©LUMEN Proceedings Series
ISSN: 2601 – 2510 | e-ISSN: 2601 – 2529

2022, Volume 18: Globalization, Innovation and Development, Trends and Prospects (GIDTP 2019), pages: 45-50| https://doi.org/10.18662/lumproc/gidtp2022/05

The Anti-Crisis Management in The Process of Global Integration

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Abstract: *The global integration demands a theoretical understanding and characterization of anti-crisis management. On the one hand, it is associated with changes, which not only create opportunities, but also raise a number of difficulties, and on the other - with the necessity of a concept, combining different approaches.*

The globalization has various dimensions. It is the subject of discussion by the researchers of many scientific fields - sociology, economics, geography, politics, international relations, culture, technique and technology, history, demographics and more. The definitions of the specialist of policy and international relations are interpreted as a accelerating and improving transnational nature of the relationship between the partners and establishment an international order with help of the UN and other international organizations.

The anti-crisis management is a relatively new area of scientific knowledge. In the process of globalization, changes in economic, political, social and spiritual environment, there are expanding opportunities but also pose serious constraints to its theoretical study and practical application.

This paper examining with some aspects of the anti-crisis management in the process of global integration. Clarified are the main requirements for anti-crisis management as a system, as a set of mechanisms and processes, specific technologies and management styles. It discusses factors that determine the effectiveness of anti-crisis management. There is substantiating necessity of interpretation on the need for new specific features in management thinking.

Keywords: *management; anti-crisis management; globalization; global integration.*

How to cite: Emilova, I. (2022). The Anti-Crisis Management in The Process of Global Integration. In I. Panagoreţ & G. Gorghiu (vol. ed.), *Lumen Proceedings: Vol. 18. Globalization, Innovation and Development, Trends and Prospects (GIDTP 2019)* (pp. 45-50). Iasi, Romania: LUMEN Publishing House. https://doi.org/10.18662/lumproc/gidtp2022/05

1. Introduction

The global integration demands a theoretical understanding and characterization of anti-crisis management. On the one hand, it is associated with changes, which not only create opportunities [4], but also raise a number of difficulties, and on the other - with the necessity of a concept, combining different approaches.

The purpose of this paper is to examine some aspects of anti-crisis management in the process of global integration, based on the analysis of the literature.

2. Theoretical Background

The globalization has various dimensions. It is the subject [6, pp. 8-11] of discussion by the researchers of many scientific fields - sociology, economics, geography, politics, international relations, culture, technique and technology, history, demographics and more. The definitions of the specialist of policy and international relations are interpreted as a accelerating and improving transnational nature of the relationship between the partners and establishment an international order with help of the UN and other international organizations.

It is assumed that [6, p. 8]:

- The globalization is a long trend phase of human history, while economic (and political) program. Some researchers define it as an ideology.
- Globalization is said by the representatives of all the sciences, but still partially reflects the worldviews of mankind and society.
- Prevailing notions of globalization today (innovation and progress) require enrichment and development based on more just social model.

The process of the global integration is prerequisites for the emergence of the crisis on global, national and regional level.

The anti-crisis management in the process of global integration is facing a challenge to ensure continuity of the positive experience of management, but also to respond appropriately to dynamic processes globally.

3. Argument of the paper

Review of foreign literature shows, that there are different approaches to determining the category "crisis management". Very often it is perceived as an aspect of public relations. In this regard, you are talking

about the anti-crisis management focuses on the communicative aspect. According to M. Seymour [5, p. 71] - communication is a central feature of anti-crisis management.

J. Haal [5, p. 71] also noted that the evolution of anti-crisis management in independent science is public relations. Similarly, the category means and M. Stevens [5, p. 71], who believes that the anti-crisis management is more in the relationship than the actual procedures.

The basic theoretical knowledge and practical skills necessary for anti-crisis management are: general management theory, methods and technologies for management decision making, theoretical foundations of anti-crisis management, innovation management and investment management [7, p. 67].

According to some authors [2, p. 10-11]: "anti-crisis management is characterized by it management system, a set of controls, processes and technologies specific control style of management.

The basic system requirements for anti-crisis management are: flexibility and adaptability; informal priority management, integration, search for the most effective means and methods of management, lowering centralism to ensure situational response, concentration of efforts to effectively use the potential of the organization.

