

TRANSFORMATION OF THE NOTION OF CRISIS MANAGEMENT FOR CONCERNING ECONOMIC SECURITY OF ORGANIZATION

V. Ruban, D. Allahverdieva

National University of Food Technologies

Key words: Economic security of organization Crisis management	ABSTRACT The article considers the problem of transformation of such notion as crisis management. Crisis management changes come along with changes in the state of the environment business. Basic approaches to crisis management are presented in the paper.
Article history: Received 20.01.2012 Received in revised form 30.02.2012 Accepted 10.03.2013	
Corresponding author: E-mail: npnuht@ukr.net	

ТРАНСФОРМАЦІЯ ПОНЯТТЯ АНТИКРИЗОВОГО УПРАВЛІННЯ ДЛЯ ЗАБЕЗПЕЧЕННЯ ЕКОНОМІЧНОЇ БЕЗПЕКИ ОРГАНІЗАЦІЇ

В. Рубан, Д. Аллахвердієва

Національний університет харчових технологій

В статті висвітлено проблему трансформації концепції антикризового менеджменту. З плином часу зазнають змін інструменти державного регулювання антикризового менеджменту. Авторами показано, що підходи до антикризового менеджменту змінювались залежно від зміни інструментів державного управління та стану зовнішнього середовища ведення бізнесу в країні. В статті представлено точки зору на антикризове управління науковців та визначено передумови розгортання кризи.

Ключові слова: економічна безпека підприємства, антикризове управління.

In current market conditions, the threat of economic security of the companies is so great that their neutralization or warning overlook are most important tasks at the modern level of development of the national economy.

Labor scholars such as V. Geets, J. Blank, M. Kyzyma, T. Klebanov, A. Chernyak, T. Vasylytsiv et al. substantiate the feasibility of the allocation of economic security as part of the management system, not only now, but also the state as a whole. Here is the most accurate and concise, in our view, definition of «economic security»: it is a state entity, in which he for the most effective use of corporate resources reaches preventing, mitigating or protection from existing hazards and threats or other unforeseen circumstances and basically ensures the achievement of business in a competitive environment and economic risk [12]. Based on the above, the company continuously supports its own economic security, not only in cases of unforeseen threats.

The article aims at identifying the views of national transformation and Russian scientists on the nature of crisis management relative economic security organization.

The study of cyclical crises factors influencing the depth of the crisis and its aftermath took thought of Russian and Ukrainian scientists particularly acute with the 90-ies in connection with the collapse of the Soviet Union, and the implications thereof for the post-Soviet society. Certain distinguished school scientists worked on the administration during the crisis to search for methods, techniques and tools to overcome and prevent crises.

At the beginning of the 1990s, famous Russian scientists and economists Leonid Abalkin, Sergei Glazyev, Vladimir Majewski, Stanislav Menshikov and Yuri Yakovets restored the cycles of Russian school, which is also part Ukrainian and launch which in economics reaches works of Mikhail Tugan-Baranovsky (1865 – 1919), which has in 1894 created a system theory of periodicity of industrial crises.

The research of the scientific literature allowed to submit for analysis interpretation of «crisis management» and to distinguish different visions related to the understanding of crisis management as a special that is part of corporate strategy at the onset of the crisis or preventing or permanent, to promote economic enterprise security throughout the period of its operation phase nucleation.

1995 – 1999, were published work Ivanova G.P., Bilyaeva S.G., Koshkin V.I., Utkin E.A., Danylochynoyi N.G., Minaeva E.S., Panahushyna V.P. in which the definition of «crisis management» is directly related to the time constraints and the period of the enterprise, called «recession» or a «crisis.» According to this vision was offered special technologies, methods and instruments of crisis management were offered.

In 1998 – 1999 N. Tulenkov, S. Aivazian, V. Kirichenko offer another interpretation of the essence of crisis management, based on the statement, according to which any management organization should be bail, that is built on consideration of risk and danger crises.

