

The system of anti-crisis financial control: theoretical basis

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The article describes a system of crisis financial control, which includes such a subsystem: of early warning and response, anti-crisis planning, monitoring and control, anti-crisis communication. These subsystems perform analytical, diagnostic, coordination, consulting, methodological, control and information functions.

Anti-crisis financial control can be defined as a set of tools that provide information support, methodological support, coordination, monitoring and control over the implementation of anti-crisis financial decisions. The fundamental difference between anti-crisis financial management and anti-crisis financial control is that the anti-crisis management is responsible for making financial decisions and the success of the implementation of the anti-crisis program. Anti-crisis financial control provides instrumental support of anti-crisis financial management.

One of the key tools of the anti-crisis financial control and component of the early warning and response subsystem is the financial diagnostics of the enterprise. Under the financial diagnostics of an enterprise should be understood a set of quantitative and qualitative methods of analysis of financial and economic information of internal and external character, which allows to ensure timely detection and response to the financial crisis. Financial analysis should be considered

as a component of financial diagnosis as the latter should include the analysis of quantitative financial indicators, as well as the assessment of quality performance parameters. In the framework of financial diagnostics analysis should be subject not only the data of past reporting periods, but also predictive estimates.

An innovative subsystem of anti-crisis financial control is the anti-crisis financial communication with the target group of participants in financial relations taking place at the enterprise. Under the anti-crisis financial communication should be understood the systematic communication of the enterprise with the participants of financial relations (shareholders and stakeholders) during a crisis situation in order to reduce the information asymmetry and information risks of the target interest groups. Using the tools of anti-crisis communication controlling should timely provide relevant interest groups with information concerning the causes of the crisis, its development and prospects of overcoming. Except this in order to overcome the psychological barrier to the participation of particular interest groups in the financial sanitation, controlling should provide them with timely and relevant information about the current state of key performance indicators and the interim results of the implementation of the plan of rehabilitation.