

## A CONCEPTUAL PAPER ON RISK

CH. SHANKAR<sup>1</sup> & K. RAMULU<sup>2</sup>

<sup>1</sup>Senior Research Fellow, School of Management Studies, University of Hyderabad, Andhra Pradesh, India

<sup>2</sup>Assistant Professor of Finance and Accounting, School of Management Studies,  
University of Hyderabad, Hyderabad, Andhra Pradesh, India

### ABSTRACT

In the present global scenario the concept of risk has become a focal point for those who are thinking and acting in markets. The market may be Financial, Commodity, and Currency etc. The market crises and volatility in the past four decades conformed that the centrality and importance of risk and its analysis. The present paper explains the concept of risk and the two dimensions of risk like subjective risk and probabilistic risk and explains the concept of uncertainty.

**KEYWORDS:** Risk, Uncertainty, Probability Risk, Subjective Risk