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**THE ESSENCE AND FEATURES OF THE FUNCTIONING OF THE  
COMMODITY MARKET FOR PLANT PROTECTION IN UKRAINE**

In the difficult conditions of the martial law, the development of economic relations in Ukraine suffered a shock. The functioning of market relations in a number of territories has become practically impossible, and the production base and logistics chains developed over decades have also been affected. In such extremely difficult conditions, the agricultural industry continued to work to ensure food security, first of all, of the country and to make a significant contribution to the food supply of peoples on the world market.

The foundation of the economy of any country is commodity relations, which are manifested in the process of buying and selling goods and services in the realm of commodity exchange, therefore, through the action of the commodity market.

Its main characteristics in pre-war Ukraine are: relationships and changes in supply and demand and the ability to adapt to these changes through its tools; to encourage product manufacturers to release new, innovatively improved, more perfect products; encourages the transformation of commercial and economic relations in the direction of speeding up logistics, and therefore, shortening the terms of production and financial cycles; consolidates commodity flows from producers to consumers of products, goods and services in sufficient volume, assortment diversity and compliance with a certain time lag; is responsible for high-quality qualified storage of commodity stocks (especially when it comes to plant protection products), etc [1].

The shock situation caused by the invasion of the Russian Federation completely destroyed the functioning of full-fledged commodity markets and all the listed elements of them in the southeast of Ukraine and partially in the rest of the country. The development of the country's economy under these complex challenges requires balancing market relations more than ever before. The meaning of the concept of «market» constantly underwent transformational changes under the influence of various factors with the development of civilization.

At the initial stage, the meaning of this concept was understood literally as the place where the meeting of the seller and the buyer took place [2]. Later, this concept took on the meaning of the purchase and sale mechanism itself with the interaction of sellers and buyers. Now, in our opinion, this concept is definitely understood as a center of trade where commodity and monetary exchange takes place and various economic relations are manifested. It serves as a platform for the reproduction of the aggregate national product and is the driving force regulating the economic processes of the country [3].

V. Lysiuk in his works notes that the commodity market is the main grassroots unit of the market economy system and within the scope of which a fully completed cycle of reproduction of the consumer value of goods takes place in the range of its formation-consumption and differs in its structure, principles of functioning and development [2].

Thus, the goods market is the primary form of the market where the mechanism of buying and selling means of production and consumer goods is carried out.

The market of plant protection products is one of the main elements of the agrarian economy of the plant growing sub-sector. The optimality and timeliness of the use of plant protection products as a resource that increases the effectiveness of agricultural production and contributes to maximizing the efficiency of agricultural enterprises depends on the effectiveness of the functioning of its mechanisms and components. The domestic market of PPE is quite specific, it has certain features that are determined by a small number of competing sellers and certain characteristics of the product itself (it is not a product of general consumption) and special conditions are required for its production and sale.

A specific characteristic of the market of plant protection products in Ukraine is relatively stable inelastic demand and supply, represented by the products of a limited number of manufacturers and suppliers. At the same time, the demand on the pharmaceutical market is derived from the climatic conditions of each year, the demand on the markets of agricultural products, seasonality and the constant improvement of the quality of innovativeness and environmental friendliness of drugs.

The improvement of methodical approaches to the formation and functioning of the market of plant protection products is a very relevant issue today, which should

be based on the development of effective mechanisms for the interaction of all agents of this market, as well as on the state support program.

Therefore, the Ukrainian commodity market of plant protection products is quite specific in its characteristics, its formation and development in war and post-war times requires special attention from the state, the scientific community, all market participants and society as a whole.

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## **РИЗИКИ В УПРАВЛІННІ ПІДПРИЄМСТВОМ У СУЧАСНИХ УМОВАХ В УКРАЇНІ**

Кожне підприємство, будь то малий бізнес чи транснаціональна корпорація, стикається з різними ризиками, які можуть вплинути на його роботу та ефективність. Ці ризики можуть бути внутрішніми або зовнішніми та можуть виникати з різних джерел, таких як економічні фактори, конкуренція, дотримання нормативних вимог, технології, людські ресурси та стихійні лиха. Для ефективного управління цими ризиками підприємствам важливо мати комплексну структуру управління ризиками, яка визначає, оцінює та пом'якшує потенційні ризики. Ми розглянемо ризики в управлінні підприємством і типи ризиків, з якими стикаються підприємства України, з акцентом на різні стратегії, які підприємства можуть використовувати для управління цими ризиками.

Управління ризиками підприємства (ERM) – це процес виявлення, оцінки та управління ризиками, які можуть вплинути на здатність підприємства досягати своїх цілей. ERM є важливим аспектом корпоративного управління,