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**RISK MANAGEMENT OF EMERGENCIES OF BUSINESS
STRUCTURES IN THE CONTEXT OF GLOBAL INFORMATIZATION
РИЗИК-МЕНЕДЖМЕНТ НАДЗВИЧАЙНИХ СИТУАЦІЙ БІЗНЕС-
СТРУКТУР В УМОВАХ ГЛОБАЛЬНОЇ ІНФОРМАТИЗАЦІЇ**

***Summary.** Modern processes in a society increasingly began to take on the character of emergencies, namely, the situation in a certain territory, which developed as a result of an accident, a dangerous natural phenomenon, a catastrophe, the spread of a disease, a natural or other disasters that may or did entail human casualties, damage to health people or the environment, significant material losses and disruption of the living conditions of people. At the current time, such a situation is the COVID-19 pandemic, which has already claimed the lives of many people and brought significant economic consequences, including a complete shutdown of the activities of business structures. In this regard, the purpose of the study is to develop a conceptual framework for a risk management system for emergency situations, which can ensure the normal operation of a business structure and prevent its death in the event of an emergency event of any nature. The author analyzed the impact of the COVID-19 pandemic on society and the activities of business structures as one of the latest and most striking examples of emergencies. The analysis revealed that this event could completely destroy the business; therefore, the primary and indispensable criterion for the normal viability of a modern business structure is the ability of top management,*

based on a strictly scientific basis, to predict, carry out prevention, rationally control and effectively manage risks. Based on the analysis, the author proposed conceptual risk management of emergencies for business structures in the context of global informatization of digitalization. The proposed system is based on the fact that modern processes in society are a symbiosis of two concepts - emergency situations and "black swan", i.e. this is difficult to predict an event that has significant financial and material losses and a violation of the living conditions of an economic entity up to its complete dysfunction. The proposed comprehensive emergency risk management system will allow neutralizing two main and most ambitious consequences: catastrophic losses (financial, labour) and suddenness of the event.

Key words: *business structure, emergency, informatization, risk management.*

Анотація. *Сучасні процеси в суспільстві все частіше стали носити характер надзвичайних ситуацій, а саме обстановку на певній території, що склалася в результаті аварії, небезпечного природного явища, катастрофи, поширення захворювання, стихійного чи іншого лиха, які можуть спричинити або спричинили за собою людські жертви, шкоду здоров'ю людей або навколишньому середовищу, значні матеріальні збитки та порушення умов життєдіяльності людей та господарюючих суб'єкти. У поточний час такою ситуацією є пандемія COVID-19, яка забрала життя вже великої кількості людей, а також принесла значні економічні наслідки, в тому числі і повну зупинку діяльності бізнес-структур. У зв'язку з цим, мета дослідження: розробити концептуальні засади ризик-менеджменту надзвичайних ситуацій бізнес-структур, яка може забезпечувати нормальну діяльність бізнес-структури і запобігти її загибель в разі настання надзвичайної події будь-якої природи. Автор проаналізував вплив пандемії COVID-19 на суспільство і діяльність бізнес-*

структур, як одного з останніх і найбільш яскравих прикладів надзвичайних ситуацій. Аналіз виявив, що дана подія може повністю зруйнувати бізнес, таким чином, головним і неодмінним критерієм нормальної дієздатності сучасної бізнес-структури є вміння вищого керівництва, спираючись на строго наукову основу, прогнозувати, проводити профілактику, раціонально контролювати і ефективно управляти ризиками. На підставі аналізу автор запропонував концептуальні засади ризик-менеджменту надзвичайних ситуацій бізнес-структур в умовах глобальної інформатизації. Запропонована система заснована на тому, що сучасні процеси в суспільстві є симбіозом двох понять: НС і «чорний лебідь», тобто це важкопрогнозована подія, яка має значні фінансові та матеріальні втрати і порушення умов життєдіяльності господарюючого суб'єкта аж до повної його дисфункції. Запропонована комплексна система управління ризиками надзвичайних ситуацій дозволить нівелювати два основних і наймасштабніших наслідки: катастрофічні втрати (фінансові, трудові) і раптовість настання події.

