

THE IMPORTANCE OF MECHANISMS FOR DEALING WITH THE CRISIS OF ENTERPRISES

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Abstract

In an era of economic volatility and rapid market changes, enterprises are increasingly susceptible to crises that can threaten their stability and long-term viability. This article explores the critical importance of implementing effective mechanisms for dealing with enterprise crises. It examines the various types of crises that organizations may encounter, including financial distress, operational disruptions, and reputational damage, and highlights the strategic approaches necessary for mitigating these risks. By analyzing case studies and best practices, the article provides insights into proactive crisis management techniques, such as robust risk assessment frameworks, contingency planning, and stakeholder communication strategies. Furthermore, it discusses the role of leadership and organizational culture in fostering resilience and adaptability. The article aims to underscore the necessity for enterprises to develop and maintain comprehensive crisis management plans, ensuring they are well-prepared to navigate and overcome challenges, thereby securing their long-term success and sustainability.

Keywords: Crisis, mechanisms, economic equilibrium, managers, competitiveness, bankruptcy, risk.

Introduction

While the political and economic balance of the world is in a state of tension and instability, it has become clear to us that the world's financial and economic problems will continue in 2025 and its danger will not be completely eliminated. President of the Republic Shavkat Mirziyoyev said about this in his reports: First of all, it should be said that the ultimate goal of economic reforms in the New Year will be to reduce poverty and increase the welfare of the population. They concluded that these strategic goals will be achieved at the expense of high economic growth that creates equal opportunities for all. But during the lecture, they also listed the dangers and risks that could have a negative impact on enterprises and entrepreneurship. In fact, enterprises are required not to stop dealing with regular crises and to improve all measures of elimination.



Research Object

All the factors that cause the crisis of enterprises. An example of this is the financial, management, legal and organizational structures of the enterprise. Analysis of the factors leading to the crisis of the company and development of the company's anti-crisis strategy.

Have effective crisis management mechanisms been established in enterprises? Have these mechanisms effectively impacted businesses? At this point, it is worth saying that I think that a single model of crisis management has not been developed. Because the types of enterprises, environmental and legal restrictions, political changes, economic barriers and several other emerging problems can contribute to or be the main cause of the enterprise crisis. It can also be attributed to several factors. The main thing is that the crisis manifests itself in different forms in each enterprise, depending on the nature of the network, geographical location, and the uniqueness of the external and internal environment. Even in two companies with the same circumstances, crisis management can be implemented through different plans. This process depends on how the managers operating in the enterprises can accept the resistance. But in most cases, the causes leading to the crisis indicate the nature of the crisis, which plays an important role in the elimination of the crisis in the enterprise. Therefore, it is necessary to control the effective measures to combat the crisis in enterprises:

- managers of higher and lower organizations, strategic managers, leaders, heads of organizational departments and structural units, government employees, managers of anti-crisis activities, risk managers, anti-crisis managers, internal control personnel, internal auditors and business process managers it is necessary to continuously introduce programs and practical training for optimization specialists;
- in order to increase the competitiveness and financial stability of the organization, it is necessary to study modern anti-crisis management methods in order to maximize the use of all production factors, and to fully study all types of management, for example, theoretical and practical types of managing all the possibilities of human activity;
- it is appropriate to implement several measures to improve the enterprises' anti-crisis measures;
- to study the origin, causes and factors of all types of crises that arise in the development trend of the organization, management by the state during the crisis, the strategy and tactics of the organization's anti-crisis management;
- to study the economic basis of insolvency and bankruptcy in the organization, the role of the human factor in anti-crisis management and the main procedures of bankruptcy;
- study of the current legal-legal theory of the organization's inability (bankruptcy), modern approaches to the return of the organization's ability to pay.

By strengthening the anti-crisis mechanisms of the enterprise and implementing these measures, the risk of further risks can be reduced. Mechanisms for dealing with the crisis of enterprises include the following measures: the causes of the crisis in the organization; regulatory and legal aspects of crisis management; anti-crisis management mechanisms and management system of organization reorganization procedures; financial aspects of the organization's anti-crisis management; strategy and tactics of crisis management; mechanisms for increasing the organization's resistance to crisis and innovation; human factors of crisis management; crisis management at risk; signs of bankruptcy in organizations.



The manager of any enterprise with a risk of crisis must have information about the following and implement measures: origin of the crisis; regulatory and legal bases of anti-crisis management; the main factors and procedures for checking the status of the organization; mechanisms of crisis management; using mechanisms and methods of crisis management; the ability to use strategic and tactical approaches of crisis management in experience; development of an anti-crisis strategy model; practical application of theoretical knowledge; collection of the database of the crisis in socio-economic growth, use of modern methods in the analysis. For example, if there are problems with the qualifications of employees in industrial enterprises, this can certainly increase the risk of a crisis in the enterprise. At the same time, previously experienced employees work far from industrial enterprises, and it is not a big problem for large enterprises to bring them from home. Small-scale industries are forced to hire young and inexperienced workers because they do not have the opportunity to transport workers. As a result, if there is a lack of skills for new employees in the management and development of production, the labour productivity of workers engaged in the main production process will decrease due to insufficient work skills. Therefore, anti-crisis mechanisms in industrial enterprises should be seriously monitored. Even a small problem or an overlooked defect is unlikely to be dangerous for the company's prospects.

Today, measures are being taken in the Republic for industrial enterprises in crisis to get out of the crisis and to eliminate the causes that caused it. Because one loss causes many losses. Planning the process of exiting the crisis is based on the strategy and tactics of anti-crisis management. Many economists describe crisis management strategy as a long-term recovery plan and tactics as an operational plan. A crisis management strategy will not be available only for economically weak and insolvent enterprises. Because every enterprise operating in a competitive market regularly operates between crisis and stability. This crisis is imminent for all enterprises and requires constant action against it. This measure makes stable enterprises more sensitive to negative changes in the external and internal environment. Therefore, the development of anti-crisis management strategy and tactics should be carried out on the basis of clear plans.

Conclusions

In order to increase the competitiveness and financial stability of the enterprise, in order to use all production factors to the maximum, it is necessary to study modern anti-crisis management mechanisms, as well as to fully study all types of management, such as managing all the possibilities of human activity and practical types.

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