
**DEMOGRACY, LABOR ECONOMICS,
SOCIAL ECONOMICS AND POLITICS**

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THE ESSENCE AND MECHANISMS**

The article is devoted to the formation of the social risk management instrumentation. It has been noted that the social risk management involves a set of consistent tools of identification, risk analysis and decision-making that involve the maximization of positive and the minimization of negative consequences of the occurrence of risk events. Additional resource in the social risk management can be creation of organizational and managerial mechanisms aimed at the social protection of social interests of a person or society. The author distinguishes the three possible directions of managerial influence, aimed at reducing the negative social consequences of risks' actualization: management by acting on the causes of risks: management through the influence on cause-effect relationships, the combination of the first two directions. The basic methodological principle of the risk management is the necessity to ensure the appropriateness of the negative effects and the degree of probability of the events' occurrence through the analysis and assessment in the relevant units of measurement.

It has been noted that in the conditions of the transitive type of social and economic development of Ukraine, risk management policy should be based on the following principles: prevention and inclusion; integration; reflection. To minimize the social risks, the base of the appropriate managerial approaches should be the mechanisms according to which the social risks are con-

sidered as sophisticated multifaceted objective-subjective phenomena that are characterized by the uncertainty, ambiguity and multi-factor. It is extremely important that the analysis of the social risks should involve both the consideration of a particular type of risk itself, and the environment in which it is implemented including the subjective perception by population. In the process of development of the mechanisms of the social risks minimizing it is proposed to consider the following key areas of the social policy: income, labour market, health care, family support, education, migration policy. For each of these areas it is necessary to elaborate the appropriate recommendations. The idea is that for each recommendation, the mechanisms to minimize risks, perception of them and the environmental influence on the possibility of their implementation may differ significantly.

In the system of the social risks management and therefore, in the approaches to solving the problem of their minimization, the availability of accurate and the most complete information plays a key role. Based on the results of the analysis, the underdevelopment of the domestic information system, which often results in distortion of the social and economic indices that serve as the basis for the social risks' analysis, has been noted. The necessity to develop a simplified technique of rapid assessment of the social risks, which must precede their systemic and multidimensional analysis, has been proved.