

CRISIS MANAGEMENT AS A TOOL FOR SOLVING PROBLEMS IN CONDITIONS OF GLOBAL EMERGENCIES

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Abstract. *The study argues that crisis situations are a characteristic phenomenon of modern society. It has been found that a significant number of global crises and the current economic crisis caused by the COVID-19 coronary virus pandemic update the study of crisis management as a tool for solving problems in global emergencies. It is proposed to identify the pandemic as a global emergency. Crisis management is proposed as one of the tools for regulating crisis processes, which should also be considered as a result of the transition from classical capitalism to the formation of a noosphere, information civilization. It is claimed that the task of crisis management is to develop and implement management decisions that with minimal risk with a minimum of additional funds and with minimal negative consequences allow to achieve the goals and expected results. To implement this task, the main stages of crisis management have been developed.*

Key words: *crisis management, management, COVID-19, globalization, emergencies, global problems.*

Crisis situations are a characteristic phenomenon of modern society. However, the concept of "crisis" is one of the most difficult to understand and has different approaches to interpretation. The etymology of the word "crisis" dates back to ancient Greece, where it meant – a turning point, a point of change. Subsequently, this term began to be used for various spheres of life. It is most often used in politics, medicine and economics, where it has become widespread, largely due to theories of cyclical economic development. Accordingly, a new branch of research is being formed – crisis management or anti-crisis management. A significant number of global crises in recent decades and the current economic crisis caused by the COVID-19 coronavirus pandemic are relevant to the study of crisis management as a tool for solving problems in global emergencies.

1. Note that the study of crisis management is devoted to the works of the following domestic and foreign scientists: Ansoff I. [1], Blank I. [2], Brealey R. [3], Ligonenko L. [4], Linch R. [5], Litovchenko O. [6], Pitsur J. [7], Skibicky O. [8], Shubin O. [9], Grinko T. [10] and others. Despite the significant interest in this issue,

many issues remain unexplored, in particular the peculiarities of the application of crisis management in global emergencies. Thus, the purpose of this study is to develop theoretical, methodological and practical principles for the use of crisis management to solve problems in global emergencies.

At the end of the twentieth century, a new branch in the system of management sciences – crisis management and there is a specific type of human activity – crisis management, which involves the implementation of management functions in crisis situations [10]. Crisis situation, as an object of crisis management, is an important situational characteristic of the functioning of any entity, a consequence of the manifestation of uncertainty in its internal and external environments. Signs of a crisis situation: disruptive and unexpected event, threat to important interests, goals, values and a minimum of time to respond to it, taking appropriate measures. Crisis situations are, in particular, catastrophe, military conflict, natural disaster, pandemic.

Globalization of social development creates opportunities for holistic and interdependent development of the world economy, optimization of integrated use of resources, but, on the other hand, intensifies competition between national economies, increases human expansion into the ecological sphere and threatens the world with global environmental crisis, social catastrophes and cataclysms.

Note that globalization is the driving force of social development, creates opportunities for holistic and interdependent development of the world economy, optimizing the integrated use of resources and thus promotes the integration of national economies into a single economic space. However, globalization also intensifies international competition at the level of national economies, threatening global environmental problems, catastrophes and cataclysms. Accordingly, crisis situations caused by globalization processes require a tool for counteraction, regulation and management, as well as preventive mechanisms.

The outbreak of the new coronavirus COVID-19 has led to a number of crises in many countries. In a matter of weeks, the disease escalated into a pandemic and became a threat to China and later to other countries, practically "stopped" the world economy. A characteristic feature of this pandemic is the systemic nature of its

impact. Crisis situations that permeate all sectors of the economy and all spheres of life are quite rare. In particular, the pandemic affects not only the economy and medicine, but also education, culture, tourism, sports – for the first time since World War II canceled major sporting events (Olympic Games, European Football Championship, etc.). Quite fair, in this situation, is the emergence of a new term – coronary crisis, which accurately describes the situation. On the other hand, COVID-19 can be considered an emergency. Because, an emergency situation is a situation in a particular territory or business entity, which is characterized by a violation of normal living conditions caused by a catastrophe, accident, fire, natural disaster, epidemic, or other dangerous event that led to a threat life or health of the population. An emergency can also be interpreted as: violation of normal living conditions and activities of people in facilities or areas caused by an accident, catastrophe, epidemic, natural disaster, etc., which have led or may lead to human and material losses [12].

