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ANTI-CRISIS BUSINESS REGULATION AT THE MACROLEVEL

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Summary. The role of crisis management and its transformation in crisis business management is considered, the special crisis business management role at the macro level is substantiated, the bases for application of crisis technologies at the state level,

its objects, methods, instruments, including features of national priority projects, federal target and state programs are investigated; macro level crisis business management aspects by single-industry towns are analyzed.

Key words: *crisis management, government business management, objects, subjects, crisis business management instruments, single-industry towns.*

Formation of the scientific direction of "Crisis management", development of the corresponding practice, their transformation in anti-crisis business regulation, development of the necessary mechanism, tools and methods was carried out according to the functioning features of various subjects of market economy.

Crisis management as a complex of the anti-crisis measures, tools and technologies directed on anticipation and timely recognition of the crisis phenomena, carrying out preventive actions for increase of resilience and the prevention of crises, and also ensuring functioning during crises, their consequences mitigation and use of crisis factors for development. Crisis management is applied by various levels of social and economic systems of different conditions of their functioning.

The object of research is the economy of the state, regions, municipalities, the main fields of activity and branches of managing.

The purpose of article is the research of features anti-crisis business regulation at the macrolevel.

Scientific novelty consists in:

- further development of a conceptual crisis management framework;
- justification of crisis management transformation in anti-crisis business regulation, expediency and need of their application at the macrolevel in

various operating conditions of economy of the state (at stable development in the conditions of crisis);

- justification of application features of various tools strategy and methods of management taking into account economic way of the state, forms of ownership legal organization forms of subjects of market economy, types and scales of their activity;
- research of the bases for application of anti-crisis technologies at the macrolevel.

The scope of researching results is government authority of various levels, including the performing management of branches, complexes, regions developing standard legislative base their functioning, priority national projects, federal target state programs.

Special value is given to the methods and tools of the association of Russian banks used at the macrolevel concerning monotowns which belong to special objects of crisis management, each of them has the features which need to be considered developing the plan of action of the state and business structures on its preservation and development.

One of the main conclusions of research is the main goal of the association of Russian banks can be achieved in case of accurate scientific paradigm justification, the reasoned strategy choice of tools and methods of ensuring stable functioning of macrolevel economy, the solution of the problems and tasks facing it both at stability and at crisis.

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