V. Andriychuk [1], U. Lupenko [6,12], M. Malik [14], V. Masel-Veselyak [9,12], P. Sabluk [9], O. Moroz [8], I. Cherven [13], O. Shpykulyak [14]. They research reasons of enterprises' development, their structure, investment attractiveness and competitiveness, foreign economy activity, regulatory legal support, the problems of agricultural enterprises dealing with uncertainty and risks of their activities in the marketplace, etc. However, the problem dealing with peculiarities of risks appearance in different segments of the marketplace agricultural products and explanation of their functions is not fully represented.

The purpose of the article is to study the nature and peculiarities of risks appearance in some segments of the market of agricultural products and to argue their functions, which can be manifested in the process of performance of agricultural enterprises in the market environment.

Research methodology. The scientific research was carried out on the base of the dialectic method of cognition with application of its principal elements, particularly analysis and synthesis. Such approach was used for analysis of the methodic approaches of the scientists to interpretation of the notions of "risk" and "threat". Problems of risk formation were studied with consideration of peculiarities of the functional mission of each segment of the market of agricultural products and their organic combination. Using the complex approach, the research has developed an algorithm of risk in the market mechanism in the context of possible threat. The empiric method served for determination of the main threat and the level of possible risks at the market of agricultural products in terms of its segments. On the fundamentals of the method of functional approach and use of the elements of graphic and space description, the work defines essence of functions of the risk, which is present at all stages of the enterprise performance under market conditions and they are studied in terms of the market segments.

Research results.

1. *Theoretical fundamentals of risk.*

Uncertainty is insufficient informing of the subject about probability of future actions, which cause the risk, resulting in unachieved goal and loss of the results. Uncertainty is the situation, which cannot be always assessed and complicates an alternative choice of the variants of behavior of economic activity participants. Within the behavior, the expected event is unknown and can happen in any way. It does not provide a sufficient possibility for a complete forecast of the impacts of different factors on results of the behavior or activity of a subject, and performs just as a threat. Uncertainty should be considered as an impossibility of assessment of a future course of events both from the position of probability of their implementation and from the point of scales and a kind of their manifestation. It is something that cannot be assessed and thus, one can speak about partial certainty.

Partial certainty is characterized by a share of probability. Decision-making under conditions of partial certainty results in appearance of the threat of deviation of the actual results from the planned ones, i.e. risk. The risk will manifest itself and will be essential for the enterprise in a critical moment. Under conditions of the risk, the subject loses resources, takes extra expenditures or gets under-income of his/her activity. The risk can be also manifested because of non-argued or wrong decision or action.

In economic publications, the term "risk" still has not a uniform definition. Some authors consider the notion as appearance of the threat or uncertainty in different spheres of economic activity and social-economic life (Bernstain, 2000; Concept, 2004; Krui, 2011; Dictionary, 1999; Encyclopedia, 1975). Other authors take the notion as an objective-subjective category, connected with overcome of uncertainty, casualty, and conflict in the situation of inevitable choice, which depicts degree of achieving of the expected results by the subject (Mykhailenko, 2005). The suggested definition is grounded on the system approach to the category of economic risk and focuses on the necessity to analyze the impact of a set of internal and external factors on the objects of management.

Risk is a threat or a possibility of loss due to some events. It is the amount of possible losses, risk to lose income (Ivanytska, 2003). Risk

is a threat to lose a share of resources, short income or extra expenditures by an enterprise while performing definite kinds of activity (Stakhanov, 1989). The risk can be based on non-confidence in achieving of the goal or probability to get the expected results. Those contradictory fundamentals result in contradictory consequences, connected with the chosen alternative under uncertainty conditions.

In economic life of the society, range of the risks is rather various. General classification of the risks, which is considered in economic publications, divides the risks into internal and external. The risks are presented according to the definite groups of features, caused by the corresponding goals, depending of the object of risk. Common risks are those, which are classified by the type of danger, depending on the field of impact or reasons of appearance, by the possibility of regulation, depending on the character of manifestation, duration of the effect, sources of appearance, etc.

Principal fundamentals of the classical theory of risk do not consider all aspects of the essence, nature of appearance and its impact on the market of agricultural products, restricting the subject possibility concerning making a reasonable decision. Actual perception of the risk nature in the market mechanism, as well as detection and formation of its immediate ground, are possible only under conditions of a complete analysis and sufficient consideration of positive and negative sides of the phenomenon, on the basis of development and study of the algorithm (Figure 1).

The most important elements in the algorithm, which concerns the market mechanism, include attempts of the market subject to satisfy his/her personal interest, which serves as a driving force for social and economic development of the society.

Interest is the nature of behavior of market subjects, which forces his/her to make a decision. Under such conditions, there is an interaction between the subject's interest and available economic danger, which can get a form of threat. Threat is a danger at the stage of transition from a possibility to the reality, i.e. a transition from potentially possible losses, which are particular for the threat, into the reality of possible economic losses for the subject. In the market mechanism, the threats, at its aggregate, can be classified as economic, which cause fall of economic efficiency of production and resources use; social and psycho-

logical, which cause deterioration of psychological climate of a personnel; physical, which are manifested in the form of harms to property; ecological, which confirm deterioration of environmental conditions; legal, which can be represented in the change of ownership forms concerning organizational and legal form of

economic activity, as a transformation of contract relations; administrative, which are forced by actions of the managers of state authorities; informational, which are manifested in the form of information leakage, disclosure of scientific and technical secrets, know-how and access of wrong information.

