FEATURES OF THE CRISIS IN AGRICULTURAL ENTERPRISES AND CRISIS MANAGEMENT

The article deals with the main features of the crisis in agricultural enterprises. The paper investigates the main signs of crisis in agricultural enterprises. It is spoken in detail about the reasons of the crisis in terms of productive forces, technical, technological, organizational and economic relations. Much attention is given to the allocation of the main effects of the crisis in agricultural enterprises. It is examined the essence of the object, the subject and the topic of crisis management. It is determined, that the primary purpose of such management is to overcome the crisis in the enterprise with minimal cost and prevent crises. It is developed the main tasks of crisis management that are not identified with its goals. It is marked out the basic stages for implementing effective crisis management in agricultural enterprises. This paper presents the system of management, that is designed to achieve the purposes and the structure of which consists of combined features of crisis management.

Keywords: crisis, crisis management, the agricultural enterprises, the purpose of crisis management, stages of crisis management.