

CRISIS MANAGEMENT FEATURES IN MODERN CONDITIONS

In the conditions of market economy formation in Ukraine, a special focus is on the issues of practical application of personnel management technologies that would allow to increase the socioeconomic efficiency of the enterprises.

Crisis management includes the management of marketing, finance, production, personnel and information. In today's context, staff, their interests, needs and installations are central. Obviously, it is people who live up and generate the enterprise system.

Crises are common to all companies, both national and international. But if the Western business has accumulated a wealth of experience in overcoming problems, developed a number of effective technologies for removing the enterprise from the crisis, the subjects of the domestic economy have no such experience.

World experience shows that the application and further development of contemporary principles of anti-crisis personnel management in the practice of enterprises should serve as a powerful lever for their development, as well as prevent the emergence of crisis symptoms. Consequently, it is urgent to implement optimal strategies for implementing such management practices that are consistent with sustainable worldwide practice.

Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders. So, three elements are common to a crisis: a threat to the organization, the element of surprise, and a short decision time.

Crisis management is a situation-based management system that includes clear roles and responsibilities and process related organizational requirements company-wide. The response will include action in the following areas: Crisis prevention, crisis assessment, crisis handling and crisis termination. The goal of crisis management is to be well-prepared for crisis, ensure a rapid and adequate response to the crisis, maintaining clear lines of reporting and communication in the event of crisis and agreeing rules for crisis termination.

Crisis management is the subject to impact that is all manifestations of an immoderate cumulative aggravation of contradictions that cause the danger of an extreme manifestation of this aggravation, the onset of the crisis.

The essence of crisis management is expressed in the following provisions: crisis can be foreseen, expected and caused; crisis can be accelerated, anticipated, pushed back; it is possible and necessary to prepare for crisis; crisis can be mitigated;

management in a crisis requires special approaches, special knowledge, experience and art; crisis processes can be controlled; managing processes to overcome the crisis can accelerate these processes and minimize their consequences.

The main traits are: flexibility and adaptability; propensity to strengthen informal governance; diversification of management; decrease in centralism and strengthening of integration processes.

Crisis management has features in terms of its processes and technologies. The main ones are: mobility and dynamism; implementation of targeted programs; increased sensitivity to the time factor in management processes; increased attention to management decision evaluations; usage of the anti-crisis criterion for the decisions quality.

In the crisis management mechanism in modern conditions, the main priorities should be given to: motivation, socio-psychological stability of the activity, integration of professionalism values, initiative in solving problems, corporatism.

Management development should be accompanied by an increase in its effectiveness. Accordingly, improving management efficiency is determined by the growth of its potential. The effectiveness of crisis management is characterized by the degree of goals achievement, mitigation, localization or positive use of the crisis in comparison with the resources spent on this.

It is difficult to evaluate such effectiveness in accurate estimates, but you can see it in the analysis and mainly assessment of management, its success or miscalculations.

Therefore, crisis management is designed to ensure a strong position in the market and stable financial stability of the enterprise in the presence of economic, political and social imbalances in the country. A trait of crisis management is an accelerated and effective response to significant changes in the external environment based on a redeveloped procedure for alternative decision-making options, providing for various transformations in this area depending on the specific situation.