

CONFLICT MANAGEMENT WITHIN CRISIS SITUATION IN ORDER TO IMPROVE THE FINANCIAL SECURITY OF THE ENTERPRISE

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Economic development, the integration of Ukraine into the world economic space, the processes of globalization and caused by the following factors increased competition exacerbate the problem of maintaining of enterprises' financial stability as the basis of their financial and economic security. This leads to the need for the effective management of financial and economic security, to the improvement of its methods and mechanisms. A complexity of enterprises' management in a crisis situation is caused as much by conflicts escalation and their conversion into ones of different quality, compared to the steady mode of work operation, as to the emergence of conflicts at all the levels of the company management and within a particular team.

The need for conflict management in crisis situations encourages enterprise managers to resolve new developed challenges and provide dialogue policy within a team. Due to exacerbation of the conflict counteraction, a partial lack of positive relationships between employees can be observed, emotional and spiritual distance increases between them, the motivation to work decreases. Prolonged, unresolved conflicts negatively affect interpersonal relationships, destroy the social and psychological climate in the enterprise environment, and an inability to manage conflicts and find the best ways to prevent and resolve them causes a

negative impact on all participants of labour cooperation.

The research publications of scientists and experts in the mentioned field are analysed, the basic elements of human resources management upon the condition of the crisis situation are determined. It is stated that an effective human resources enterprise' policy upon the condition of the crisis situation embodies a strategy for overcoming it.

Two major types of conflict resolution in organizations, authoritarian and partnership ones, are investigated. It is found that within any organization, there is a real need for quick and full resolution of conflicts, another way they may become permanent (fixed). It is considered to be very important to create a positive atmosphere of cooperation, friendly interpersonal relations among team members at the workplace, the ability to distinguish between the causes and reasons, choose the most effective ways to resolve conflicts.

An approach to effective interventions carried out by the manager, with the aim of constructive conflict resolution and management, is proposed. During a crisis within an organization, minimizing the time of conflicts resolution is one of the most important requirements for the development of an effective solution.

Thus, there is a need to develop new approaches to the management of financial

and economic cooperation at enterprises in crisis situations. The increase of financial security of the company should be focused on minimizing conflict situations because all the attention and power of management

and staff of enterprises ought to be focused rather on supporting the competitive position in the market instead of solving internal contradictions within a team that determines the relevance of the following research.