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CRISIS MANAGEMENT OF INDUSTRIAL ENTERPRISES IN UKRAINE UNDER THE CONTROL OF CREDITORS

Crisis is such a state, which makes existence of enterprise impossible within the framework of existent model of development. As a result of display and development of crisis situations there is a deficit or lack of financial resources or facilities at the enterprises of Ukraine. At enterprises, debt funds come forward as one of the sources of their addition. Most widespread from them are the funds obtained from commercial banks. As practice shows, efficiency of development and introduction of crisis measures at enterprises directly affects further “enterprise-bank” co-operation, plenitude and timeliness of return of funds to the creditor. At the same time, existence of many methods aimed at the management of crisis processes at enterprises leaves the row of open question on making administrative decisions for overcoming crisis or enterprise management in crisis situation.

Problem of effective management in the conditions of the crisis at enterprise frequently de-

pends on adequacy and timeliness of decision, volume of financing and depth of influence of crisis on economic, productive and financial activity of enterprise. The level of formation of decision-making will lean against the type of crisis management, afterwards forming strategy of crisis management by an enterprise with individual features of development.

“Crisis management under control of creditors” may be regarded as one of effective methods of crisis management, in the conditions of development of the crisis phenomena of today in Ukraine.

For most enterprises as legal entities, the role of creditors is performed by state or commercial banks of Ukraine.

Analysis of the ability of creditors to perform crisis management of industrial enterprises in present terms educed the presence of positive lines: crediting, as the basis of development and support of business in the period of the crisis, both at enterprises and in the economy of

the state on the whole; bringing in and use of outsourcing companies as extraneous objective consultants in the crisis management. Proving basic elements of “enterprise-debtor – creditor bank” co-operation with the purpose of realization of effective crisis management it was educed that in the conditions of present crisis and reform of bank sector, there are yet many threats for existence and effective activity of banks-creditors due to the low concentration of bank capital.