

ABSTRACT

There is Master's thesis on « Crisis management enterprise on innovative principles (on the basis of PJSC «ELMIZ»»).

The effectiveness of anti-crisis mechanisms is directly related to success and timeliness of detection of adverse events which violate the rhythmic functioning and purposeful development of companies. Therefore, issues of development of mechanisms and methods for the measurement the financial and economic situation and threats of onset of instability and bankruptcy were and remain relevant. Their formulation and algorithmization are the basis for the design and implementation systems of monitoring and early warning crisis.

Relationship with academic programs, plans, themes. The diploma work of OCD «Master» performed at the National Technical University of Ukraine «KPI» (Kyiv) according to the plans of research works of the Department of Management. Research results of the work are part of the scientific theme: «Crisis management enterprise on innovative principles» (№ DR 0112U008585) - contribution of the author is listed detailed crisis management algorithm based on innovative design approach and its implementation in the enterprise.

The aim of the work is to processing of the theoretical and methodical positions on crisis management enterprise which based on innovation basis using the principles of project management.

The aim of the work has caused necessity of formulation and solution the following tasks:

- to examine the existing theoretical and methodological foundations of crisis management enterprise and determine its innovative aspects;
- to determine the degree of stability of the investigated company to the influence of different groups of exogenous factors and identify the most significant of them;
- to consider the method of identification of crisis events in the enterprise and integrate it into a comprehensive methodological system of the early warning crisis;
- to prove expedience of application of the project approach in the system of crisis management by industrial enterprise and determine it potential benefits;
- to develop a methodology of crisis management on innovative principles, based on the use of the project approach that provides early detection warning of the coming crisis and it development;
- to predict the possible outcome of financial and economic activity of the enterprise from implementation of crisis management measures.

The object of research is the process of crisis management of industrial enterprise.

The subject of research is theoretical and methodological provisions of crisis management of industrial enterprise and management, financial and economic relations that arise in implementation.

Research methods. In the process of solving theoretical problems were used methods of systematic, logical and multivariate analysis, induction and deduction, specification and abstraction methods, methods of sampling, comparison, grouping, methods of economic-mathematical modeling, tabular and graphical methods of presenting information.

The scientific novelty of the work is to clarify and processing methodology of crisis management of industrial enterprise on the basis of innovation, including the use of project management principles.

Recommendations and proposals on improvement of the mechanism of financial development of innovative company that have developed in the diploma work of educational qualification level "master", were presented to the Board of Directors of JSC "ELMIZ", which was considered the possibility of practical application in the future some measures and suggestions for implementation project management based on innovation (the act of implementation is № 17/22.12.12.12.2015).

Approbation of the results. The theoretical and practical results of the study appear in the report at the international scientific conference "Financial Infrastructure: formation, problems and prospects in terms of innovation economy" (Kharkiv, 7-8 November 2014). As a result of the master's work was prepared and published 1 articles in professional journals, 1 - in another edition, 1- as thesis report.

Keywords: *innovation, enterprise of innovation, innovation, innovation activities, industrial activities, financial stability, crisis, crisis management, project approach.*