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Entrepreneurial risks in the Russian economy

Abstract. In a market economy, entrepreneurial activity is exposed to various risks that reduce the efficiency of business entities. In some cases, the negative effects of entrepreneurial risks may lead to the closure of an entrepreneurial organization or individual entrepreneur. To develop measures to counter emerging risk situations, it is necessary to study the types of emerging risks and develop measures to counter risk situations and reduce the consequences of risks. According to official statistics, from 2016 to 2019, the number of small and medium-sized enterprises is reduced, which clearly shows that not all entrepreneurs can find measures to counter risk situations, which updates the study of entrepreneurial risks, their types, structure and degree of influence on entrepreneurial activity each individual business entity. Having understood and studied entrepreneurial risks, it is possible to develop measures to prevent the occurrence of risks and anticipate their consequences so that it is possible to develop an effective business strategy with minimal losses, both for entrepreneurs and consumers and the state.

Keywords: entrepreneurship, risks, small and medium enterprises, anti-crisis measures.

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