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# APPLICATION OF ARTIFICIAL INTELLIGENCE METHODS TO MANAGE OPERATIONAL RISKS OF THE ENTERPRISE

The activity of manufacturing enterprises in Ukraine in modern conditions is characterized by a high level of uncertainty, the influence of a large number of external and internal factors, as well as the degree of risk that grows.

In such circumstances, enterprises need to understand approaches and methods for assessing the impact of potential risks on their activities and be able to manage them in order to mitigate them.

The management of the enterprise needs to learn how to timely assess and take into account risk factors when making important management decisions, effective organization of the process of assessment and risk reduction will help to quickly adapt the activities of enterprises to unstable and rapidly changing conditions of the external and internal environment.

The use of the latest technologies, such as artificial intelligence, will increase the level of risk management, reduce the error rate, and increase the efficiency of the enterprise.

One of the main trends in the work of enterprises is the transition to «smart» production.

Smart manufacturing aims to transform the data obtained over the entire life cycle of a product into production analysis in order to have a positive impact on all aspects of production.

All of the above necessitates the study of operational risks in the activities of the enterprise, increases the need to adapt existing methods of risk assessment to the conditions of their practical application at enterprises and the use of artificial intelligence for risk management and optimization.

The object of the study is the process of managing operational risks using artificial intelligence.

The subject of the study is the theoretical foundations, methods and practical aspects of the application of artificial intelligence for the management of operational risks in the enterprise.

The purpose of the study is to analyze the methods of artificial data intelligence for the management of operational risks of enterprises and to determine methods for optimizing the management of operational risks of the enterprise.

Operational risk management is a complex task that uses different approaches to solve.

Operational risk summarizes the uncertainty and dangers faced by a company when it tries to carry out its day-to-day business activities in a certain industry.

Operational risks can arise as a result of violations of internal procedures caused by people and systems.

Such problems are in contrast to problems caused by external forces, such as political or economic events, or systematic risks inherent in the entire market or market segment [1].

For manufacturing enterprises, in the context of a significant increase in competition, it is important to optimize operational risks, because this will increase their competitiveness in the market and increase consumer loyalty.

The use of artificial intelligence and in particular machine vision and deep learning methods will reduce the involvement of the human factor, thus not only reducing wage costs, but also the

percentage of defective products.

The calculations carried out confirm the latest research in the field of artificial intelligence that the future belongs to «smart» enterprises.

Reducing operational risks through the implementation of machine learning systems at the studied enterprise is possible and will pay off in the near future. Thus, the use of artificial data intelligence methods for operational risk management is appropriate at domestic enterprises.

Thus, this research lays the groundwork for agile operational risk management, but continuous improvement and expansion of agile practices will be essential to support improvements and adapt to changing project requirements.

**References:**

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