In 2000 – 2009 in the works of Lihonenko L.A., Korotkov E.M., Chairman S.F., Asaul A.N. the essence of crisis management translates to understanding it as a permanent process that is carried out throughout the period of operation of the enterprise, specially formed system that continuously implemented by an entity designed to detect signs of most prompt crisis and the creation of appropriate conditions for their timely overcome with to ensure the survival and recovery of viability separate entity to prevent a situation of his bankruptcy. So scientists have proven the need for crisis management from the beginning of the company, as an instrument of security, without which it can not function.

It should provide a vision of national scientist Ivanyuta S.M. in his publications from 2007 to the opinion that prevent crisis — the main strategy planning for the future. That scientist offers enterprise from the beginning of its activities focus on the occurrence of events that are dangerous its operation, to operate under the pressure of constant threat predictions.

In 2009 – 2010, published work of Skibitskoho O.M. Demchuk O.N., Ephraim T.A. and others, in which we see less radical definition of the essence of crisis management, which proved that his methods and techniques specific and can not be used in the enterprise constantly.

In our view, it is clear fluctuation in the definition, since these periods in the economies of both countries took place recovery and downs. But the construction company strategy determinative as to combat the crisis or its security warning for the organization — it is an exaggeration. Thus, we offer organizations in our economic system just concentrate on saving alternative sources of income, investors and others.

It should be noted that the vast majority of authors processed papers tend to the common conclusion that the special and major events in the crisis management are:

- Reduce costs associated with production, sales, maintenance and improvement of fixed assets, personnel;
- Restructuring of the organizational structure, reduced headcount, centralization of management;
- Eliminate inefficient elements of business;

- Reduce capital turnover period in the cycle of production;
- The release of money resources from the core.

The definition of «crisis management» Ukrainian and Russian scientists in chronological order (by publishing work)

Ivanov G.P.	organized system of monitoring, diagnosis and, if possible, to protect the company from financial collapse [2].
Minaeva E.S., Panahushyna V.P.	not only management company focused on the withdrawal of the state of crisis, but also the management, which has previously forecast and prevent insolvent companies under the strategic program produced increase competitive advantage and financial recovery [3].
Aivazian S., Kirichenko V.	managing directed at overcoming the crisis that followed, to ensure survival in the short term [1].
Gryaznova A.G.	a company's management system, which has a complex system and aimed at the prevention and elimination of adverse effects for the business through the use of the full potential of modern management, development and implementation of a special program at the company, which has a strategic character, addresses the temporary difficulties, preserve and increase market position in any circumstances, by relying mainly on its own resources [5].
Blank I.O.	financial crisis management — a system of principles and methods for the development and implementation of a range of special management decisions aimed at preventing and overcoming financial crisis companies, as well as minimizing the negative financial impact [8].
Korotkov E.M.	anti-crisis management — is the management, which set a certain way foresight dangerous crisis, analysis of his symptoms, measures to reduce the negative effects of the crisis and its use of factors for the later development [4].
A. Bolshakov	set of principles, methods, means and tools for diagnosis, stabilization and withdrawal of economic organizations of the crisis [9].
Vasilenko V.O.	management, in which the pressure of planned or random factors put certain way hazard prediction crisis, analyzing its symptoms and removal of threats to the emergence of crises, and in case of their occurrence analysis and a quick action liquidating nature with minimal losses and negative consequences [10].
Golov S.F.	any management of the organization should be crisis management, built on account of the risk and dangers of crises that may occur at any period of the organization [11].
Asaul A.N.	a system management actions aimed at predicting the crisis in the organization and recognition of its early stages, the preparation for the crisis, its mitigation and [6].
Ivanyuta S.M.	system management measures, diagnosis, prevention, neutralization and overcoming crises and their causes at all levels of the economy [14].
Belyaev A.A. Korotkov E.M.	management complex and systemic, which brought to the forefront the problem of crisis prevention, the development of measures to reduce its adverse effects and the use of its factors for future development in the interest of the organization or the national economy as a whole [7].
Demchuk O.N. Ephraim T.	management under conditions of risk and preventing bankruptcy organization, and this system of management measures to diagnose, prevent, neutralize and overcome the crisis and its causes at all levels of the economy [13].

Given the tools and the basic techniques of crisis management it is clear that such methods can not be combined with the implementation of the strategy of differentiation of the product (or market) diversification strategy, competitive strategy, strategy ahead and others.

