

## CRISIS MANAGEMENT OF ENTERPRISES

**Ladunka I.S.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Economics of Enterprises  
and Economic Theory,  
Berdyansk State Pedagogical University

**Andrushina O.I.**

Student,  
Berdyansk State Pedagogical University

The article systematizes approaches to defining the essence of anti-crisis management. The main causes of the financial crisis at domestic enterprises are considered. The system of anti-crisis management of an enterprise is analysed. The necessity of the establishment and continuous improvement of anti-crisis program of the company is substantiated.

Modern economic relations in Ukraine are in deep crisis, due to negative trends in social and political life. Modern industrial enterprises are operating in conditions of high complexity, uncertainty and dynamic environment. Thus, the main problem for enterprises is unstable activity, effects of macro environment changes and so on. The aggravation of the crisis and interest in preserving enterprises led to the emergence and development of crisis management. Research and development of a system of anti-crisis management and crisis prevention is a precondition for the improvement and increase in the rate of growth of Ukrainian economy, living standards etc. Crisis management should be based on early diagnosis of the crisis and developing preventive anti-crisis measures as tools avoiding bankruptcy.

In the scientific literature there is an imperfection of a methodological support for the implementation of anti-crisis measures at domestic enterprises and it requires further study as a systematization of approaches to the nature of anti-crisis

management, and issues of anti-crisis management implementation.

The article outlines the basic requirements for crisis management in the company and determining the ability of managers that they should have.

It is determined that the aim of anti-crisis management is the development and implementation of measures aimed at prevention of negative phenomena that lead the company to the crisis, ensuring its financial stability and sustainable position in the market with various changes in economic environment. The indicators characterizing the current quarter as the crisis include: reduced profit margins and profitability, resulting in deteriorating financial condition; loss-making enterprises, which resulted in reduced or completely exhausted reserves of the company; insolvency which could lead to the suspension of the company.

The main reasons for the crisis at the enterprises is the lack of investment in technical development, loss of markets, reduced demand for products, declining terms of access to credit, high interest rates, political instability and more.

Thus, the process of crisis management should provide consistency, timeliness decision making and adaptability in the life of the company. Crisis management should cover all subsystems of business management, operational, technical, financial, strategic, marketing, human resources. The main objective of crisis management is the coordi-

nation of the interaction between these systems, creating the conditions for their performance. Summarizing all the above said, we can determine that the creation of enter-

prise anti-crisis program will strengthen the position of the entity in a changing environment and provide organizations' transition to intensive type of development.