

DOI <https://doi.org/10.26661/2414-0287-2021-2-50-28>

REVIEW OF THE MONOGRAPH
“FORMATION OF STRATEGY IN ANTI-CRISIS MANAGEMENT OF OPERATIONAL
ACTIVITY OF INDUSTRIAL ENTERPRISES”,

prepared by the Candidate of Economic Sciences (Ph. D. in Economics), Associate Professor,
 Associate Professor of Department of Finance,
 Banking and Insurance Zaporizhzhia National University
 Shvets Yu.O., Zaporizhzhia, 2020¹

Okhrimenko I.V.

Doctor of Economics, Professor, Rector
 Kyiv Cooperative Institute of Business and Law
 Ukraine, Kyiv, вул. Ломоносова, 18
 i.okhrimenko@kkibp.edu.ua
 ORCID: 0000-0003-3607-870X

Industrial enterprises operate under the negative influence of environmental factors, which affects the efficiency of their work. Along with this, the main activity of enterprises is operating activities that affect the level of profitability. There is a need for constant research of external (economic, political, social, legislative factors) and internal (adequacy of financial resources, staffing, personnel policy, organization of production activities, marketing department, motivation system) environment, which can lead to crises. First of all, the crisis phenomena have a negative impact on the state of operating activities, which can lead to reduced efficiency, deterioration of industrial development. Accordingly, there is a need to implement a set of measures for the ongoing study of the possibility of crisis phenomena and the development of effective measures.

There is a need for crisis management of operational activities in order to identify threats and risks in a timely manner. However, there are no tools to carry out such operational management. That is, there is a need to form a strategy, tools for crisis management in the field of production, marketing, supply of industrial enterprises. This will allow to make effective decisions, to define strategic goals, to analyze the impact of the market environment, to identify the possibility of threats of crisis phenomena, to develop ways to increase the efficiency of operational and financial activities in the long run. Thus, improving the situation of industrial enterprises, increasing the level of profitability is possible only if the efficiency of operational activities, which requires crisis management and confirms the relevance of the research topic.

The monograph “Formation of strategy in anti-crisis management of operational activity of industrial enterprises” contains five main sections, in particular: theoretical and methodological principles of anti-crisis management of operational activities at industrial enterprises; methodical bases of formation of strategy of anti-crisis management of operational activity of industrial enterprises; the current state of industrial enterprises; theoretical and methodological approaches to assessing the effectiveness of crisis management of operational activities at industrial enterprises; methodological approaches to forecasting crisis management of operating activities of industrial enterprises.

The educational-methodical and practical value of the monograph development lies in the following aspects:

the conceptual-categorical apparatus “crisis management of industrial enterprises” is proposed; industrial enterprises; scientific and practical aspects of forming a system for determining the factors influencing the effectiveness of crisis management of industrial enterprises, which allow to identify three groups of factors;

improved the concept of crisis management of industrial enterprises, which allows to determine set of crisis management tools,

expanded the mechanism of anti-crisis management of operational activities of industrial enterprises, which will form anti-crisis measures and improve the performance of enterprises in the short term,

formed a crisis management system normal functioning of the mechanism, implementation of the accepted decisions;

the mechanism of formation of strategy of anti-crisis management of operational activity of the industrial enterprises which allowed to form some variants of strategy depending on a condition of operational activity, emergence of threats of crisis phenomena is developed;

improved scientific and methodological approach to assessing the effectiveness of the mechanism and system of crisis management of operational activities of machine-building enterprises, which allowed to assess the effectiveness of their use and make decisions for further implementation of the strategy; the effectiveness of crisis management tools for the operational activities of machine-building enterprises, which includes a universal scale;

¹ Швець Ю.О. Формування стратегії антикризового управління операційною діяльністю промислових підприємств : монографія. Запоріжжя : видавець ФОП Мокшанов В.В., 2020. 591 с.

improved scientific and methodological approach to assessing the impact of internal factors on the use of the mechanism of formation of the strategy of crisis management of operating activities of industrial enterprises, which allowed to choose.