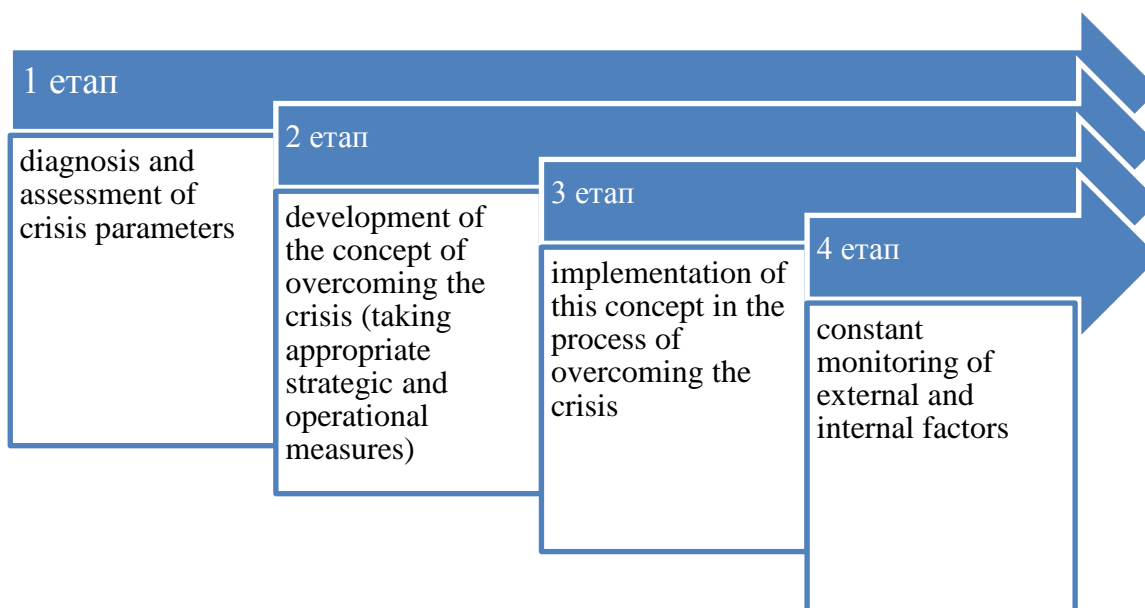
Taking into consideration previous arguments the COVID-19 coronavirus pandemic can rightly be identified as a global emergency. That is why the search for ways to counteract it, the adaptation of society to the existing realities and the search for ways to restore the usual way of life is relevant. Thus, crises caused by globalization processes require appropriate international, national, sectoral and regional programs and mechanisms to prevent, mitigate regulation and governance. One of the tools for regulating crisis processes, which are manifested in various spheres of public life, characterized by the unexpectedness of their occurrence and significant threats to national interests, is crisis management. That is why we consider crisis management as a tool for solving problems in global emergencies. In essence, crisis management is a type of management based on the implementation of the principles of crisis management. Crisis management is a relatively new branch in the system of management sciences, formed as an independent science under the influence of globalization. It should also be considered as a result of the transition from classical capitalism to the formation of noosphere (information) civilization, the emergence of which was predicted by V. Vernadsky [13; 14].

Thus, the crisis situation as an object of crisis management is an important situational characteristic of the functioning of any entity, a consequence of the manifestation of uncertainty in its internal and external environments. Signs of a crisis situation: unexpected, threat to important interests, goals, values and a minimum of time to respond to it, taking appropriate measures. Crisis situations are, in particular, catastrophe, conflict, natural disaster. Accident, unstable or extraordinary event, etc. Sources of their occurrence – natural, technical and production, environmental, financial and economic, socio-psychological, political and legal and other factors; reasons – insufficient level of knowledge to predict the crisis, a certain isolation and functioning of socio-political, economic and cultural-psychological spheres of human life, random miscalculations, errors, deviations in the development, adoption and implementation of management decisions, criminal, criminal actions of individual sub objects [15].

The urgent task of crisis management in the fight against the pandemic of coronavirus COVID-19 is the development and implementation of management decisions that with minimal risk with a minimum of additional funds and with minimal negative consequences allow to achieve the goals and expected results.

Thus, crisis management is an important management tool based on the use of the most effective management tools to ensure socio-economic development and counter the coronavirus disease COVID-19.

The main task of crisis management is the development and adoption of management decisions that with minimal risk with a minimum of additional funds and with minimal negative consequences allow to achieve the goals and the expected result. The implementation of this task involves the following stages of crisis management:



Pic. 1. The main stages of crisis management

Crisis diagnosis requires, first of all, an increased level of vigilance and attention in the process of tracking elements of the external and internal environment at the stage of preliminary detection of crisis phenomena.

At the second stage deviations of the certain parameters of a situation from norms and standards are established, the probability of occurrence of crisis or favorable factors of its development are estimated. The third stage is the analysis of cause-and-effect relations and forecasting of possible directions of crisis development, estimation of scales of probable expenses, definition of terms and time of an exit from a crisis situation. The fourth stage is the creation of conditions under which the reverse effect of regulatory factors on the state and development of the crisis is possible.

In the process of developing the concept of overcoming the crisis, first of all clarify the main provisions of the strategic plan of the system, as well as establish interpersonal and intergroup relations in the group of crisis managers, provide effective organization of information and documentation flows, development of versions, hypotheses, realistic crisis management plans, preparation of alternatives to crisis response plans and evaluation of each of them.

Implementation of the concept developed and adopted at the previous stage involves the development of a compensation mechanism for deviations and violations of the normal functioning of the organization, refinement of existing or design and creation of a new crisis management model, innovation in the event of failure, implementation of anti-crisis measures.

The final stage of crisis management is the organization of monitoring of the external and internal environment: the development of special methods for monitoring the condition and changes in the object of management. Analysis. Processing and evaluation of information about the crisis situation. The obtained results are the basis for the development of specific anti-crisis measures for the development of organizations.

Conclusions. The study considered the theoretical foundations of crisis management as a tool for solving problems in global emergencies. In particular, the essence of the concept of "crisis" and "crisis situation" is clarified. The interdependence of globalization, economic development and crisis situations is considered. The expediency of identifying the coronavirus disease COVID-19 as a global emergency is substantiated. Emergencies and crises have been identified as subject to crisis management. It has been established that anti-crisis management is a tool to counter the pandemic of coronavirus COVID-19. The main stages of anti-crisis management in response to the pandemic are proposed.

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