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**ANTI-CRISIS COMMUNICATION WITH EXTERNAL PUBLIC AS A WAY TO SOCIALLY RESPONSIBLE ENTERPRISE**

**I. M. Kopystynska, O. I. Hovera, I. V. Boychuk**

*Ivano-Frankivsk University of Law named after King Danylo Halytskiy,*

*35, Yevgen Konovalets St., Ivano-Frankivsk, 76018, Ukraine*

*iryna.kopystynska@iful.edu.ua*

*oksana.hovera@iful.edu.ua*

*ihor.boichuk@iful.edu.ua*

***Research Methodology.*** *To achieve the goal, the situational analysis has been used as the main method of research. With this method, the data of the regional sanitary-epidemiological station, the environmental certificate of the Dolynsky district state administration, the Uniplit factory program for the modernization of production and the informal survey of the inhabitants of the neighbouring villages have been processed.*

***Results.*** *As a result, the anti-crisis program has been developed. The anti-crisis project was based on the project of the annual education and production competition «Umili ruchky» («Skillful hands») among the pupils of Dolynskyi district. Its content is that within the framework of the competition, «Uniplyt» delivers its products to schools. On the woodshop lessons pupils supervised by teachers make various handiwork from the materials provided by the company which take part in the competition. In late May, the project is summed up in the form of the children’s works exhibition tenders and auctions among the district and region entrepreneurs. «Uniplyt» management directs the costs from the auction to the orphanages needs of Dolyna region.*

***Novelty.*** *For the first time on аn example of woodworking enterprise «Uniplyt», we trace the peculiarities of using anti-crisis public relations and their impact on the development of socially responsible enterprise.*

***Practical Significance.*** *The implementation of this project has helped «Uniplyt» plant to get a reputation as a socially responsible enterprise that is environmentally friendly, supports social investments, promotes crafts, and cares about the future employment of the district residents.*