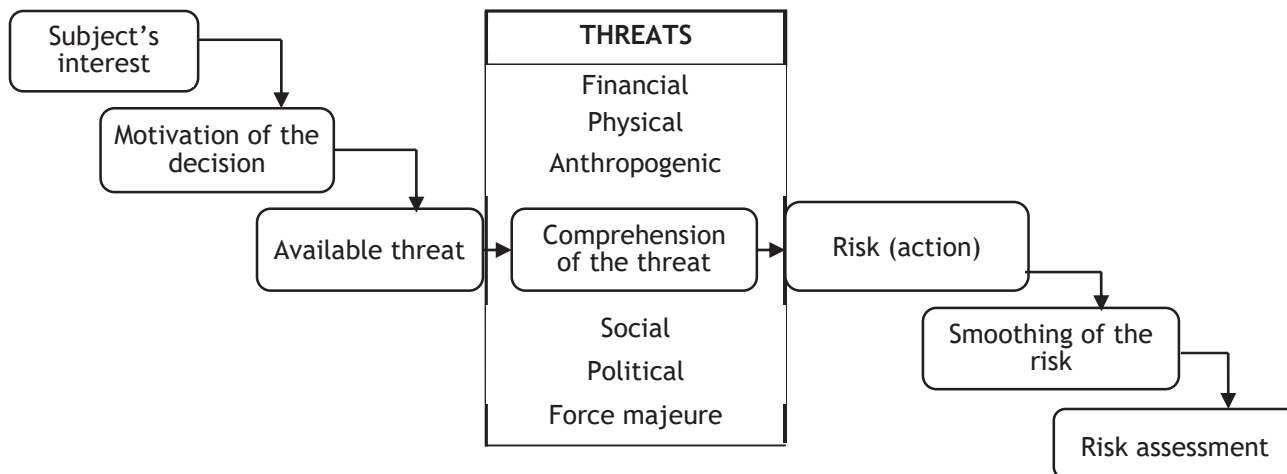


Figure 1. Algorithm of risk in the market mechanism in the context of possible threats

Source: Developed by authors.

According to the sources of origin, there are threats of natural and anthropogenic origin. There are threats from competitors; some employees of a company; public officers of the state authorities and threats from suppliers and other subjects of market environment. Comprehension of the threats by the subjects and attempts to satisfy the interest force economic subjects to make some analysis of the situation. Plans and wishes develop motifs of the subjects to make a decision concerning present threats and obstacles. Economic subjects are not always able to eliminate the uncertainty, but they can reduce the level of threat under conditions of detection of its sources and possible consequences. Economic threat is considered as a potential possibility to make harm to economic subjects by some factors of internal and external environment.

Appearance of the threat suggests application of the measures to resist the probable danger. Thus, essence of the category of economic risk in the field of production at the market should be considered from the position of its functional manifestations, because economic responsibility sets tasks in order to master the risk and manage it by the subject. It requires the subject make a detailed analysis of available threats to assess them. It can serve as a basis for some risk effects.

Thus, risk of business activity should be taken as an action of a subject on the ground

of well-thought decision-making in the situation of uncertainty. Under conditions of such situation, some reasons can cause threats of goal failing or loss of the result. Risk is a necessary attribute of market economy and performs like an attempt of the subject's action, focused on obtaining of a better result. It is manifestation of its positive peculiarity. However, under conditions of rational use of different methods and means, one can manage it and focus it on achieving of the set goal in economic sense.

2. Economic ground of risk.

Making a decision, most subjects consider that the less material and money expenditures as well as result losses are, the higher level of the expected result is. However, a risky decision can be justified and vice versa. Justified risk does not often cause a threat of material losses or threats for social and economic safety. Thus, it does not always provoke inconvenience of the subject, and is considered as a rational decision, which secures obtaining of additional income. It can be concerned as a result of the factors, which accompany the way to obtaining of a favorable effect. Thus, it is reasonable to consider that the justified risk, as the risk of extra expenditures, should be taken in the format of a mechanism, which is focused on support of the made decision efficiency.

There is a direct functional connection between the level of efficiency of the subject's activity and the allied risk. Higher efficiency is obviously caused by a higher level of risk. Subjects, which are interested and try to get a better result, normally are capable to make decision under conditions of a higher risk level. Contrary, those subjects, which are more concerned about safety than about efficiency, choose and make decisions, which are characterized by a low level of risk. However, the mentioned alternatives do not give guaranties of correctness and objectiveness of the taken risk. The made decisions should be concerned and argued. Development of an appropriate approach and objective assessment of threats, risks and obtained results should be based on a complete study of the factors of risk at the market.

Depending on the sphere of manifestation, the market mostly experiences the risk and its effects of natural, productive, commercial and transportation character. Risk is observed at the level of enterprise performance and can be characterized as a business one. It is mostly manifested in the field of production as a danger of potential possibility to lose resources or use them irrationally. Spontaneous forces or force majeure can cause variation of the goal.

In each of the mentioned cases, a share of the obtained income from business risk can be taken as a payment for an action. It stimulates entrepreneurs to take risk and implement innovative projects, which can secure higher income. It is an important factor of support for their financial and economic stability. Contrary, certain reasons and impact of unexpected factors can secure achievement of a positive goal.

Risk, caused by activity of any subject of the chain, is normally focused on obtaining of a maximum effect. Thus, it is reasonable to consider it not only in a narrow sense of the category, but also as a risk, connected with an ultimate financial result of business activity at any level. Experience of economically developed countries confirms that motivation factor of each of the participants is focused not on an intermediate, but on the ultimate result and on reaching of a synergetic effect in a production cycle, which is based on use of

the total production and economic potential of the integrated structure. Under such conditions, each link is an intermediate one, because the ultimate result is determined by sale of final product, ready for consumption. In contrast, in practical activity of domestic subjects of farming, which develop their relations on the base of inter-branch agreements, it is particular for each link to create a functional effect applying personal resource and personal functional capabilities. However, relations between the components are developed according to the principle of reverse relation, in most cases, partners operate separately in the determined format of their personal activity. Thus, for instance, at a commercial level, each of the subjects independently organize performance of trade places, supplies advertisement, sets prices, makes monitoring of products sale, etc.

At the market of agricultural products, where it is absolutely impossible to forecast all agents of a risky event and threats, which can cause any level of dangerous activity for a subject, a segment of production, which is connected with creation of products, goods and services, is one of the most sensitive moments of the market. A producer can see the threats in violation of the technology under unfavorable climatic conditions, lack of resources, etc. Inevitable manifestation and impact of the threats is the argument for taking them as principal agents of uncertainty, particularly, the ones, which are related with a lack of information about the results and conditions of decisions. Such assumption is substantiated by the idea that the notion of "soil", which originates from the German word "*grund*" - a basis, in transferred use, is a basis for anything, and a primary material for creation, appearance of something.

A threat is normally on the surface, while a result is inside and risk assessment can be done only after completing the production process. A made decision can be justified only in case of a positive result. A production segment combines all producers of different organizational and legal forms, and population economies, regardless of the scale of economic activity (Figure 2).