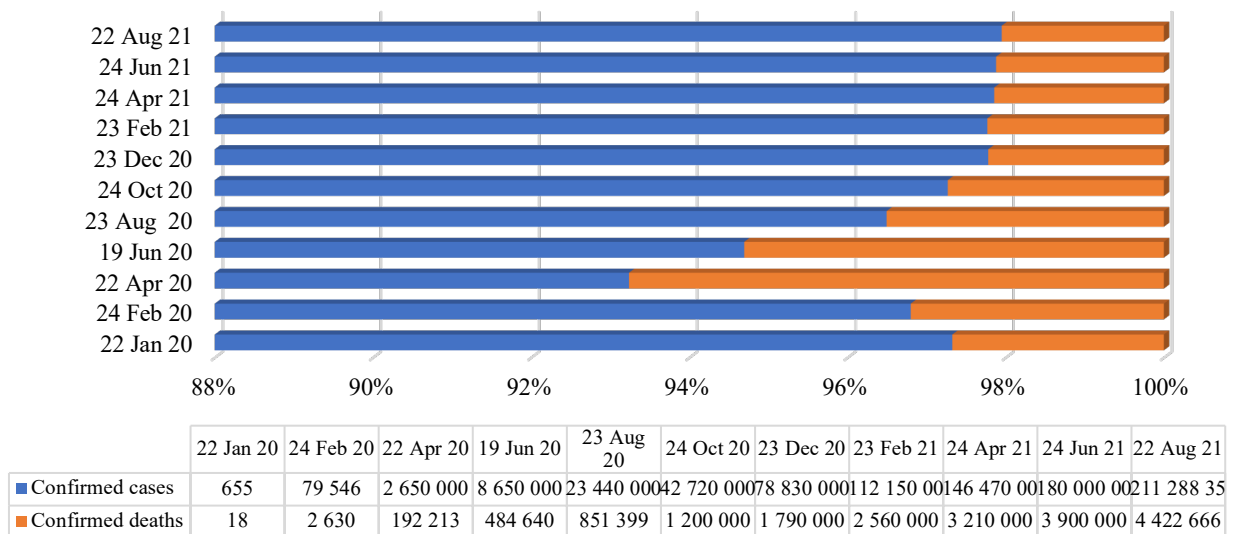
Ключові слова: бізнес-структура, інформатизація, надзвичайна ситуація, ризик-менеджмент.

Statement of the problem. Modern processes in a society increasingly began to take on the character of emergency situations, namely, the situation in a certain territory, which developed as a result of an accident, a dangerous natural phenomenon, a catastrophe, the spread of a disease, a natural or other disasters that may or did entail human casualties, damage to health people or the environment, significant material losses and violation of the living conditions of people [1].

The face of the modern world is changing every day. If the past two centuries have become a stage of rapid industrial development, then the 21st century is the heyday of information technology and digitalization.

Informatization is a directed process of system integration of computer facilities, information and communication technologies to obtain new system-wide properties that allow more efficiently organizing the productive activity of a person, group, society. Digitalization and development of information and communication technologies in modern conditions acquire the status of one of the most noticeable trends in the development of the world order [2; 3]. Digital technological innovations open up huge opportunities for technology development, improvement of remote services, etc.

Analysis of recent researches and publications. At the current time, such a situation is the COVID-19 pandemic, which has already claimed the lives of a large number of people (Fig. 1), and also brought significant economic consequences (Fig. 2), including a complete shutdown of the activities of business structures.



**Fig. 1. Cumulative confirmed COVID-19 cases and deaths,
World from 22.01.2020 till 22.08.2021**

Source: developed by the author based on [4]

