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ON THE PERCEPTION OF RISK IN BUSINESS

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Journal of Business Administration, Volume 10, No. 1

Beijing

Journal of Business Administration, Volume 10, No. 1

1994

Globalization in economic system has continued in recent years and all countries are deeply involved in such globalization. It is obvious that enterprises in all or major areas with different ownership will be influenced by these changes. People will feel competition and crisis in one way or the other. From the point of perception we chose to study how managerial personals in the rapidly changing business environment dealt with some sensitive matters in a real work situation. Here we designed a questionnaire for risk perception in working situation, design of enterprises. The main results were as follows:

There existed factor groups. High risk people showed large variation in perceiving risk activities. It also showed that ownership difference in business influenced the person's view of risk. The biggest concern to manage personals and is viewed as the highest risk. Moreover, managing strategy in business, aggressive or conservative is directly related to risk perception, working situation, productivity.