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Reviewer

A. E. Voronkova  
Doctor of Economic Sciences, Professor  
Volodymyr Dahl East Ukrainian National University, Luhansk, Ukraine

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Shekhovtsova K. V. – Postgraduate, Management and economic security department, Dahl East Ukrainian National University, Luhansk, Ukraine. shehovtsovaev@gmail.com

## INSTRUMENTS OF RESEARCH OF REACTION OF ENTERPRISE ARE ON AVALANCHE-TYPE PROCESSES

**Introduction.** The successful functioning of enterprises in modern conditions is determined by a number of factors which include the anticipatory management designed to proceed from objective reality, to provide an adequate response to external changes. In such circumstances, timely information about the possibility of a certain kind, its threat to the enterprise becomes the determining factor, a prerequisite for timely response entity to such threats. **Aims and Objectives:** Development and ground of tool of researches of reaction of enterprise on avalanche-type processes. **Methods:** abstractly-logical method, sociological and monographic method. **Results:** Development of questionnaire to estimate an influence of avalanche-type processes on activity of an enterprise. **Conclusions:** The developed questionnaire allows determining the reaction on quick avalanche-type processes. The prospects of further research are forming of classifications of enterprise's reactions on avalanche-type processes.

**Key words:** enterprise, avalanche-type process, questionnaire, reaction of enterprise, external environment.

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Reviewer

V. M. Danich  
 Doctor of Economic Sciences, Professor  
 Volodymyr Dahl East Ukrainian National University, Luhansk, Ukraine