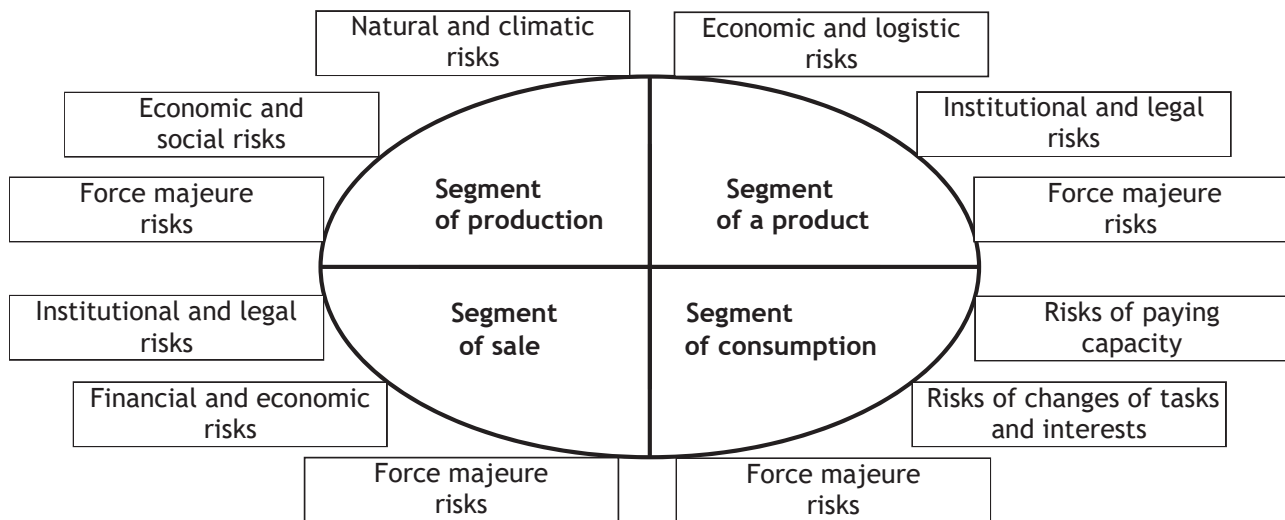


Figure 2. Systematization of risks at the market of agricultural products

Source: Developed by authors.

Organizational and technical conditions of producers' performance, which include sizes and kinds of lands, resource supply in scale and time, levels of technical support and qualification of staff, form of labor organization, payment for the work, conditions of a traffic network, expected reclamation measures, terms of field works and others, do not always cause spontaneous appearance of threats in economic activity of producers. Those factors can be influenced by organizational, economic, special and legal means.

However, increase of the threat probability in the process of production of agricultural products, due to improvement of the technology and technics under improper control for them, intensification of anthropogenic impact, character of natural conditions, amount and character of precipitation in a time period, requires analysis of the threats appearance and scale of their impact in each definite situation for the reasons of risk management and development of a strategy and tactics, focused on the risk reduction. Risk management should be based on economic and technical-economic analysis of the conditions, situations and legal support, with consideration of the model and algorithm.

The issue of risk is connected with the effect of an economic mechanism, focused on cease of different impacts on performance of agrarian enterprises under conditions of the economic environment, which produces the risk and prevents its penetration into performance of agricultural producers. The applied economic mechanism should secure technological processes in the format, which justifies the risk, creates favorable conditions and

stimulates a functional effect of agricultural enterprises, choosing the only efficient and right decision among a great number.

Considering the available number of possible consequences from a potentially possible decisions, their quantitative manifestations also can be rather sensitive, because they can be based on such sources of information, which are casual and can be concerned as a system in stochastic interpretation. Thus, possible character of impact of the principal activators of threat on the obtained results and considerable deviations of economic results due to their influence can be described only with some probability. Detailed measuring, connected with decision-making at the level of any segment, can help determining an absolute level of risk and thus, should be done. Considering the fact of relative values of some expected risks, it is possible to detect potential quantitative consequences of their negative effects. The total absolute scale of the risk of a weighted average of all possible results, where probability of each of them performs as a share of appropriate value in each definite segment and is characterized by mathematic expectation.

Range of quantitative manifestation of the risk in a production segment at the market of agricultural products is normally influenced by a probable coincidence of a complex of unfavorable or favorable circumstances, which determine absolute sizes of loss or profit. However, measuring the risk level, it is inconsistent to focus also on obtaining of an additional positive result, because favorable conditions and circumstances, which can secure the result, will not occur automatically. Under

such conditions, calculation of the level of loss and profit should be done with the use of

relative values of the levels of risk under possible kinds of threat (Table 1).

Table 1. Principal threats and level of possible risks at the market of agricultural products. A production segment

Market segment	Kinds of threats		Risk level, %
Production	subjective	loss of material resources; resources of poor quality; imperfect production structure; violation of agro-zootechnical requirements; incomplete and unreliable information; imperfect laws; illegal actions of budget institutions; unclear actions of economic counteragents; lack of introduced innovations; low level of production capacities;	8 - 15 5 - 8 10 - 12 12 - 15 3 - 5 2 - 3 3 - 5 2 - 3 5 - 8 8 - 10
	objective	unfavorable natural and climatic conditions; force majeure; disparity of prices for products of rural producers and industrial enterprises;	15 - 26 8 - 10 10 - 12

Source: Developed by authors.

Under conditions of the process of agricultural production, there are factors of threats, different by forms and scales of manifestation, which can force fall of efficiency of economic activity of agricultural enterprises. Among them, the most important are the following, particularly loss of material resources; resources of poor quality; imperfect production structure; violation of agro-zootechnical requirements; disparity of prices; excess of precipitation; insufficient number of moisture. Considering approximate relative partial coefficients of each separate factor of the risk, one can determine its general level in a production segment at the market of agricultural products.

Great threats with the corresponding economic risk influence agricultural producers with a low and imbalanced level of labor and material-technical potentials. A low level of employees' qualification, as a vector of initial values while using land and material-technical potential, reduces response and efficiency of production factors. However, increase of yield capacity and production output on the base of introduction of intensive technologies and application of new machinery can be subjected to risk, if the process of growth of the capital and labor in land treatment does not coincide with the expected improvement of agromachinery.

Non-parity price balance of agricultural products and products of industrial enterprises, which is used in agriculture, is a great

threat, causing risk in agrarian production. Non-equivalent prices for the years of Ukraine's independence, and sometimes a rapid growth of prices for industrial products, is the main reason for a slow economic development of the branch. Nowadays, one can observe instability and imbalance of prices not in favor of agricultural producers, forcing them to make risky decisions.

