

DOI: [https://doi.org/10.18371/fp.4\(40\).2020.222659](https://doi.org/10.18371/fp.4(40).2020.222659)

JEL Classification G 21

## ANTI-CRISIS MANAGEMENT IN THE BANK UNDER THE CONDITIONS OF COVID-19

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**Abstract.** *The article examines the essence and content of anti-crisis management in the bank as a prerequisite for ensuring the stability of the banking system, identifies the main directions of its development in Ukraine. Peculiarities and prospects of anti-crisis management development in the bank under the conditions of COVID-19 have been considered.*

**Keywords:** *crisis, anti-crisis management in the bank, anti-crisis regulation, COVID-19, Coronacrisis, anti-crisis management tools, digital technologies.*

The article examines the essence and content of anti-crisis management in the bank as a prerequisite for ensuring the stability of the banking system, identifies the main directions of its development in Ukraine. Based on the systematization of approaches to defining the concept of "crisis management in the bank" morphological analysis of the concept and the author's definition have been proposed. Types and tools of anti-crisis management in the bank have been studied. Crisis management tools include: analytical, financial and organizational & management tools.

The main indicators of banks activity in Ukraine from January 1, 2008 to De-

ember 1, 2020 have been analyzed. The article analyzes banking crises, based on which it is determined that the banking instability has been observed periodically for a long period (World Financial and Economic Crisis 2008-2010, Political Instability 2014, Coronacrisis 2020), which led to a loss of confidence. Special attention has been paid to the influence of the Coronacrisis 2020 on the functioning of domestic banks. The main causes of bankruptcies of Ukrainian banks in crisis periods have been identified, namely: a significant outflow of funds from customer accounts; insufficient level of capitalization and concentration of bank capital; unprofitable banks; loss of confi-

dence; devaluation of the national currency; low quality of the loan portfolio (significant share of NPL in the loan portfolio); deterioration of liquidity and profitability standards. Peculiarities and prospects of anti-crisis management development in the bank under the conditions of COVID-19 have been considered. In order to counter the Coronacrisis

2020, banks actively introduced digital technologies in their activities, contactless payments and remote service.

The purpose of the article is to study the current state of anti-crisis management in the bank, to identify features and prospects for its development under the conditions of COVID-19 in Ukraine.

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