

ABSTRACTS

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PECULIARITIES OF CRISIS MANAGEMENT IMPLEMENTATION AT NATIONAL AND FOREIGN ENTERPRISES: PLANNING, STRATEGIES, RESTRUCTURING

The article examines the issues of planning, the strategies of crisis management and certain types of enterprise restructuring in the cause of a crisis. Among the alternatives for creating a crisis plan there are described the following: a crisis management plan, a contingency plan, a crisis communication plan, a turn-around strategy, a business restructuring plan, business continuity planning. The article deals with organizational, managerial, financial and economic and communication measures to counter crisis. There is emphasized that the process of efficient crisis management should start far before a crisis has reached its peak pressure and, in terms of a process approach to crisis management, it should be terminated when there is estimated the aftermath of surmounting crisis and there is made a conclusion about impossibility of crisis re-sumption or reiteration.

There is presented a critical overview towards the sequence of the stages of crisis planning. A disputable problem of the scientific essence of crisis management and the peculiarities of its implementation is considered which depends on the stages of a crisis, types of a crisis and the profoundness of a crisis progress at an enterprise.

The article considers the algorithms of resisting a crisis by optimizing managerial processes and the financial and economic activity, by restructuring an enterprise and adopting personnel policy to the crisis state.

The article demonstrates a theoretical analysis of what is meant under crisis management and which are the peculiarities of applying different by their essence counter-crisis plans at national and foreign enterprises considering the whole scope of different crisis phenomena and interrelation between various spheres of corporate activity during a crisis.