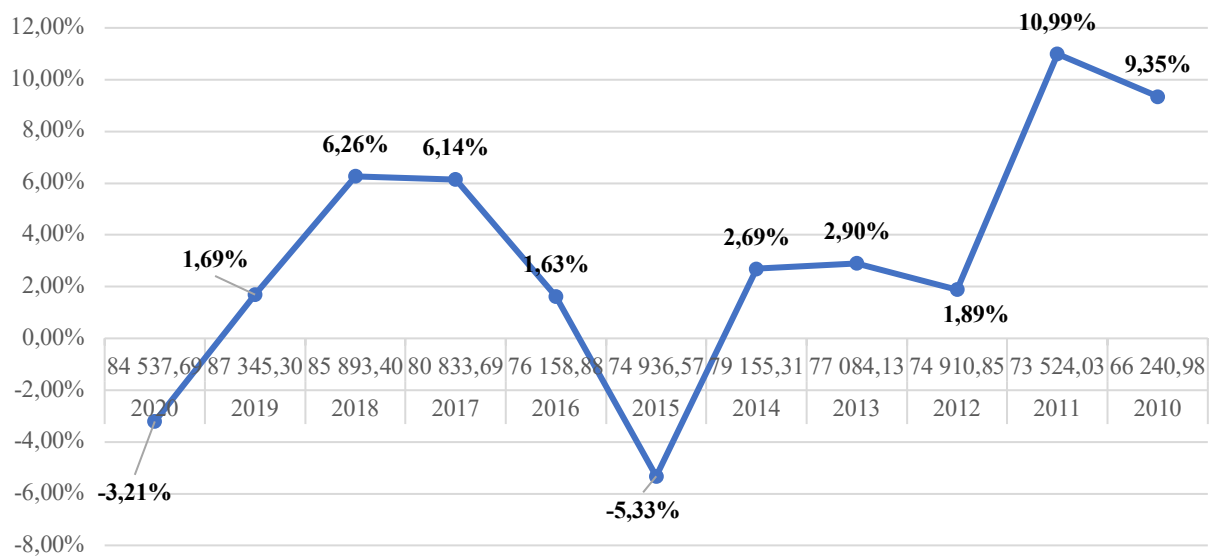


Fig. 2. World Gross Domestic Product, 2010-2020

Source: developed by the author based on [5]

That is, we see how an extraordinary event completely destroys the business.

Formulation purposes of the article. The purpose of the paper is to develop a conceptual framework for a risk management system for emergencies, which can ensure the normal operation of a business structure and prevent its death in the event of an emergency event of any nature.

The main material. Of course, the business itself is a risky area; risk, an integral part of society's economic, political, and social life, inevitably accompanies all business structure spheres of activity and directions [3; 6]. In this regard, the primary and indispensable criterion for the normal viability of a modern business structure is the ability of top management, relying on a strictly scientific basis, to predict, carry out prevention, rationally control and effectively manage risks.

The theories of a risk-generating society have long occupied a worthy place in the body of social sciences and humanities thanks to the efforts of W. Beck, E. Giddens, N. Luhmann. The processes taking place in modern societies force us

to state the uncertainty and instability of social situations. However, in recent decades, risks are increasingly moving into the category of "black swans". This term was introduced by N. Taleb in 2007 and meant "difficult to predict and rare event that has significant consequences" [7]. Criteria for classifying an event as a "black swan":

- the event is unexpected (for an expert);
- the event has significant consequences;
- after the onset, in retrospect, the event has a rationalistic explanation, as if the event were expected.

From the author's point of view, practically all significant scientific discoveries, historical and political events, achievements of art and culture are events of the "black swan" type. Examples of such events: the development and implementation of the Internet, the First World War, the collapse of the Soviet Union, the September 11 attack and the World Economic Crisis. This also includes the COVID-19 pandemic.

Taleb also notes that humanity cannot predict its future success, and confidence in their knowledge is ahead of knowledge itself and gives rise to the phenomenon of "overconfidence".

Thus, if we transfer the current processes to the area of management of business structures, we see that modern processes in society are a symbiosis of two concepts – emergencies and "black swan", i.e. this is difficult to predict an event that has significant financial and material losses and a violation of the living conditions of an economic entity up to its complete dysfunction.

It is worth noting that "black swans" can be negative events and represent unpredictable "luck"; thus, the created risk management system should consider not only the negative impact but also the positive one.

Taleb is critical of a community called the experts. He doubts the abilities of some specialists, which, in his opinion, are not; they are only able to speak convincingly about the problem and not solve it. Taleb also writes about the so-

called professionals who hide the truth behind a pile of formulas, which is more dangerous since it is characteristic of scientific rationality or other forms of expertocracy that uses scientific knowledge resources. That is why it is worth moving away from the human factor. Moreover, there is so much information in the modern world that only machines and artificial intelligence can cope with its analysis. With the rational use of its tools and achievements, current digitalization makes it possible to more effectively and efficiently search for information, analyze it, and make forecasts.

