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**ANTI-CRISIS MANAGEMENT TO ENSURE SUSTAINABLE
DEVELOPMENT OF THE ENTERPRISE**

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Today the problem of anti-crisis business management is important and relevant. A crisis can arise in any enterprise, and for many owners, it can be an

unexpected obstacle because of the unpredictability of global events enterprises are trying to determine potential crises to their onset.

The purpose of this work is the study anti-crisis management and its functions to ensure the sustainable development of the enterprise.

A crisis in the enterprise is an event or series of events that caused severe disruption to the business. The crisis disrupts the stable work of the organization. In recent years, the economy of Ukraine has indicated fluctuations in the number of enterprises on the market (Figure 1).

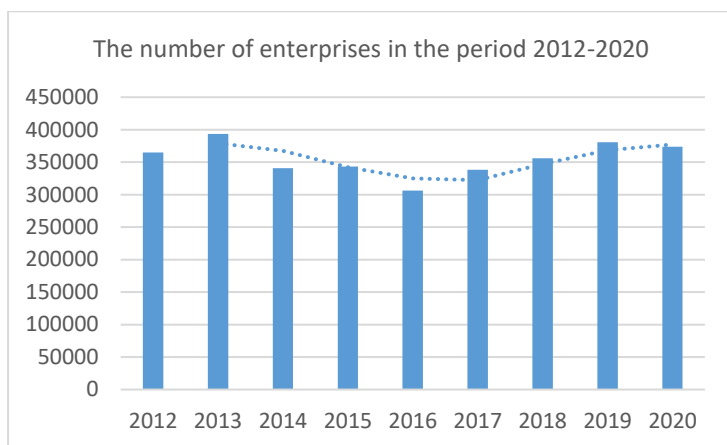


Figure 1 – The number of enterprises in the period 2012-2020 [21]

Anti-crisis management makes necessary conditions for stabilization, further development and activation of enterprise activity on the domestic market and overseas markets. The main goal of anti-crisis management is to get the company out of a crisis state. Enterprises should have a crisis management system management because – it helps not only to overcome the crisis but also to predict its emergence. During the development of the anti-crisis management mechanism, priority is first given to such issues as motivation, focused on saving resources, detailed analysis of the situation; corporatism; implementation of innovations; implementation according to the values of professionalism. Crisis management involves determining the best response when an incident occurs. Thus, risk management is essential to crisis management, but crisis management encompasses incident response, whereas risk management usually does not. The anti-crisis management plan consists of the following stages:

1) Identifying the crisis. Impact factors, causes, and risks must be assessed, and moreover the risks have to be ranged from the most severe to the modest ones.

2) Development of a plan to overcome the crisis. Optimizing the number of employees, ensuring information and documentation flow. The development of a plan procedure is have to be detailed enough to guaranty its next implementation and has to include the most important pillars and indicators of achievements.

3) Implementation of the developed plan. Support of innovations, adjustment of work, and continuous control. This stage of plan implementation is have to combine approaches including the creative fulfillment of planned activities related with following the expected indicators of achievements.

4) Elimination of the main crisis. This stage is related to the mitigation or deleting/ clearing/ firing the main crisis forming factors.

5) Eliminating the consequences of the crisis. On that stage all negative consequences are to be cleared up in order to force business to operate in a normal mode [22]

6) Exit to the normal, stable functioning of the enterprise. This is the last stage to guaranty that the vulnerability level is reduced to acceptable rates and the sustainability level is high enough to guaranty the long run operational activity of a firm.

Therefore, anti-crisis management is necessary to ensure the sustainable development of the enterprise [1-20]. Anti-crisis management helps not only to overcome a crisis but also to predict its occurrence. During a crisis, the company must mobilize all efforts to overcome it and ensure the fastest possible further development.

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