

positions and sales volumes; analysis of the terms of supply contracts and their implementation; sales cost analysis; analysis of the effectiveness of marketing activities.

The modern business environment is characterized by conditions of uncertainty and instability. Particularly turbulent and volatile is the global market, which makes it even more difficult to make strategic decisions. Algorithmization and modeling of strategic management decisions based on the usual clear logic and classical models of strategic management loses its effectiveness, which in many cases leads to catastrophic consequences.

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STUDY OF THE IMPACT OF CRISIS ON THE FINANCIAL AND ECONOMIC ACTIVITIES OF ENTERPRISES

Systemic financial crises lead to deep and prolonged recessions, with periods of very slow growth of 6-8 years in such circumstances not uncommon.

The presence of differences between the elements of economic capacity indicates a lack of adaptation to change and incomplete use of opportunities.

The financial balance of the enterprise is provided that the amount of positive cash flow for all types of economic activity in a certain period is equal to the planned volume of negative cash flow.

To identify the early signs of a financial crisis and establish causal links within the system, specialized calculations are required. They allow us to characterize the depth of each type of crisis by identifying the negative phenomena in the form of relationships and dependencies between economic processes inherent in certain stages of crisis development.

The basic principle of diagnosis is a combined approach, which allows the simultaneous application of the analysis of deviations of the actual value of the criterion from its optimal limit and the analysis of trends in interrelated indicators. That is, the emphasis in the development of the methodology is made on parameters that are dynamic in nature, rather than static calculations, which is especially important when tracking the early manifestations of the financial crisis.

Defining criteria for recognizing the stages of individual crisis processes is one of the steps in the system of early detection and overcoming the financial crisis in the enterprise. Their purpose is to create an information basis for identifying the depth of the financial crisis as a whole, followed by the definition of adequate anti-crisis measures.

The development of the crisis at the enterprise requires from its management anti-crisis measures to influence the current situation, which are proposed to consider from the standpoint of pre-crisis and crisis management.

In order to highlight the peculiarities of the formation processes and the causes of crises of a particular type of financial and economic activity of the business entity in the work substantiated the need for cluster analysis of the studied enterprises separately for each group – liquidity, business activity, financial stability, profitability. In a crisis situation, management needs to mobilize all the capabilities of the enterprise and focus on their implementation. First of all, it is necessary to develop measures that inhibit the development of the deterioration of the situation and create conditions for the company out of crisis.

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GLOBAL SEMICONDUCTOR MARKET: CURRENT TRENDS

In my research I would like to study semiconductor industry and its development trends. The semiconductor industry is the aggregate of companies engaged in the design and fabrication of semiconductors. Technological innovations have a significant impact on semiconductor market and considering the current rapid pace of technological innovation, the semiconductor industry can expect to grow. After a relatively weak 2020, experts predict that the semiconductor market will recover in 2021 and continue to raise. Semiconductor sales totaled \$ 433 billion in 2020, compared to \$ 468 billion at its peak in 2018 [1].