4. Arguments to support the thesis

Basic requirements for management mechanism are: incentive aimed at crisis situations establishment of optimism and confidence to achieve stability, integration of basic professional values; initiative in deciding the issues shaping corporate solidarity.

The main requirements to the process of anti-crisis management: mobility and dynamism in the use of resources, realizing innovative programs, priority-program approach, raising awareness of the time factor in the management, development and evaluation of the consequences of decisions and alternatives, careful choice criteria for quality decisions.

Characteristics of the style of anti-crisis management: professional confidence, clear ant bureaucracy organization, motivation, initiative and self-organization, selection of personnel, analysis of alternatives, increasing responsibility, leading by example."

Professor A. Gryaznova [2, p. 12-13] defines the following basic principles of the anti-crisis management:

- Early diagnosis of a crisis in the organization;
- Timeliness in responding to a crisis;

- Adequate response of management to prevent the danger of social and economic development of the organization;
- Full mobilization and realization of their capabilities.

5. Arguments to argue the thesis

According to some authors [3, p. 15-16]: "it can be identified some key factors determining the effectiveness of anti-crisis management. Their research and analysis allows achieving high performance in tackling crisis situations.

1. Professional level and training.

They are important knowledge and skills. This includes not only general but also specific knowledge, which provide opportunities for different situations than usual.

2. Individual anti-crisis management skills.

In many instances, it is the individual skills proved crucial and decisive for the outcome of the crisis. This requires appropriate for fast making objective decisions in critical situations.

3. Systems solutions in crisis situations.

This is an important part of anti-crisis management, because it depends on the quality of decisions and timeliness.

4. Research Methodology.

The analysis, based on a scientific approach allows taking the right decision, despite the fact that every situation is highly individual.

5. Corporate.

The problem cannot be solved by the adoption of an action plan. It is necessary to unite the efforts of all employees. The result is a complex set of social, psychological and business relations. Corporate is the result of the efforts of the management policy.

6. Operational and management flexibility.

In crisis situations, decisions are made "on the fly". Skills for making timely and insightful solutions are crucial for managers dealing with anti-crisis management.

7. Strategy of anti-crisis programs.

This is an important element that should provide sufficient mobility in constantly changing conditions.

8. Monitoring system for crises.

This system must be carefully studied, and all indicators to analyze the occurrence of deviations."

This chapter should present the theoretical arguments that could contradict the thesis of the paper, especially arguments already existing in the scientific literature.

According to M. Andreeva [1, p. 56]: "from the early 21st century global economic crisis, emerging as one of the worst in history, the global economy, create new, specific characteristics in management thinking, that more typical aspects are:

- Appearance of a new direction in management: crisis management and specialty, crisis management thinking;
- Differentiate itself in crisis management thinking: a) in times of crisis; b) immediately after the crisis, c) anti-crisis management in a preven-tive character.

  What are the characteristics of the so-called "crisis mentality"?

- Constant readiness for possible violations of financial-economic equi-librium of the firm;
- Early diagnosis of the crisis;
- Differentiate signs of a crisis the level of danger;
- Immediate symptoms of the crisis through specific governance mechanisms which differ from the traditional methods of the management;
- Adequacy of the response rate of the real threat to the company;
- Desire to transition from "spontaneous" to "mild" scenario exit;
- Evaluate the role of innovation as a factor in the development cycle, especially - as a "high-tech" to mitigate impacts of the crisis;
- "Reinvented" the role of entrepreneurship in economic growth restorer and accelerator of innovation processes;
- Situational approach in thinking that might even be called "situational" thinking."

6. Conclusions

Anti-crisis management in the process of global integration has to deal with the following challenges [7, p. 54]:

- Ensuring the sovereignty of the countries over their natural resources, industrial and economic potential;

- Don't to put great priority in the economic development of country or groups of countries;

- Responsibility of countries to international community's about the consequences of their economic policy;

- Looking for the global problems of humanity;

- Free choice and implementation of all government strategies for economic and social development;

- Mutually beneficial cooperation for all countries of the world community;

- Regulation of the world economic problems.

The anti-crisis management is a relatively new area of scientific knowledge. In the process of globalization, changes in economic, political, social and spiritual environment, there are expanding opportunities but also pose serious constraints to its theoretical study and practical application.

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