

enterprise value as risk requires further research. Until now, there are no effective models and methods for quantitative assessment of the risks of an enterprise's activities, brought to convenient practical use.

Therefore, exploring the problem of cost management from the point of view of the hierarchy of the formation of key strategies for the growth of the value of an enterprise, the strategy for increasing the intellectual potential is one of the priorities. Long-term and stable cash flows are impossible without intensifying the processes of developing and offering new products and technologies to the market. The strategy for the growth of intellectual potential should be seen as a set of actions taken to create new benefits and, accordingly, new value for both the consumer and the producer, and the formation of long-term competitive advantages on this basis.

QUALIMETRY RISK ASSESSMENT OF TECHNICAL SYSTEMS FUNCTIONING

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In today's world, risk assessment of any project, system or object is a primary task, both at the planning stage and at the implementation stage. This applies to any system, whether it is closed, open, or partially closed; macro- or microsystem; technical, environmental, economic or other. The task of risk assessment includes both the identification of potential risks and their management, which is possible only in the case of their qualitative assessment. At the same time, a component of risk assessment is not only an assessment of the probability of the occurrence of this or that adverse event, but also an assessment of the possibility of adaptation and restoration of the system with minimal losses in the shortest possible time. Therefore, the question arises regarding the application and development of modern approaches to comprehensive risk assessment of the functioning of systems for objects of various purposes.

Conceptual aspects of risk management are highlighted in many works of scientists, both in Ukraine and abroad. So, for example, in the publication [1] it is substantiated that the principles of risk management are defined in different areas using different approaches that are not correlated with each other. Therefore, there is a need

to adapt the developments of world scientific opinion regarding risk management not only in scientific works, but specifically in their specific applied nature. As O. Bilyavska notes in her publication, in accordance with new priorities caused by changes in society, there is a constant change in management structures, and as a result, traditional models of public administration become ineffective [2].

As noted by scholars Ofer Zwikael and Mark Ahn, the global business environment involves a high level of risk and complexity, which is a necessary condition for future growth and development. In particular, managers have to deal with several types of risk, including technological, financial, insurance-related, environmental safety and regulatory. As a result, risk management is a critical issue in many business areas that affects profitability, efficiency, and sustainability [3].

Currently, there are many methods of risk calculation. These methods can be conveniently divided into two groups [4]:

- qualitative methods make it possible to obtain averaged generalized information about the risk of damage to groups of products or the value of risk for a specific type of product;
- quantitative methods: statistical, allowing to obtain information about the risk (safety) of damage averaged over a homogeneous group of products or population;
- calculated (individual), allowing to obtain risk values for a specific type of product.

Modern approaches to understanding the concept of risk management are based on the so-called "concept of acceptable risk", according to which the main goal is to obtain the maximum reliability of all types of activities by maintaining the total risk within the limits set by the strategy for the development of the socio-economic system. But the development of the system is non-linear, so it is 100% impossible to predict how the system will behave at one time or another, we can only suggest the probability of the occurrence of this or that event.

Risk is the result of the influence of natural and random factors on the quality of products, processes or services, which can have both positive and negative effects.

It is proposed to consider that risk is a concept that has a quantitative expression and is the inverse of the value of reliability. That is, to determine the amount of risk, it

is necessary to know the amount of reliability. Based on this, to determine the amount of risk in relation to products, processes or systems, you can use the same methods that are used in determining reliability, that is, use methods of structural analysis and methods of mathematical statistics.

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ANALYSIS OF THE REQUIREMENTS OF THE INTERNATIONAL STANDARD ISO/IEC 17025: 2019 TO TESTING LABORATORIES

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The increasing number of testing laboratories in Ukraine is, of course, a positive fact and indicates the growth of the economy, intensification of production, as well as the growth of the problem of quality control of imported products. The quality of work