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STATE, REGION, ENTERPRISE**

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вариантив «самоуправления»...  
дефинируем как «совокупность способов, методов, приемов, путей (направлений),  
то есть механизм (-ы) недопущения или смягчения последствий кризисных явлений в  
экономике в частности и/или обществе страны в целом». Т. е. антикризисное  
управление – это «решение» кризиса. Оно необходимо для снижения вероятности  
кризиса, уменьшения возможных потерь (материальных и морально-психических),  
предотвращения длительности (пост) кризисных явлений в секторе/сегменте  
общества страны. Речь идет о главных негативных явлениях – массовой безработице  
(потеря работников-профессионалов) и отказе от личностного развития/роста (утрата  
профессионализма и мастерства, интеллектуальная деградация, прогрессирующее  
некомпетентности), причины которых зиждутся в неадекватности антропо-  
ресурса. Последний является самой большой ценностью для любого сферы/сегмента  
общества каждой страны мира.

Антикризисное управление напрямую связано с *налогом*, который является важным  
компонентом в системе экономической политики государства. Если последняя  
непродуманна и неэффективна, то государственное регулирование и управление в  
целом будет недейственным. Поэтому налоги должны стимулировать субъектов к  
действию, результат которого – преуспевание и процветание одного-и-всех.

*Нормирование действий* – это необходимый фактор сосуществования субъектов: с  
одной стороны, для регламентирования действий каждого, с другой – для  
предотвращения необратимых последствий, связанных со здоровьем и/или жизнью  
антропоединицы. Нормы – это предписания и/или запреты, с помощью которых  
возможно управление как таковое. Ведь последнее будет эффективным лишь при  
«умеренном использовании» норм (сбалансированном распределении действенности  
предписаний/запретов на каждого фигуранта отдельного сегмента общества).

Таким образом, термины-основания антикризисного управления заключены в  
термине «кризис», прогнозируя появления и проявления которого возможно избежать  
коллапса в одном или во всех сегментах общества страны, что поспособствует  
прогрессу человечества (а не потере времени на восстановление «необходимой линии  
изменений»).

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### THE ECONOMIC ESSENCE AND CLASSIFICATION OF RISKS IN THE CONTEXT OF MODERN SCIENTIFIC CONCEPTS

Against the background of increasing volatility of economic processes, the significance  
of uncertainty, as a factor in the environment in which companies operate, is increasing. The  
implementation of economic activity and business development in conditions of uncertainty  
requires special attention to assessing the risks of the company and building a competent  
management system for them.



Risk is a complex phenomenon, having a large number of mismatches, and sometimes opposed to the basics, because of which the concept of "risk" can be characterized from different points of view.

The first direction is represented by the classical school. In his work, A. Smith [5, p. 14] describes an entrepreneur who, is the owner of capital, consciously takes risks for the realization of commercial ideas, since the investment of capital always contains an element of risk. D. Ricardo [4, p. 247] also linked the level of risk to the level of entrepreneurial profit, describing profits as "reward for troubles and risks associated with the productive use of capital", which is typical of this school, but it should be noted that, recognizing the existence of risk, risk management and evaluation has not been addressed.

A transitional moment in the study of the problems of risk is reflected in the works of a representative of the neoclassical school of A. Marshall [2, p. 258], where he examines an entrepreneur who carries out his activities under risk. It emphasizes the existence of alternatives, in choosing which the economic entity will be guided by the size of the expected profit and the magnitude of its possible fluctuations. Thus, the entrepreneur makes a choice in favor of a guaranteed profit, and not a profit of the same size, but associated with greater risks.

The main difference between the classical and neoclassical theory of entrepreneurial risk lies in the relation to the possibility of a positive deviation from the expected value of profit. However, both schools consider risk as a consequence of the uncertain environment in which the company operates, without sharing these two concepts.

For the first time, the relation between the terms "risk" and "uncertainty" is considered in the works of F. Knight [1, p. 150], who understands the probability, evaluated in any way, by probability, and under uncertainty, a situation that makes it impossible to make calculations, calculate the numerical probability, even if only subjective. Also, his work underlined the possibility of measuring risk. So, only in case of risk "the distribution of results in the group is known" [1, c. 193], while in the case of uncertainty, it will be impossible to predict the result.

The next step in developing the theory of risk is the theory of strategic games, first introduced in the article by John von Neumann, and then in a work published in co-authorship with O. Morgenstern [3, p. 547]. The difference of this theory was that if previously an entrepreneur is considered in isolation, the theory of strategic games takes into account his environment, where everyone tries to maximize their benefits simultaneously, knowing about the goals, benefits and possible actions of others. If previous theories regarded risk as a given, then they paid insufficient attention to its origin, then the theory of games demonstrated the intentions of others as a source of risk.

The next stage was the appearance of the work of the American economist H. Markowitz [1, p. 79], where he proposed the variance indicator used in the risk assessment process, thereby replacing decision-making on an intuitive basis with statistical calculations, and also developed an algorithm for the formation of an effective investment portfolio.

As follows from the above analysis, the content of such a concept as "risk" has undergone great changes, each of the scientific schools had its share in its understanding. However, considering the evolution of this concept, it is possible to single out its main components, such as the result of risky activity and risk measurement. Result of activity:  
- if the classical school associated risk only with possible losses, then starting with the representatives of neoclassical school, the result of risky activity is considered as a positive deviation of profit. Risk measurement:  
- representatives of classical and neo-classical schools considered risk an integral part of economic activity, but the first work, which examined the possibility of risk, was