Analysis of the data of goods production in Ukraine for 1990-2017 demonstrates that non-argued and imperfect structure of production in agrarian sector of the economy has caused its considerable losses. According to the estimates, carried with the use of current market prices, agricultural producers of Ukraine experienced losses of almost 35 billion UAH in production of cereals and sugar beets in 2017, comparing to 1990. It constituted approximately 15% of gross output of production. A rational proportion between the principal branch formations in "crop production" and "animal breeding" and their optimization at the level of each economic subject are the important conditions for creation of an efficient structure of production in agrarian sector of the economy. The research confirms that, nowadays, correlation between the branches of crop production and animal breeding in Ukraine stays at the level of 72: 28 %, while in 1990, it constituted 52 : 48 % respectively.

Some threats, and thus risks, can be minimized or eliminated by means of the impact of human factor of decision making concerning

rational and optimal use of resources, performance of definite agro-zootechnical measures, etc. For instance, the threat, caused by a low level of natural fertility of soil, can be ceased by application of rational amount of organic and mineral fertilizers, etc. Some factors, particularly of natural character, practically cannot be reduced. Such threats include freezing of crops, soaking, heavy hurricane rains, droughts, diseases, etc. It is forced by the fact that amount of precipitation, temperatures, natural quality and structure of soil, as well as natural disasters depend on natural and climatic conditions and can be considered at the level of separate local regions of one natural and climatic zone as those, which make objective effects. Those threats normally cannot be regulated and are inevitable. In case of making some economic decision, a subject of economic activity can only concern their impact and minimize losses by insuring of agricultural products.

Analysis of the dynamics of absolute and relative coefficients of the variations of agricultural crops yields and carried sociological investigations confirm that total and residual indicators of them are within the following figures, particularly, cereals - 18÷18,5 %; sugar beets - 15÷18 %; potato - 25÷26 % and veg-

etables - 14÷19 %, which provoke a risk level within the range of $\sigma = 15\div 26$ % (σ - a mean-square deviation). Current huge organizational and legal structures, such as agrohholdings, focus their efforts on production of high-profit products of crop production, particularly grain, rape and sunflower and cause considerable harm to land resources. Cultivation of one-type crops happens along with a considerable fall of soil fertility, violation of the requirements to crop rotations, deterioration of the structure of cropping areas, inefficient use of natural hay-fields, pastures, etc., which result in appearance of pests and diseases of agricultural crops, causing ecological danger for agricultural production, i.e. ecological risk for the whole society. Thus, economic subjects should focus their activity on partial reduction of the impact of some threats within the determined segment of the market of agricultural products by means of organizational, commercial and technological measures.

On the products move from a producer to a consumer, at the market of agricultural products, there are threats and corresponding risks, which are closely connected with the segment of production, at the level of the product segment (Table 2).

Table 2. Principal threats and level of possible risks at the market of agricultural products. Segment of a products

Market segment	Kinds of threats		Risk level, %
Product	subjective	inconsistency of assortment to the conjuncture;	3 - 5
		reduction of quality;	10 - 12
		violation of storage conditions;	5 - 8
		heavy competition;	2 - 4
		lack of state grants;	4 - 5
		imperfection of traffic logistics	3 - 5

Source: Developed by authors.

Sociological investigations demonstrate that the integral indicator of reduction of the quality of meat and dairy products, which covers almost 10 simple relative indicators, causes a risk within $\sigma = 10\div 12$ %. Disproportion between some branches of agricultural production developed between demand and supply. It forced growth of cereals production by 20 %, and the share of gross output in animal breeding fell by 12,4 points in the structure of total production of agricultural products. It resulted in increase of the price for the products of animal breeding. However, pricing policy of the state was not sufficiently planned and prices at the grain market were set main-

ly under the effect of business activity of intermediate structures, where actual productive expenditures were not concerned.

Level of traffic supply development substantially influences the level of risk to lose products of agriculture while transporting products from a field to a storage place, to a consumer and enterprises for the following processing. Lately, structural strength of traffic networks and a transport one is greatly exhausted. Low quality of traffic roads and out-of-date vehicles complicate and intensify the threat while shipping agricultural products. According to the results of sociological interviewing, under such conditions, losses of products by agricultural

producers, while transporting their products, take above 5 % of the production output that is intensified by economic risk.

In Ukraine, market of agricultural products is characterized by the insufficient level of its infrastructure development. It forces rural producers to store the produced products of crop production immediately at the farms. Many of them do not have special premises for storage, elevators, vegetable storehouses,

refrigerators, etc., and available premises cannot be used for efficient exploitation, that is do not meet technical conditions of the temperature mode and way of prepackaging of the products, causing the threats of losses. A particularly high risk occurs in case of storage of vegetables and potatoes in heaps. The experience confirms that, under such conditions, the level of their losses constitutes approximately 20 % (Table 3).

Table 3. Principal threats and level of possible risks at the market of agricultural products. A segment of sale

Market segment	Kinds of threats		Level of risk, %
Sale	subjective	mono priority of goods;	2 - 4
		absence, unavailability, inconsistency of the information and advertisement network;	0,5 - 1
		low level of marketing activity;	4 - 5
	objective	irrational terms of sale;	2 - 4
		refusal of a buyer to make a purchase;	0,2 - 0,5
		low paying capacity of population;	6 - 8
	legal collision;	3 - 5	
	place of the operating object location;	1 - 2	
	amount of imported products;	4 - 6	
	underdeveloped market infrastructure	5 - 6	

Source: Developed by authors.

At the market of agricultural products, it is possible to use a set of other means, which can secure less risky business running. However, some of them can reduce the impact of one risk, and others can minimize several risks. An important measure, focused on minimization of losses, is diversification of economic activity. The diversification can supply development of multi-branch directions. In case of price reduction, for instance, for the products of crop production, diversification can compensate income by means of the products of animal breeding.

Risks of producers are often caused by inconsistency, inopportunity and incomplete information about conditions of the domestic market of agricultural products. Sufficient delay of the information means that it cannot be used by the producers in their operating performance. Late information flows about conditions of supply and transformation of the conjuncture at the domestic and world markets do not influence de jure conditions of production and cause risks for agricultural producers in the process of sale and export.

Many producers set a goal to get profit of their performance, while acting laws of the country focus them on achieving of economic and social results. Using a system of forms, ways and means, the state gives support for agricultural producers by means of grants, donations,

direct investments, etc. Structure of the total support is altered according to the economic situation in the country. In the crisis period, number of the programs of productive character increases, and in the steady period, preference is given to non-productive programs. Lack of information, ignorance of laws or their peculiar interpretation by agricultural producers, as well as contradiction of personal interests and the state ones, cause risky losses, which can constitute approximately 5 % of the budgeted cost. There is probability of the risk of legal responsibility due to violation of the laws in force.

