

CURRENT ISSUES IN THE RESEARCH OF COMMERCIAL RISKS OF ENTERPRISES**Sharipova Gulmira Tokhirovna***Applicant, Samarkand Institute of Economics and Service, Samarkand, Uzbekistan*<https://orcid.org/0009-0009-6438-8992>

Annotation. *The article examines theoretical issues in the study of commercial risks in enterprises, highlighting the economic nature of such concepts as commercial risk, danger and uncertainty. In order to ensure the stability of the economic activity of enterprises, questions have been raised about the use of a risk management system to expand their capabilities, identify and eliminate factors that stimulate the emergence of commercial risks, determine the size and standard level of losses (profits) associated with these risks, and reduce commercial risks.*

Key words: *commercial risk, level of commercial risk, optimal threshold value, uncertainty, risk, risk management.*

Enter. According to the Global Entrepreneurship Monitor, "...in post-pandemic economic conditions, due to the global shortage of financial resources, the instability of the price level of economic resources, the increase of administrative barriers and the uncertainty of the business environment, the investment activity of small businesses is 11%, the level of GNP worldwide is 2.5% decreased by 6.9%, the unemployment rate increased by 6.9%" [1]. In the conditions of such innovative changes, it is urgent to analyze, evaluate and reduce the level of negative impact of commercial risk in enterprises.

The rapid development and widespread use of modern digital technologies is leading to new approaches to evaluating the consumer value of goods, purchase attributes, new business models, internet trade, online shopping, and the transition to individualization of consumption based on penetration into narrow market segments. This in itself indicates that the research of commercial risks in enterprises is becoming more and more important.

Literature analysis on the topic. A. Smith, one of the representatives of classical economics, noted that "... even reaching the daily rate of profit is associated with some degree of risk"[2]. Despite the fact that trade is one of

the most profitable areas of economic activity, the level of profitability of commercial activity decreases to a certain extent due to risks.

The research of foreign scientist D. Hubbard (Douglas W. Hubbard) is also important, according to his opinion, "risk is uncertainty, instability, expected loss in economic activity, a situation whose negative effects are not quantified, as well as an event with a very low probability of occurrence"[3] is interpreted as

In our opinion, the researches of D. Hubbard are considered important in revealing the economic nature of the commercial risks that we are studying, and any economic entity making marketing decisions chooses based on a subjective approach to pay attention to the occurrence of events that are very unlikely to cause harm or not. This is very important in preventing commercial risk.

In the researches of D.A. Mikhaylovsky, one of the scientists of the Russian Federation, emphasis is placed on the study of risks associated with commercial activities in digital economic relations, and the author "when assessing risks, first of all, it is necessary to make a quantitative assessment of their impact in the future, in the absence of a quantitative assessment, it is necessary to compensate on the basis of increasing consumer loyalty and brand inclination" [4] - came to the conclusion. In our opinion, D.A. Mikhailovsky's research is considered extremely relevant today and is important for the effective management of risks in the e-commerce environment of economic subjects of our country.

S.T.Islamova and E.A.Kachanova studied the issues related to the establishment of a risk-management system in order to effectively manage risks in enterprises, "developing a risk management methodology, organizing risk monitoring on projects, forming the skills of enterprise employees to work in risky situations"[5] is emphasized.

An important aspect of S.T.Islamova and E.A.Kachanova's research is that, on the basis of the establishment of a risk management system in enterprises, it is possible to determine the approach of each employee to risky situations, to ensure their participation in management decisions, and to determine the lowest possible level of risks, in advance of the loss of resources. can be guaranteed.

A.A. Bektemirov's research has explored ways to assess and reduce entrepreneurial risks, and the author says that "risk is interpreted as a phenomenon that does not allow accurate forecasting of the results of the participants of business processes under competitive conditions, but at the same time encourages the development of business" [6].

Research methodology. During the research, methods of induction and deduction, grouping, and logical analysis were used. Tables and pictures were used in order to express the results of the research in a general and holistic way.

Analyzes and results. During 2020-2023, the share of online trade in Uzbekistan increased by almost 50% and was equal to 4.6% in retail trade and services [7]. A huge demand for marketplaces, electronic trading platforms, internet stores and online purchases has been formed.

With the transformation of economic relations into a digital environment, fundamental changes are also taking place in the service sector. Among them we can include the following:

- individualization of consumer satisfaction as a result of directing activity to very narrow market segments;
- decentralization of relations between market participants;
- Development of market trading based on BigData;
- use of mobile internet and 5G in economic activity;
- application of online business models;
- strengthening of competitive advantage based on the organization of economic activity on the basis of high technologies, etc.

Of course, this is a positive trend, but with the use of digital technologies, the impact of commercial risks will also increase. When it comes to commercial risks in the context of the digital economy, the use of digital technologies Bigdata, cloud technologies, Internet of Things and artificial intelligence technologies is envisaged for risk assessment and management. We can see this in Table 1 below:

Table 1

Trends in the occurrence of risks and dangers in enterprises in modern economic relations

Trends	Risk and hazards
Бозорнинг ўта тор сегментларига йўналтирилганлик	<ul style="list-style-type: none"> - increased dependence on production capacity; - increasing demand for additional investment; - increase in barriers to entry into the market; - increasing dependence on marketing technologies and so on.
Development of market trading based on BigData	<ul style="list-style-type: none"> - loss of personal and business data; - cyber security; - increased spending on information protection, etc.
widespread use of online business models	<ul style="list-style-type: none"> - strengthening of internal competition;

	<ul style="list-style-type: none"> - increasing political influence; - increasing dependence on digital technology and infrastructure, etc.
organization of economic activity based on high technologies	<ul style="list-style-type: none"> - increasing costs of cyber security; - increasing demand for additional investment; - the need for continuous improvement of staff qualifications; - increasing dependence on digital technology and infrastructure, etc.

