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APPLICATION OF ARTIFICIAL INTELLIGENCE METHODS FOR ENTERPRISE OPERATIONAL RISK MANAGEMENT

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.

To achieve the goals of the study, the following tasks were performed: analysis of scientific sources on the types and determination of operational risks of the enterprise, management of operational risks of the enterprise; collection and processing of statistical, economic and technical information necessary for

optimization of the enterprise; analysis and assessment of operational risks of the enterprise; determining the possibility of using artificial data intelligence methods for the management of operational risks of the enterprise; selection of the most effective methods of artificial data intelligence for the management of operational risks of the enterprise, which will increase the efficiency of the studied 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].

In the process of research, the activities of the enterprise were analyzed, statistical data on the activities of the enterprise and its competitors were analyzed, the website of the enterprise and its competitors, existing domestic regulatory documents and standards were analyzed.

In the process of research, a systematic approach was implemented and general scientific methods were used: analysis, synthesis, induction, deduction, logical analysis (to generalize the views of domestic and foreign scientists on the main categories of artificial intelligence, operational risks of the enterprise); the method of comparison and research of categories is used.

Like other risk management tools, the use of artificial intelligence must be constantly evaluated and adjusted. It is extremely important to take into account the changing needs of the enterprise and the possible drawbacks of this technology.

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.

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FORECASTING THE ECONOMIC ACTIVITY OF A TRADING ENTERPRISE USING WEB TECHNOLOGIES

Under the conditions of the global economic crisis, the dependence of enterprises on inflationary processes, the reliability of counterparties, and complex organizational and legal conditions of functioning is growing.

This leads to special attention to the assessment of the financial condition of the enterprise as a dominant lever for identifying the weak and strong positions of the enterprise, its financial reserves.

Assessment of the financial condition should be reasoned and objective, since errors in conclusions lead to losses or underachievement of the desired level of profit.

Taking into account the variety of financial processes, the multitude of indicators that characterize the financial condition of the enterprise, the difference in the level of their marginal estimates, it is necessary to apply appropriate economic and mathematical methods and models.

They allow you to solve the problem of assessing the financial condition of the enterprise with minimal time and money costs.

At the same time, since the tasks of financial analysis require taking into account and processing powerful arrays of statistical and expert information, it is advisable to develop software tools that automate the process of determining the financial condition of the enterprise and reduce the likelihood of erroneous assessments.

Thanks to the works of domestic and foreign scientists, a large number of mathematical models have been built to solve problems of financial analysis.

However, the existing approaches do not allow to fully take into account the constantly changing composition and dimensionality of the set of evaluative parameters of the financial condition of the enterprise under the conditions of variability of internal and external environments, the specifics of the functioning of the enterprise in a particular industry under the influence of crisis phenomena.

This determines the relevance of the development of mathematical models and methods for assessing the financial condition of the enterprise and the corresponding software tools that automate them.

Purpose: is to conduct a review of the existing theoretical support for analysis and forecasting, and as a result, to conduct a complete analysis of the state and activities of an agricultural enterprise.