Thus, taking into account the above generalizations and taking into account the existing trends in global digitalization (digitalization), we will develop a conceptual framework for risk management of emergency situations of business structures in the context of global informatization of digitalization (Fig. 3).

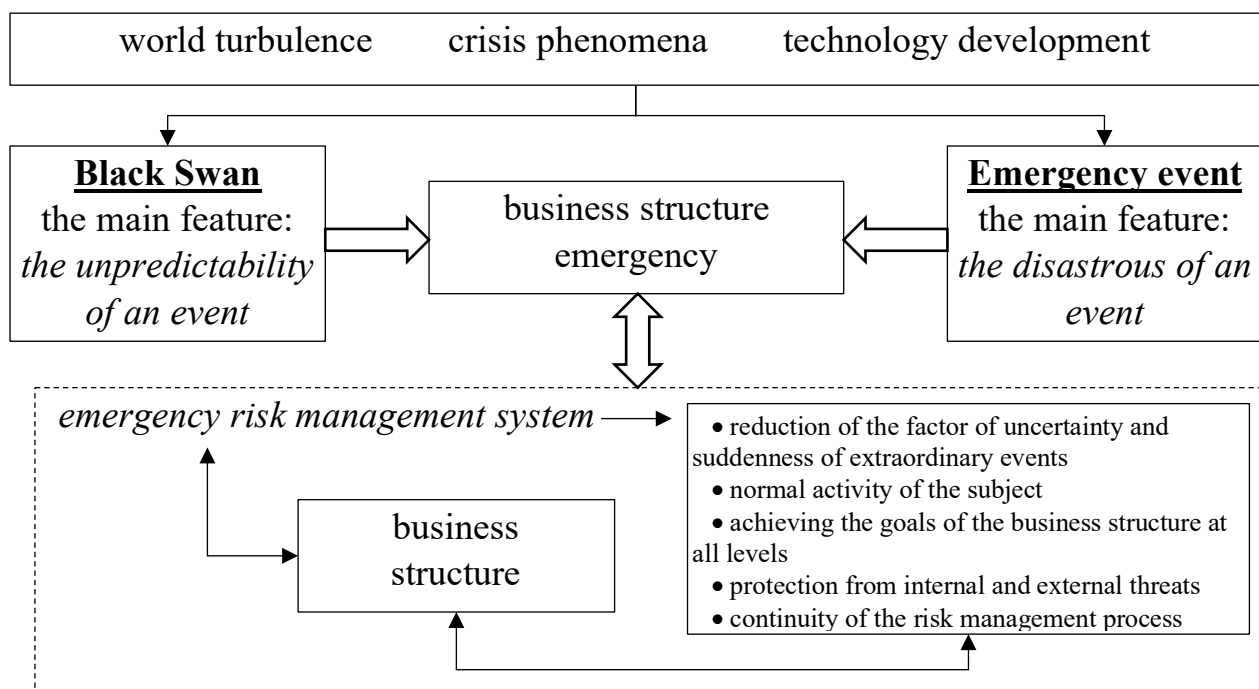


Fig. 3. Conceptual foundations of risk management of emergencies of business structures in the context of global informatization of digitalization

Source: developed by the author

Thus, the proposed comprehensive emergency risk management system will allow neutralizing two leading and most ambitious consequences: catastrophic losses (financial, labour) and suddenness of the event.

Insights from this study and perspectives for further research in this direction. The author sees an assessment of the effectiveness of the proposed risk management system for emergency situations and its testing on business structures of various kinds and scales of activity as a further promising area of research.

Conclusions. Risk management is not a strictly sequential process in which only one component is applied to another. It's a multi-faceted, iterative process in which nearly every ingredient can have a different effect. In turn, the risk management system is influenced by global informatization, which has two effects: positive (media awareness of information, freedom of expression, etc.) and negative (presence of information noise, lack of clear criteria for determining the reliability of the information source, etc.). Thus, the risk management system should be well structured, which will provide managers with the necessary relevant information to make management decisions.

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