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**ESSENCE OF ANTICRISIS MANAGEMENT IN AN UNCERTAIN MARKET ENVIROMENT**

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***Formulation of the problem.*** *It should be stressed that anticrisis management is an essential element of the enterprise control system In countries with developed market economies. It is a system of measures aimed at preventing crisis situations, and in the case of its emergence - elaboration of company activities for getting out of crisis and eliminating the consequences. Therefore, the development of mechanisms for improving crisis management in uncertain economic environment is an important scientific task that requires careful and thorough research.*

***Analysis of recent research and publications.*** *Special attention has been paid to the problem of crisis management by such well-known authors and scholars as E. Altman, V. Beaver, J. Blank, J. Brihhem, A. Kovalev, R. Heat, G. Yuna, and others. The current period is characterized by increasing number of studies and publications relating to crisis management. First of all, this is due to the deep crisis that has covered many different industries. The issue of crisis management has been explored in the writings of many domestic and foreign scholars, including: A.P.Balashov, I.O.Blank, V.O.Vasilenko, A.P.Gradov, A.G.Hriaznova, S.S.Ilin, E.M.Korotkov, L.O.Lihonenko, E.S.Minajev, L.S. Sytnyk, O. O.Tereshchenko, A.D.Cherniavsky, Z. E. Shershnev,A. M.Shtanhret. The theoretical foundations and methodological tools of crisis management in the conditions of transitive economy have been examined in the given scientific studies.*

***The aim*** *of the study is to define the essence of anticrisis management in an uncertain market environment and to identify the basic principles of anticrisis management.*

***Presenting main material.*** *Anticrisis management now is a new phenomenon for the economy of Ukraine due to the process of transformation and it is dictated by the necessity of financial recovery of many companies that are able to operate in an uncertain environment. Scientists often cannot give clear distinction between the content of the concept of “crisis management” and given categories, that accordingly leads to contradictions, inconsistencies and substituting essence of terms in economic literature. Taking everything said above into account, several theoretical conclusions and generalizations should be made .It also gave the possibility to determine the presence of several key approaches. Anticrisis management is a management system that is complex and aimed at, crisis prevention and detection of causes of the crisis, the type, stage and patterns of its occurrence, possible scenarios, tools for getting out of it, in order to further operation of the business. Compliance to the formulated basic principles of anticrisis management will give the opportunity to implement it as efficiently as possible.*