Let us draw a parallel study of similar conduct business with state policy, such as being in a constant state of state defense, military readiness, not normal peaceful activities, policies oriented to the development and enrichment of the citizens.

Conclusions

Thus, under the economic security companies should understand the property company, which is characterized by its ability to function in order to achieve its objectives under certain external conditions and their changes within certain limits. We will remove the concept of threat from this definition because they are determined by the economic conditions and exist in any functional enterprise, and the company has the capabilities to avoid them. Periods of economic growth are changing on the decline, which is clearly due to the cyclical nature of the economy. As international experience shows, the activities of any system, including economic, impossible without the crises that arise from time to time, but domestic and Russian researchers so enthusiastic about the idea of saving business crisis or warnings that significantly exaggerated the need for techniques, methods and tools of crisis management during the period of operation of the organization as a necessary component of a strategy for economic security organization.

Source

1. *Aivazian S., Kirichenko A.V.* anti-crisis Management: Adoption decisions at the edge gap // Management and Marketing. — 1999. — №4. — p. 94 – 103.
2. *Anti-crisis Management: from bankruptcy Finance Recuperation k / m. G.P. Ivanov.* — M.: Law and Law, Unity, 1995. — 320 p.
3. *Anti-crisis Management: Textbook. Handbook for Engineering. Universities / Under red.prof. Y.S.Mynaeva and prof. V.P. Panahushyna.* — M.: «Izd Prior», 1998. — 432 p.
4. *Anti-crisis Management: Tutorial / Ed. EM Korotkov.* — Moscow: INFRA-M, 2003. — 432 p. — (Series «Higher education»).
5. *Crisis management / editors under Prof. Gryaznova A.G.* — M.: Association of authors and publishers «Tandem». Эkmos Publishing, 1999. — 368 p.
6. *Asaul A.N.* The theory and Practice of Adoption decisions on Exit organizations of crisis / AN Asaul, I. M. Prince, V. Korotaeva, ed. Honored. Builds. Russia, Dr. economical. Science professor. AN Asaula. — St. Petersburg: ANO «УРЭВ» 2007. — 224 p.
7. *Belyaev A.A., Korotkov E.M.* Anti-crisis Management Unity 2009. — 312 p.
8. *Form I.A.* Management fynansovoy stabilize the company. — K. Nika Center, эlha, 2003. — 496 p. («Encyclopedia of a financial manager»; Выр.4)
9. *Bolshakov A.* Anti-crisis Management: a financial aspect. — St. Petersburg.: SPbHUP, 2005. — 132 p.
10. *Vasylenko V.O.* Crisis management: Manual. View. 2nd, correct. and add. — Kyiv: Center of textbooks, 2005. — 504 p.
11. *A head SF Management Accounting: Tutorial / SF head.* — 3rd ed. — K.: Libra, 2006. — 704 p.
12. *Hrunyn O.A.* Economic safety of the organization / O. Hrunyn, SO Hrunyn. — St. Petersburg: Edition of «Peter», 2002. — 160 p.
13. *Demchuk O.N.* Anti-crisis Management: Textbook. Handbook / AN Demchuk, TA Efremova. — M.: FLYNTA: MPSY, 2009. — 256 p.
14. *Ivanyuta S.M.* Crisis management. Textbook. — K.: Center educational literature, 2007. — 288 p.

ТРАНСФОРМАЦІЯ ПОНЯТТЯ АНТИКРИЗИСНОГО УПРАВЛІННЯ ДЛЯ ОБЕСПЕЧЕННЯ ЕКОНОМІЧЕСКОЙ БЕЗОПАСНОСТИ ОРГАНІЗАЦІИ

В. Рубан, Д. Аллахвердиева

Национальный университет пищевых технологий

В статье раскрыта проблема трансформации концепции антикризисного менеджмента. С течением времени происходило изменение инструментов государственного регулирования антикризисного менеджмента. Авторами показано, что подходы к антикризисному менеджменту изменялись в зависимости от изменения инструментов государственного управления и состояния внешней среды ведения бизнеса в стране. В статье представлены точки зрения ученых и определены условия развития кризиса.

Ключевые слова: *экономическая безопасность предприятия, антикризисное управление.*