Market of agricultural products is characterized by price instability, which is difficult to be considered by consumers. Recent practice demonstrates a shocking uncontrolled growth of prices for buckwheat, sugar, some kinds of vegetables. The authors of the article consider that the price situation, which is uncontrolled, is not provoked by lack of resources, but has unnatural character. Probable reasons, causing the situation, include a secret deal of traders, panics of consumers because of variation of the reserves at the level of regions or impact of the world market tendencies. Thus, it violates the structure of buyers' expenditures. Numerous consumers face the threat of less saved cost, because of increase of the share of their expenditures for food (Table 4).

Table 4. Principal threats and level of possible risks at the market of agricultural products. A segment of consumption

Market segment	Kinds of threats		Risk level, %
Consumers	subjective	mismatch of the product quality and the standard;	8 - 10
		time and period of a purchase;	4 - 5
		“bad” behavior of a seller;	3 - 5
		discrepancy of assortment and wishes;	8 - 10
		shocking price variation;	25 - 30
		paying capacity of buyers;	8 - 10
	objective	underdeveloped market infrastructure	4 - 5
		seasonal character of production;	2 - 3
		monopolization of the market;	5 - 8
		competition of consumers;	0,5 - 1
	growth of demand in the situation of yield reduction	8 - 10	

Source: Developed by authors.

Interconditionality between price and production risks is the peculiarity of agricultural production. Variations of production output are caused by sufficient variations of prices and volumes of sale and they force appearance of a commercial risk. Sale prices at the domestic market of agricultural products usually stay in the reverse connection to production output. It means that low yield results in increase of prices for a definite product and such effect provokes a consumer's risk. In case of decrease of the sale volume, producers experience the risk of under-profit and consumers suffer from higher expenditures. Vegetable growing is the most risky sub-branch in agricultural production. Sociological investigations demonstrate that the ratios of price variation per a unit of products are close to 25÷30 % under the ratio of variation of the reduction of sale volume - 14÷16 %. They force a level of risk for consumers by growth of prices up to 25÷30 %.

Presence and level of competition immediately influence consumers' demand. There are such possible single-vector strategies as change of assortment and amount of products supply. Conditions of a high level of perfect competition stimulate producers of a definite region to look for other places of the products sale with a higher level of demand or induce to a rigid competitive struggle at the market of agricultural products. Quality, as a complex of product properties, which should satisfy consumers' needs, includes quality of services, connected with delivery of the products to the market and servicing of consumers in the process of sale. Among the most important ones are availability of the purchase, service and guaranty maintenance, compli-

ance of the products with the approved standards, etc.

Study and examination of conditions at the market of agricultural products by some segments demonstrate the obvious fact that the greatest impact is done on the segment of production. Thus, efficiency of production of agricultural products has a tendency to reduction. It is undeniable that negatives of the profit of a production segment transfer onto other, particularly segments of a product, sale and consumer. It causes underuse of processing capacities, rise of the prices for ultimate products and reduction of purchasing capacity of population. Thus, in practice, a market of agricultural products does not achieve the required synergetic effect of total satisfaction of consumers' needs. The main principle of business subjects' economy, i.e. growth of profit, is not secured.

In any economic activity, risks, due to effects of objective natural and economic laws of a market mechanism and competition, are inseparable. Consequently, it is obviously that an argued appropriate assessment of threats and possible effects of the risk, as well as efficient management of them, can determine successful performance of business subjects. To achieve the goal, it is necessary to apply a perfect analytical complex approach to assessment of possible risks. It is particularly important to determine the reasons of their appearance and the field of origin.

To reduce the risks, it is required to develop and keep to the policy of the integrated approach to detection of possible risks and losses, and design a process of the risks control, basing on the approach. The principal methods can include risk aversion; localization of risk; diffusion of risk; diversification of risk; compensation of risk, etc.

3. Functions of risk.

Properties, algorithm and genesis of risk help to concern a complex of factors, which enable studying of the essence of that category in terms of its practicability with the focus on use of the method of functional approach, determining a set of its particular functions, such as regulation, innovation, protection, optimality, stabilization and social-economic function.

The function of risk regulation is manifested on the base of the constructive approach. Behavior of the subject can be provoked by activity, intention, attempt, and can be characterized as a search for a problem solution by means of improvisation, i.e. neglecting the actual situation of the threat environment, where a wish to achieve the set goal, at all hazards, is a priority. However, making a risky decision, an economic subject always has a chance of an intuitive forecast concerning direction and range of the risk impact (Figure 3).

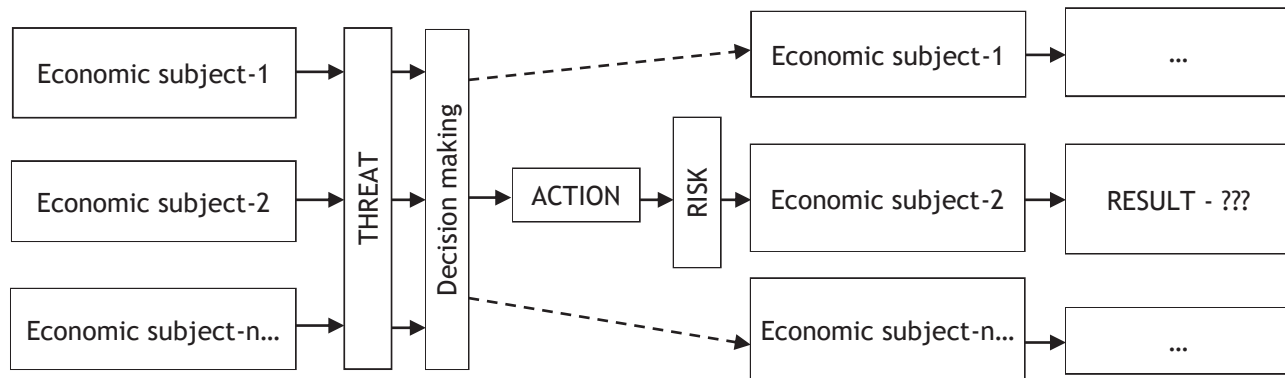


Figure 3. Manifestation of the regulating function of risk.

Source: Developed by authors.

On the way to the goal achievement, under conditions of uncertainty, economic subjects sometimes require solution of the problem of threats by non-traditional ways. Conditions of conservatism and psychological barriers force a

search for the inevitable choice of an alternative decision on the base of introduction of new methods and ways, which are manifestations of the innovative function of risk (Figure 4).

