

عنوان مقاله:

Crisis Theory and Crisis Management

محل انتشار:

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خلاصه مقاله:

A crisis is a significant unexpected disruptive event that affects an organization's Personnel, Facilities, Information Systems, or Critical Records, which in turn creates uncertainty and may dramatically impact profitability, reputation, or ability to operate normally if not handled in an appropriate manner. The event could be large or small in nature, internal or external to the organization, and could be a natural disaster or human in origin. Crises can strike any company at any time. Crises do not discriminate based on a company's size or notoriety, and they can hit when a company least expects them. Regardless of the severity of the situation, they can pose a genuine threat to the reputation or even survival of the organization. Identifying a crisis is one of the basic foundations of being able to deal with the crisis. Learning how to prevent, detect, and control a crisis situation in a variety of scenarios which can be done through crisis management process. Today's harsh realities require every organization to have a comprehensive crisis management approach ready to execute at a moment's notice. This is undeniably a critical component of an organization's resilience. In this article we attempt to integrate and build upon current knowledge to create an approach to crisis management research. We offer definitions of crisis and crisis management, as well as a framework that depicts the crisis management process and researchable propositions for the integration of these perspectives. We also suggest implications for research and practice.

کلمات کلیدی:

Crisis, Management, Proactive

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