

## *The risk - natural component in business*

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### **Abstract:**

*The opinions of the experts that activate in this field converge towards risk normality, this latter being a normal constitution in business world. Its disappearance creates confusion, inefficiency and generates unnatural behavior of enterprises, fact that was ascertained in the totalitarian regimes, when the economy has been led through leading levers of an administrative nature. The multitude of factors, which generate business risk, determines its manifestation in different states: market risk, economic risk, financial risk, technological risk exchange risk, bankrupting risk.*

**Keywords:** *risk, market risk, economic risk, financial risk, technological risk exchange risk, bankrupting risk.*

**JEL codes:** G32