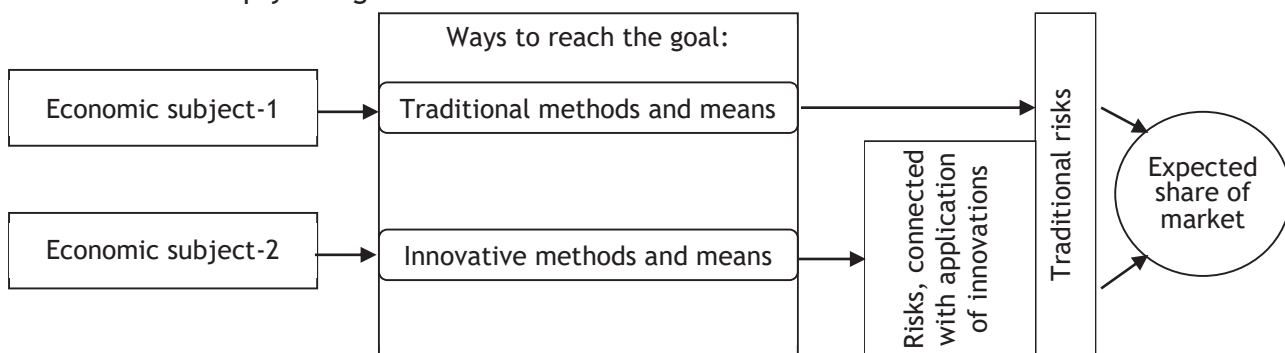


Figure 4. Manifestation of the innovative function of risk.

Source: Developed by authors.

The innovative function of risk is first connected with probable threats and expenditures, which economic subjects experience while mastering technological, organization and other innovations. However, neglecting manifestations of that function of risk, i.e. not introducing the function into effect, rates of the level of growth of labor productivity will stay behind the rates of its required growth and the corresponding profit for producers of agricultural products.

Comprehension and attempts to avoid organizational and legal threats of subjective character, to reduce its impact on the result, in other words, to minimize the threat, are particular for the people, which try to use means of protection from unexpected consequences of a made risky decision. Under such conditions, there is a necessity to approve legal regulatory acts, focused on minimization of the effects. They are particular features, which make a base for manifestation of the protective function of risk. That function is

mainly revealed by elimination of the threats, caused by the factors of external character, and prevents making an irrational decision. It

will satisfy interests of economic subjects (Figure 5).

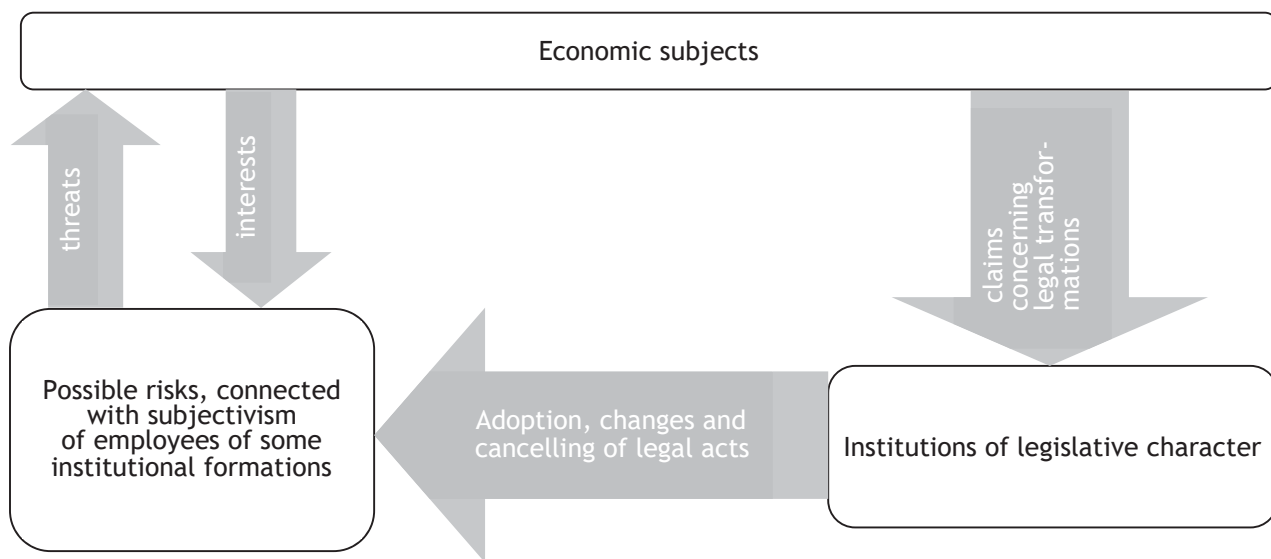


Figure 5. Manifestation of the protective function of risk.

Source: Developed by authors.

In a complicated risky situation, making a justified decision on the basis of the situation analysis, it is reasonable for the economic subjects to apply the protective function and make a choice of the best-possible variant among a range of possible ones. It is the manifestation of the function of an optimal risk.

That function, which is focused on optimization of the result, helps not only to make a

choice of one of the possible decisions, but also secures sustainable development of production processes and competitive capacity of an economic subject. It is the nature of the function of stabilization of economic subject performance as a result of interaction of the function of optimality and stabilization of the risk at the market of agricultural products (Figure 6).

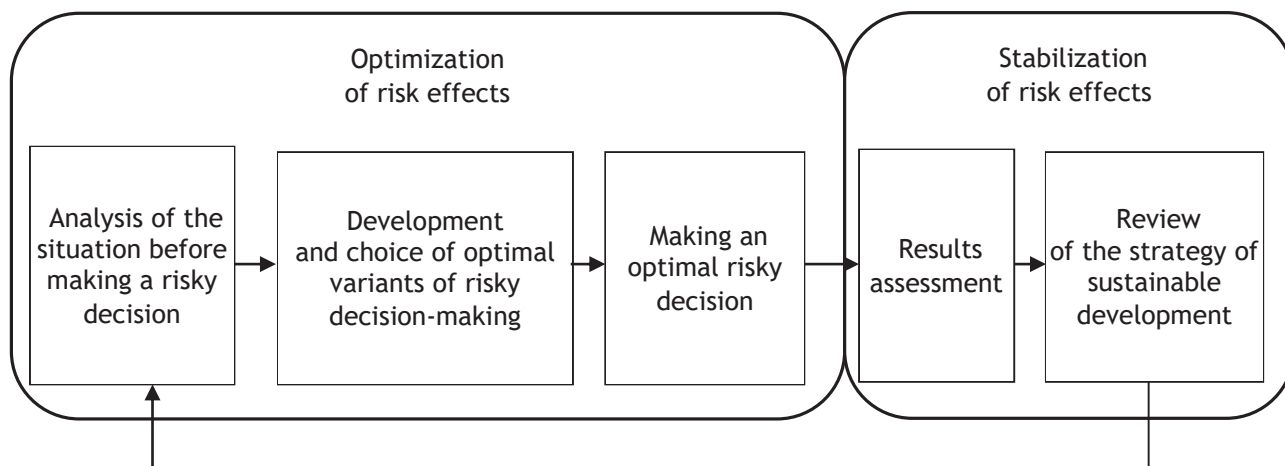


Figure 6. Algorithm of decision-making and assessment of the results of risk of the market activity.

