

Abstract of the Article
“Theoretical Bases of Anti-Crisis Management”
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At the present stage of economic development the Ukrainian enterprises pass through one of the recession periods in economic activities. The majority of the enterprises is in an unsatisfactory condition, despite the improvement measures, taken by both the government and individuals. Each enterprise has a lot of reasons for unsatisfactory conditions, but the most important and significant one is the weak and irrational running of business under the crisis conditions.

It stipulates the necessity of searching ways for the elimination of the given situation, one of which is the introduction of anti-recessionary management. However, in the process of anti-crisis decision-making, some questions arise before the enterprise's management, such as: its essence; ways and means of its realization; the main elements, stages, phases and tools for its activity.

Anti-crisis management should be considered as one of functional directions of running business, i.e. as “the process of organization planning, motivation and control, which is necessary to reach its purposes”. Thus, anti-crisis management is a component of enterprise's management on the whole that is directed at the strengthening of its activity and effective functioning in its further development.

Anti-crisis running of enterprise also differs from the accepted management. If all arsenal of approaches and methods of the latter is directed to the development and survival of the enterprise in a long-term period (that includes anti-crisis measures), methods of the first one are also aimed to the overcoming of imminent crisis, providing its survival in a short-term period. In such interpretation the anti-crisis management becomes acute.

It is necessary to note that “anti-crisis management” is a constantly organized special management based on the system of methods and principles of specific administrative decisions development and realization made by an individual.