

CHANGES IN RISK ASSESSMENT AND MANAGEMENT TRENDS

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Abstract.

The purpose of the article is to investigate the theoretical assumptions of changes in risk assessment and management trends, their expression by reviewing business practices. The impact of the pandemic on risk assessment and business strategy. Analysis based on business and other organizations plans, reports, and expert assessment. In today's global world, there is an increasing emphasis on uncertainties in the economy, finance, health, medical and country development. There is a growing interest in the application of risk management in new areas of human activity, development, and application of new methods. The study of the phenomenon of risk culture formation in companies has already revealed differences between the attitudes of risk specialists and managers towards risk and its management.

Findings. At the end of the 20th century, the concept of "risk" was mainly associated with hazards. However, in the 21st century risk is assessed as events and actions the result of uncertainty and the possibility of positive and negative threat. The international standard states - Risk is the effect of uncertainty about objectives, "risk" refers to both positive opportunities and negative opportunities. Risk should be divided into negative (indeterminate harm) and positive (indefinite benefit). Almost a year after the start of the pandemic, there is no shortage of businesses that have successfully reoriented and discovered new positive (indefinite benefit) of risk, to ensure business continuity, and to expand business lines related to the increased demand for transport services, parcel couriers and parcel delivery services, delivery of goods, food, remote resource management, distance marketing, pandemic management, related goods, and services.

Keywords: Risk Management; Sustainable Economic Development.

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