Source: Developed by authors.

The achieved positive result, as a supplementary and exceeding the expected one, can serve as a benefit for a correct risky decision. At the level of a group of economic subjects, that result will distinguish efficient entrepreneurs at the market of agricultural products. In

economic sense, they suggest that the risk is justified. Social and economic function of risk is seen under such conditions. Under conditions of improper organized and inefficient social infrastructure, the function is normally focused and intended for its improvement (Figure 7).

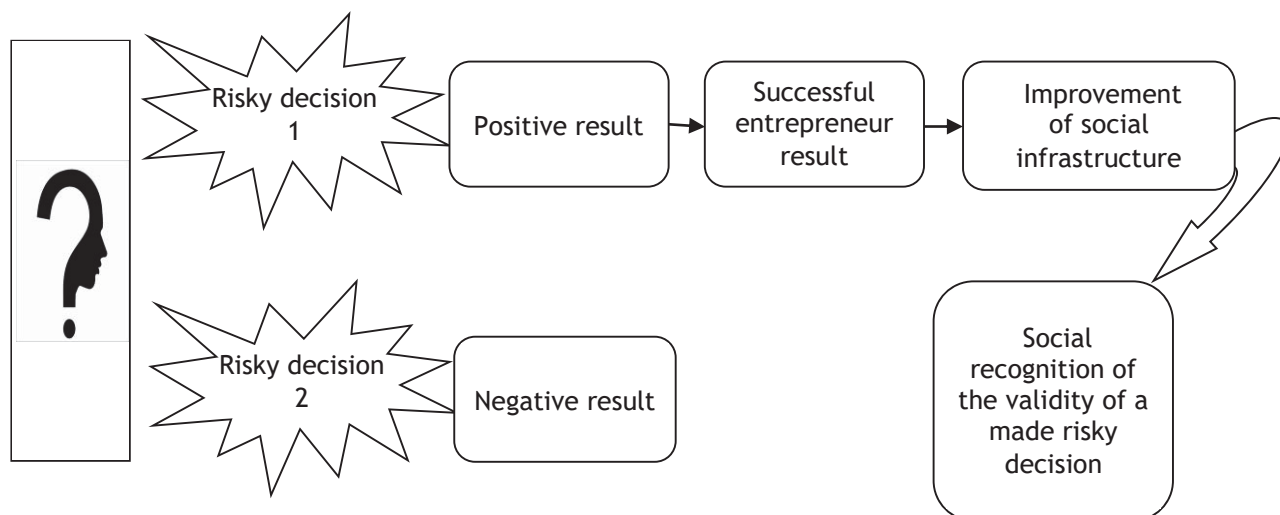


Figure 7. Manifestation of the social and economic functions of risk.

Source: Developed by authors.

Making analysis of business risk, regardless of the losses, which can be caused by the risk, one should concern its positive character. Risk, by its nature, secures obtaining of a positive synergetic effect in case of a successful result. Thus, economic subjects in their activity should not simply refuse the risk, but manage the choice of a correct argued decision, connected with the risk, on the basis of objective assessment of natural conditions, as well as informational and financial flows.

The state should stimulate the process to meet the interests of the total society in the direction of improvement of risk management, which has to include development and implementation of the argued recommendations and measures, focused on reduction of the primary risk level and its minimization. In practice, it is necessary to make forecast characteristics of possible losses, connected with unwished scenario. Economic subjects should perform the measures concerning reduction of the risk to a reasonable level. Successful risk management requires balance estimations with consideration of possible losses. It is necessary to forest possible situations, connected with development of unfavorable events, which can ruin partial goals and planed total scenario of efficient economic activity of enterprises at the market.

Conclusions. At the market of agricultural products risk is seen at the level of enterprises performance and it can be characterized as a business one. It is most often observed in the field of production, as a danger of a po-

tential possibility to lose resources or use them irrationally because of the negative effect of natural, productive, commercial and transport factors, as well as force majeure.

Risk of business activity is considered as an effect of a subject on the ground of a reasonable decision in the situation of uncertainty. In such situation, there is a possible threat not to reach the goal or lose the results. Risk is an inseparable attribute of market economy and performs as an effort of the subject to act in the direction of a higher result. It is the manifestation of its positive property.

Risks in any economic activity of enterprises, because of effects of objective natural and economic laws of a market mechanism and competition, are inevitable. Thus, it is probable that the argued appropriate assessment of threats and possible effects of the risk, as well as efficient management of the risks, can secure successful performance of economic subjects. It is recommended to use a perfect analytical complex approach to assessment of possible risks. It is particularly important to define the reasons of their appearance and field of origin.

Constructive and adequate behavior of the subject concerning risk management can stimulate reasonable decision-making, regardless of the fact, that interest, intensions and time focus can provoke activity of the subject and, to some extent, adventurism of the action, which can result in destabilization of the situation. It is the nature of risk.

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Павленчик Н.Ф., Горбонос Ф.В., Павленчик А.О., Скриньковський Р.М. Парадигма функціонального підходу до проявів ризику в діяльності аграрних підприємств в умовах ринку

Мета статті - розглянути природу та особливості виникнення ризиків в окремих сегментах ринку сільськогосподарської продукції та обґрунтувати їх функції, які можуть проявлятися в процесі діяльності аграрних підприємств у ринковому середовищі.

Методика дослідження. На основі емпіричного методу, шляхом анкетування та опитування, визначено основні загрози та рівень можливих ризиків на ринку сільськогосподарської продукції за його сегментами. На засадах методу функціонального підходу, з використанням елементів графічно-просторового опису, встановлено сукупність функцій ризику, який присутній на усіх етапах діяльності підприємства в ринкових умовах та досліджено їх за сегментами.

