

STRESS MANAGEMENT IN ENTERPRISE: IMPLEMENTATION FEATURES AND WAYS OF DEVELOPMENT

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Abstract:

Purpose: This article makes a case for the development of a theoretical statement of stress management implementation and improvement in the sphere of business enterprise, as a separate area of scientific investigation with its own investigatory goals.

Design/methodology/approach: Achievement of the stated goal was achieved through application of system approach, morphological analysis, grouping, ordering, analysis and synthesis.

Findings: Stress management in enterprises should be a separate direction of scientific research, as it has its own investigatory goal: undesirable deviations in management activity, causes of appearance, distribution, and ways of prevention, elimination or minimization of negative consequences. Stress management in enterprise as science and area of activity requires formulation of a concept that would give an opportunity to describe and explain existing facts and occurrences related to undesirable deviations. It also would become an integral part of the development of future management tools. The stress management tool is determined by undesirable deviations in management activity. The concept of stress management in enterprise is not identical to the concept of crisis management. The stress management base is an operative management measure.

Original value: The theoretical and applicative value of the conducted research concerns substantiation of stress management, understanding value as separate scope of activity, and scientific investigation.

Keywords: management, crisis management, stress management, deviation, management tools, enterprise