

POSSIBILITIES OF USING DIGITAL TECHNOLOGIES TO FORECAST THE ANTI-CRISIS MANAGEMENT STRATEGY

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Abstract. The deepening economic turbulence, war-related risks, and disruptions in global supply chains have intensified instability for Ukrainian enterprises. Under such conditions, timely diagnosis of crisis phenomena becomes a critical factor in maintaining economic resilience and organizational adaptability. Traditional approaches to financial and operational analysis are increasingly complemented by digital tools that improve the accuracy and speed of identifying early signs of crisis. These tools include business intelligence platforms, big data analytics systems, artificial intelligence, machine learning, scenario modeling, and automated monitoring of the external environment. Their application allows enterprises to detect emerging threats, strengthen the evidence base of managerial decisions, and minimize the probability of financial destabilization. The digitalization of crisis diagnostics is therefore an important component of modern corporate governance and strategic risk management in Ukraine.

The goal of this study is to determine the capabilities of digital tools for diagnosing crisis phenomena at Ukrainian enterprises, analyze their influence on the effectiveness of anti-crisis management, and identify the conditions required for their successful application in organizational practice.

The methodological foundation of the research includes system analysis, structural and logical evaluation, comparison, and synthesis. The study is based on a review of academic literature, analytical industry reports, and case examples of digital tools implemented in

enterprise management systems. Key indicators of crisis states were analyzed, such as declining profitability, reduced cash flow, increased accounts receivable, loss of asset turnover efficiency, and weakening market position. The study also examines the role of digital data integration, predictive analytics, and real-time monitoring in strengthening diagnostic accuracy.

The research demonstrates that digital tools significantly improve the early detection of crisis tendencies. First, business intelligence systems enable the integration of financial, production, and market data into a unified environment, facilitating continuous monitoring of performance dynamics. Second, machine learning methods support the development of predictive risk models that identify potential threats before they manifest as financial losses. Third, digital market and competitive monitoring platforms allow enterprises to track changes in the external environment, including shifts in demand, supplier behavior, and regulatory conditions. Fourth, automated assessment systems reduce the influence of subjective judgment in managerial decision-making, contributing to greater transparency and consistency. Nevertheless, the implementation of digital diagnostic tools faces several barriers, particularly insufficient digital readiness of many Ukrainian enterprises, limited financial and technological resources, a shortage of qualified data analysts and IT specialists, and the absence of standardized approaches to data governance and digital risk assessment.

The use of digital tools enhances the effectiveness of crisis diagnostics at enterprises and supports organizational stability under uncertain conditions. Digitalization strengthens the analytical capacity of management, contributes to faster strategic response, and promotes greater adaptability. However, achieving full effectiveness requires investments in staff digital competences, modernization of IT infrastructure, and the development of

unified methodological guidelines for digital-based crisis diagnostics.

Future research should focus on industry-specific digital monitoring standards, evaluation of artificial intelligence effectiveness in anti-crisis systems, and the development of models for integrated digital transformation of enterprise management processes.

Keywords: digitalization; crisis diagnostics; Ukrainian enterprises; anti-crisis management; business intelligence; machine learning; data analytics; financial resilience; risk management; digital transformation; environmental monitoring; strategic adaptability.

References:

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