Результати дослідження. Обґрунтовано природу походження ризиків діяльності аграрних підприємств в умовах ринку. Визначено необхідність використання аналітичного комплексного підходу до оцінювання можливих ризиків та встановлення причини їх виникнення і сферу походження. Намічено заходи держави у напрямі вдосконалення управління ризиками, зменшення їх початкового рівня та зведення до мінімального, з метою створення сприятливих умов для діяльності аграрних підприємств у ринковому середовищі.

Елементи наукової новизни. Представлено авторський методичний підхід до розуміння сутності «ризиків», згідно з яким він трактується як дія суб'єкта на основі усвідомленого прийняття рішення в ситуації невизначеності. Сформовано алгоритм ризику в ринковому механізмі, у контексті можливих загроз. Ключовим в алгоритмі визначено прагнення суб'єкта ринку до задоволення власного інтересу, який у свою чергу слугує рушійною силою соціально-економічного розвитку суспільства.

Практична значущість. Ризики в будь-якій економічній діяльності підприємств внаслідок дії об'єктивних природних та економічних законів ринкового механізму й конкуренції неминучі. Звідси існує вірогідність, що саме обґрунтована якісна оцінка загроз і можливих наслідків ризику, а також ефективно управління ними можуть визначати успішну діяльність господарюючих суб'єктів. Особливо важливо встановити причини їх виникнення і сферу походження. Конструктивна і ґрунтовна поведінка суб'єкта щодо управління ризиком може стимулювати прийняття виправданого рішення, незважаючи на те, що інтерес, наміри і націленість у часі провокують у суб'єкта активність і певною мірою авантюризм дії, що може призвести до дестабілізації ситуації. У цьому й проявляється сутність підґрунтя ризику. Табл.: 4. Рис.: 7. Бібліогр.: 15.

Ключові слова: загроза; ризик; підприємство; ринок; функції ризику; управління ризиком.

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Павленчик Н.Ф., Горбонос Ф.В., Павленчик А.А., Скрынковский Р.Н. Парадигма функционального подхода к проявлениям риска в деятельности аграрных предприятий в условиях рынка

Цель статьи - рассмотреть природу и особенности возникновения рисков в отдельных сегментах рынка сельскохозяйственной продукции и обосновать их функции, которые могут проявляться в процессе деятельности аграрных предприятий в рыночной среде.

Методика исследования. На основе эмпирического метода, путем анкетирования и опроса, определены основные угрозы и уровень возможных рисков на рынке сельскохозяйственной продукции по его сегментам. На основе метода функционального подхода, с использованием элементов графически-пространственного описания, установлена совокупность функций риска, который присутствует на всех этапах деятельности предприятия в рыночных условиях и исследовано их по сегментам.

Результаты исследования. Обоснована природа происхождения рисков деятельности аграрных предприятий в условиях рынка. Определена необходимость использования аналитического комплексного подхода к оцениванию возможных рисков и установления причины их возникновения и сферу происхождения. Намечены меры государства в направлении совершенствования управления рисками, уменьшения их начального уровня и сведения к минимальному, с целью создания благоприятных условий для деятельности аграрных предприятий в рыночной среде.

Элементы научной новизны. Представлен авторский методический подход к пониманию сущности «риска», согласно которому он трактуется как действие субъекта на основе осознанного принятия решения в ситуации неопределенности. Сформирован алгоритм риска в рыночном механизме, в контексте возможных угроз. Ключевым в алгоритме определено стремление субъекта рынка к удовлетворению собственного интереса, который в свою очередь служит движущей силой социально-экономического развития общества.

Практическая значимость. Риски в любой экономической деятельности предприятий в результате действия объективных природных и экономических законов рыночного механизма и конкуренции неизбежны. Отсюда существует вероятность, что именно обоснованная качественная оценка угроз и возможных последствий риска, а также эффективное управление ими могут определять успешную деятельность хозяйствующих субъектов. Особенно важно установить причины их возникновения и сферу происхождения. Конструктивное и обоснованное поведение субъекта по управлению риском может стимулировать принятие оправданного решения, несмотря на то, что интерес, намерения и нацеленность во времени провоцируют у субъекта активность и в определенной степени авантюризм действия, что может привести к дестабилизации ситуации. В этом и проявляется сущность основы риска. Табл.: 4. Илл.: 7. Библиогр.: 15.

Ключевые слова: угроза; риск; предприятие; рынок; функции риска; управление риском.

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Методичні підходи та прикладні оцінки інклюзивного сільського розвитку*

Мета статті - обґрунтувати теоретико-методологічні положення інклюзивного сільського розвитку й розробити методичні рекомендації для оцінювання відповідності соціальних, економічних і політичних змін у сільському просторі основам інклюзивного розвитку.

Методика дослідження. За методологічну базу при розробленні досліджуваної проблеми слугували положення концепцій інклюзивного зростання та розвитку, а також сільського розвитку. При цьому використано методи: аналізу та синтезу (для дослідження сутності та основних положень інклюзивного сільського розвитку), порівняльного аналізу (для аналізу методів розробки інтегральних індексів та визначення їх переваг і недоліків); статистичні (для розрахунків інтегрального індексу інклюзивного сільського розвитку).

Результати дослідження. Удосконалено теоретико-методологічні основи інклюзивного сільського розвитку й розроблено методичні підходи до його оцінки. Запропонований методичний підхід ґрунтується на вимірюванні інклюзивного сільського розвитку у двох площинах: секторальному вимірі, який включає політичну, соціальну й економічну складові інклюзії; компонентний вимір, що оцінює інклюзію на рівні доступу, якості та розподілу благ і послуг. Проаналізовано існуючі методичні підходи щодо розробки інтегральних індексів, що можуть бути використані для цілей вимірювання інклюзивного сільського розвитку. Враховуючи переваги й недоліки доступних методів, а також можливості їх застосування для цілей дослідження, обґрунтовано доцільність використання методу зважених сум для інтегрального оцінювання інклюзивного сільського розвитку. Як метод нормування індикаторів використано нормативний підхід.

Встановлено, що відставання за рівнем інклюзивності розвитку в сільській місцевості становить -0,073, або -11,7% від національних показників. При цьому варіація відхилень між складовими секторальної інклюзії вища, ніж між елементами компонентної інклюзії. У секторальному вимірі найбільше відхилення індексів порівняно з національними показниками спостерігається за соціальною інклюзією (-0,122, або -16,3%), найменше - за політичною (-0,04, або -6,8%). Варіація відхи-

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