It should be noted that the material of the monograph "Formation of strategy in anti-crisis management of operational activity of industrial enterprises" is characterized by structure, content, logic of presentation of the material and it is made on a topical topic, contains elements of scientific novelty, has theoretical, methodological and methodological significance.

Monograph of Candidate of Economic Sciences (Ph. D. in Economics), Associate Professor of Department of Finance, Banking and Insurance Zaporizhzhia National University Shvets Yu.O. "Formation of strategy in anti-crisis management of operational activity of industrial enterprises" can be recommended for publication.

References

1. Oliynyk-Dunn O., Wasilewski M., Wasilewska N., Okhrimenko I., & Adamenko V. (2020). Transformatsiia modeli finansuvannia silskohospodarskykh pidpriemstv v umovakh kryzy finansovoi systemy: dosvid Ukrainy y SShA [Transformation of the financing patterns of agricultural enterprises in the conditions of the financial system crisis: A case of Ukraine and the USA]. *Ekonomichnyi chasopys-XXI – Economic Annals-XXI*, Vol. 182, Issue 3-4, p. 77–89. URL: <http://soskin.info/ea/2020/182-3-4/202012.html> [in Ukrainian]
2. Shvets Yu.O. (2020). *Formuvannia stratehii antykryzovoho upravlinnia operatsiinoiu diialnistiu promyslovykh pidpriemstv : monohrafiia* [Formation of strategy of anti-crisis management of operational activity of industrial enterprises : monograph]. Zaporizhzhia : vydavets FOP Mokshanov V.V. [in Ukrainian]
3. Shvets Yu.O. (2019). Antykryzove upravlinnia operatsiinoiu diialnistiu pidpriemstv: sutnist ta rol [Anti-crisis management of operating activities of enterprises: essence and role]. *Visnyk Khmelnytskoho natsionalnoho universytetu: naukovyi zhurnal. Ekonomichni nauky – Herald of Khmelnytskyi National University: Scientific journal. Economic sciences*, Issue 6, Part 2 (276), p. 222–226. [in Ukrainian]
4. Shvets Yu.O. (2020). Teoretyko-metodychni zasady formuvannia systemy antykryzovoho upravlinnia operatsiinoiu diialnistiu promyslovykh pidpriemstv [Theoretical and methodological principles of forming a system of crisis management of operational activities of industrial enterprises]. *Visnyk Khmelnytskoho natsionalnoho universytetu: naukovyi zhurnal. Ekonomichni nauky – Herald of Khmelnytskyi National University: Scientific journal. Economic sciences*, Issue 4, Part 2 (284), p. 72–77. [in Ukrainian]
5. Shvets Yu.O. (2020). Teoretyko-metodychni zasady shehodo zdiisnennia prohnozuvannia antykryzovoho upravlinnia operatsiinoiu diialnistiu promyslovykh pidpriemstv [Theoretical and methodological principles for forecasting anti-crisis management of operational activities of industrial enterprises]. *Prychornomorski ekonomichni studii: naukovyi zhurnal – Black Sea Economic Studies: a scientific journal*, Issue 52, Part 1, p. 150–156. [in Ukrainian]
6. Cherep A.V., & Shvets Yu.O. (2020). Rozvytok pidkhodu do otsinky vplyvu vnutrishnikh faktoriv na vykorystannia mekhanizmu formuvannia stratehii antykryzovoho upravlinnia operatsiinoiu diialnistiu promyslovykh pidpriemstv [Development of the approach to an estimation of influence of internal factors on use of the mechanism of formation of strategy of anti-crisis management of operational activity of the industrial enterprises]. *Prychornomorski ekonomichni studii: naukovyi zhurnal – Black Sea Economic Studies: a scientific journal*, Issue 50, Part 2, p. 162–166. [in Ukrainian]