

DOI <https://doi.org/10.26661/2414-0287-2021-3-51-22>

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,
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 Shvets Yu.O., Zaporizhzhia, 2020¹

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Monograph “Formation of strategy in anti-crisis management of operational activity of industrial enterprises” Shvets Yu.O. reveals theoretical and methodological, methodological issues related to the implementation of crisis management, the use of strategy in industrial enterprises to improve the efficiency of production and marketing activities.

In the first section the author investigates theoretical issues on defining the essence of the concepts “crisis”, “crisis management”, “crisis management of industrial enterprises”, “crisis management of operational activities of industrial enterprises”, and analyzes scientific and practical aspects of system formation identification of factors influencing the effectiveness of crisis management of operating activities of industrial enterprises.

The second section is devoted to the study and characterization of the concept of crisis management of operating activities of industrial enterprises; the mechanism of anti-crisis management of operational activity is formed; the system of anti-crisis management of operational activity is investigated; the mechanism of formation of strategy of anti-crisis management of operational activity of industrial enterprises is developed.

In the third section of the monograph the thorough analysis of efficiency of operational activity is carried out; the state of financial activity of industrial enterprises is analyzed; the probability of bankruptcy at machine-building enterprises is investigated.

In the fourth section of the monograph, the author evaluates the effectiveness of the use of the mechanism and system of crisis management of operational activities on the example of machine-building enterprises; the approach to determining the effectiveness of crisis management tools for the operational activities of enterprises has been improved; the influence of internal factors on the use of the mechanism of crisis management strategy of operating activities of enterprises is assessed.

In the fifth section of the monograph, the author proposes a scientific and methodological approach to assessing the effectiveness of anti-crisis management strategy of operating activities of industrial enterprises; forecasting of use of the mechanism of formation of strategy of anti-crisis management of operational activity of the industrial enterprises is carried out and offers to improvement of work of the enterprises are offered.

All material is presented in accessible language, full of statistical data and analysis on the study of the effectiveness of operational activities, the possibility of threats of crisis. The monograph is of interest not only to economists and financiers, but also to managers, as well as to teachers and students of advanced training and retraining programs and can be recommended for publication.

Monograph “Formation of strategy in anti-crisis management of operational activity of industrial enterprises” Shvets Yu.O. is a scientific work that reveals the theoretical, methodological, methodological and practical foundations of crisis management of the operational activities of industrial enterprises, the selection and use of effective strategies. I consider this scientific work complete and recommend it for publication.

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