

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Fu Yan

**RESEARCH ON THE CAUSES AND PREVENTIVE MEASURES OF  
FINANCIAL RISK IN SMALL AND MEDIUM-SIZED ENTERPRISES**

Master's Thesis

specialty 1-26 80 04 "Management"

(profile "Financial Management")

Supervisor:

Michael Bobov

Admitted to master's thesis defense on

"\_\_" \_\_\_\_\_ 2021

Head of Department

of Innovative Management

Ph.D., Associate professor

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## **GENERAL CHARACTERISTIC OF THE WORK**

Master's thesis on the topic: RESEARCH ON THE CAUSES AND PREVENTIVE MEASURES OF FINANCIAL RISK IN SMALL AND MEDIUM-SIZED ENTERPRISES: 77 pages, 32 tables, 5 internet sources.

Keywords: MARKETING, STRATEGY, MARKETING PLANNING, FINANCIAL CONDITION, FINANCIAL INDICATORS, ANALYSIS, EVALUATION, SOLVENCY, PROFITABILITY, LIQUIDITY, ACTIVITY, RATIO

The purpose of this research is the factors and preventive measures of the financial risks of SMEs.

In order to achieve the above goals, the following goals have been established:

- Define the concept of SMEs and financial risks;
- Show the most important indicators for evaluating the company's financial solvency;
- Research on the overall characteristics of the "A" company;
- Analyze A's company financial capabilities;

Propose methods to improve the ability of small and medium-sized enterprises to prevent financial risks.

The object of the research: "A" company financial management and financial risk prevention.

The subject of the research: how to prevent and prevent the occurrence of financial risks.

Research methods: general scientific research methods (analysis and synthesis, induction and deduction, etc.), as well as special methods of economic analysis (analysis of financial ratios).

Realm of the possible practical application: the proposed solutions can be put into practice when developing the financial policy of the company.

The author of the paper confirms that the computational and analytical material provided in the thesis reflects the state of the process under investigation correctly and objectively, and all theoretical, methodological and methodical provisions and concepts are referenced to their authors.