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## **CRISIS MANAGEMENT AS AN ELEMENT OF EFFECTIVE PUBLIC POLICY IN THE CONTEXT OF GLOBALIZATION**

Challenges and crises are common phenomena. They arise in any system and sphere of society. Scientists and practitioners use anti-crisis management tools and methods to resolve and overcome these negative phenomena. State anti-crisis management is an effective tool for resolving regional challenges.

The region at both the micro and macro levels remains the main subject of all internal and external integration processes. The solution of any political, economic, technological, and environmental problems conducts by simplifying the regimes of interregional and interstate borders, creating new integration structures- macro- and mega-regions. Accordingly, the European dimension today changes the perception of the priorities, scale, and goals of regional policy stimulating the development of new mechanisms and access to new levels of regional cooperation [1, p.7].

At the initial stage, anti-crisis management was used only in enterprises and organizations that carried out economic activities, but later scientists and practical cases of many countries based on management methods in the field of business expanded the use of crisis management, in particular, to the field of public administration. Private organizations, unlike public organizations, are more mobile, and they are characterized by the use of proactive strategies. The experience of certain anti-crisis measures approbation from the business environment can be used by state and local governments [2, p.3].

The anti-crisis policy of the state is «the direction of actions of state authorities to develop and implement a set of measures aimed at predicting and preventing crises, and in case of their occurrence - to minimize negative effects and ensure a gradual transition to economic development» [3, p.23]. The state anti-crisis policy is implemented by central authorities through the development, implementation, and adjustment of legislative acts (laws, concepts, strategies, doctrines, targeted programs for the development of industries (industry, agriculture, fuel, and energy complex, etc.) and regional programs) to regulate relations in social, economic, political, environmental and other spheres.

These are the following approaches which are mainly used in anti-crisis policy: state forecasting, planning, macroeconomic research, improvement of statistical reporting for reliable assessment of the real situation, control and inspection activities, mechanisms for the use of tax tools (not only taxation but also the provision of tax discounts), the state policy of cheap loans, etc. The implementation of such a policy involves the participation of structural management at all levels and local self-government bodies [3, p.44].

Crisis management at the regional level should be aimed at increasing, firstly,

the sustainability of development, and secondly, the flexibility of management. The formation of an anti-crisis management system should be carried out by improving the organization of the process of managing the development of the region and introducing new approaches to the development and adoption of management decisions. One of the criteria for the formation of an anti-crisis management system is a change in the ideology of management, namely, the transition to the initial development of the region [4, с.162].

Therefore, there is a need to develop anti-crisis management tools for the state authorities of the regions, among which it is necessary to highlight the most common in world practice, which are: identifying new areas of development; the support and development of innovative infrastructure; human capital development; adjustment of the tax system; measures for domestic market protection; export stimulation; support for small enterprises; creation of favorable conditions in the regions for the unification and merger of the most economically powerful enterprises, the creation of concerns, associations that will actively cooperate and help depressed enterprises based on the cluster model; rational management of stakes in enterprises owned by the state or municipalities; various state technical reconstruction programs, etc. [5].

In the context of the financial and economic crisis, the problem of systemic shortcomings in the political and economic space of Ukraine is updated. In particular, the imperfection of the public finance system, low standard of living of the population, inflationary processes, significant differentiation in the resource provision of the regions can be discussed. The lack of a justified economic program for the development of the state can be deliberated on as well. At the same time, most of the measures taken by both the central and regional authorities are mostly chaotic and inconsistent, often contrary to the current legislation. To prevent these negative trends in the future, it is necessary to develop a methodological justification for anti-crisis management in the context of regional policy, based on specific examples from the practice of confronting domestic regions of the financial and economic crisis.

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