Source. Author development.

Especially in the economy, e-business and e-commerce, it is very important to abandon risk management methods, market mechanisms and use IT technologies from the traditional economy. Because commercial risks have a common character with other risks due to their economic nature, economists, financiers, sociologists, analysts regularly deal with them, but it is no exaggeration to say that the methods and directions of analysis they use today lose their importance in the digital environment.

In order to ensure the stability of the activities of enterprises, to clarify and limit the economic essence of concepts such as risk, risk, danger, uncertainty, to identify possible risks, to identify and eliminate factors that stimulate the origin of commercial risks, to determine the amount of damage (profit) related to commercial risks and it is necessary to determine the normative level, to eliminate commercial risks, to expand the possibilities of insurance and diversification, and to establish risk management activities.

Risk is one of the important aspects of any economic activity - it is a phenomenon that arises under the influence of internal and external environmental factors and needs to be clarified in order to achieve the expected result, and should be eliminated if necessary. Essentially, risk is an invisible risk.

Risk is the fact that enterprises reveal the economic essence of risks, the impossibility of optimizing their profit while correctly assessing the level of negative impact.

Uncertainty means that, despite the fact that enterprises have an idea about commercial risks, they cannot accurately assess the level of their impact, and they cannot assess their harmful effects in quantitative terms.

Risk-taking is the implementation of economic activities by enterprises with a view to the least possible damage, partially aware of the existence of risks and their harmful effects.

Our research shows that despite the fact that enterprises have a sufficient understanding of the types of commercial risks and measures to reduce them, the risk management system that allows to achieve synergistic effect by effectively managing commercial risks arising under the influence of today's market environment and conjuncture is the most optimal risk management system. The economic-mathematical apparatus aimed at determining the level has not been fully developed. For this purpose, in the post-pandemic conditions, "... by continuing structural reforms aimed at improving the competitive environment in the goods and services market in the direction of rapid development of the service sector in the regions, to ensure annual inflation at the level of 5-6 percent until 2030, to increase the volume of retail sales in large population centers by 2-3 times to create the opportunity to increase"[8], to further expand the opportunities of enterprises in this regard, to achieve the effective fulfillment of the tasks of satisfying the population's consumption of goods and services based on the increase of their economic growth rates, to assess the level of risks and to implement the necessary measures to reduce them. We consider it urgent to carry out scientific research aimed at increasing.

Conclusion. The following conclusion was reached on improving the assessment of commercial risks in enterprises:

it is necessary to enrich the economic essence of the concept of "level of commercial risk" in enterprises in terms of the optimal marginal value, the minimum indicator of which allows to maximize the volume of gross profit;

it is desirable to improve the methodology of assessing the level of commercial risk in enterprises based on the formation of a system of integrated indicators at the micro-, meso-, and macro level within the enterprise, industry and sector;

it is desirable to improve the organizational and economic mechanism of reducing the level of commercial risk in enterprises based on the organization of a risk management system that allows to achieve synergistic effect through the effective management of commercial risks arising under the influence of internal and external factors.

REFERENCES:

1. Global tadbirkorlik faolligi tadqiqot markazi (Global Entrepreneurship Monitor, GEM) <https://www.gemconsortium.org/>.
2. Терский М.В. Проблема рисков в классической школе экономической теории // Вестник ТГЭУ. 2001. №2 (18).

3. Douglas W. Hubbard (2020) *The Failure of Risk Management: Why It's Broken and How to Fix It*, 2nd Edition. ISBN: 978-1-119-52203-4 384 Pages.

4. Михайловский Д.А. Развитие методов управления рисками торгового предпринимательства в условиях цифровой трансформации экономики. Автореферат диссертации на соискание к.э.н. Санкт-Петербург – 2022.-22 с.

5. Исламова Светлана Тагировна, Качанова Елена Анатольевна. Риск-менеджмент в корпоративной системе управления проектами // Вестник ЧелГУ. 2019. №7 (429).

6. А.А.Бектемиров. Тадбиркорлик рискларини баҳолаш ва пасайтириш йўллари (хизмат кўрсатиш корхоналари мисолида). Иқтисодиёт фанлари бўйича фалсафа доктори (PhD) диссертацияси автореферати, ТДИУ. Тошкент, 2023 й.–56 б.

7. Ш.У.Ташматов. Интернет-савдо хизматларини ривожлантиришнинг ташкилий-бошқарув механизмларини такмиллаштириш Иқтисодиёт фанлари бўйича фалсафа доктори (PhD) диссертацияси автореферати, СамИСИ. Самарқанд, 2023 й.–53 б.

8. Ўзбекистон Республикаси Президентининг 2023 йил 11 сентябрдаги ПФ-158-сон “Ўзбекистон — 2030» Стратегияси тўғрисида” ги Фармони.