

DIAGNOSTICS AND MANAGEMENT OF BUSINESS PROCESSES IN THE CONTEXT OF THE ENTERPRISE CRISIS MANAGEMENT

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In modern conditions, an issue of crisis management of enterprises is the most important priority for all business entities in the conditions of rigid competitive struggle and finding ways of successful development. The article is devoted to the analysis of theoretical and methodological approaches to process management of an enterprise in the context of implementing a crisis strategy. Analysed the approaches to the definition of “business process” and its structure (input, output, resources, outcome, impact management). Suggested the main types of business processes – basic, providing, support, and development. Summarized performance of the processes. Presented the comparative characteristics of the ten most universal diagnostic methods and generalized stage of the diagnostic analysis of business processes. As the main methods of diagnosis, the author proposes the methods of ranking, matrix distribution of responsibility, and simulation. Proposed the concept of improving the system and consistency assessing the effectiveness of

managing business processes. Based on research, the author revealed that currently there are several innovative approaches to business process management: method of rapid analysis solutions, benchmarking, the methodology of continuous improvement, reengineering, greenfield, a combination of functional and process approaches. Investigated the relationship of crisis and process management. Considered three kinds of crisis process changes: preventive measures, immediate process innovation without capital and qualitative transformation in business. Creation of an effective management system of business processes as a part of crisis strategy involves the construction of a process-oriented model of crisis management. A process-oriented approach to the crisis management is possible in terms of integration of strategic crisis management system with the business process management system, which can be achieved by creating and supporting a single system of objectives, indicators, and criteria of their achievement.