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CONCEPTUAL FOUNDATIONS OF THE NATURE OF UNCERTAINTY OF THE COMPANY'S ECONOMIC ENVIRONMENT

The article examines the evolution of theoretical ideas about the nature of uncertainty as a parameter of the development of a modern firm and a factor of its transformation in a behavioral context. The author considers the uncertainty of the economic environment, which acts as an objective property of the external conditions of management and consists of patterns and accidents.

Keywords: uncertainty, firm, economic environment, risks, threats, external environment.

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