

Analysis of Crisis Management to Manage the Organizational Business

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Abstract—

In an organization or system if there happen something unexpected and sudden then it called as organization crisis. Crisis it defined as situation that happens suddenly and there is needed to distribute the employees and it causes the instability to the organization. The crisis can affect a person, group, society and a organization. The management of dealing with unexpected and sudden happening is known as Crisis Management. The crisis management manages the events that harm the organizations and its employees. In this way all the process of handle the uncertain and immediate situation are commonly called as crisis management.

Keywords-crisis; sudden; organization; emergency.

I. INTRODUCTION

Now in these days crisis management is the basic part of strategic management. Crisis management is requiring for stability and continuous success of an organization, before determine any long term objective. To create the short and long term interest the efficient and effective organization survival is generally known as strategic goal [2].



Figure 1: Crisis management framework

In 2009 Lucero M. et al described crisis as uncertain specific events that cause the unreliability and inefficiency in the organization. It finds the business difficult to achieve its goals and strategies. It is better to distinguished between disaster or undesirable events and crisis in the field of organizational crisis. In 2003 Brent described that “crisis is defined as a condition that occur due to changes, it cause the improper management, action or failure. But the undesirable events or disaster consider as a sudden or unpredictable disastrous change that cannot be controlled.



Figure 2: crisis management cycle

II. LITERATURE REVIEW

Presently in nowadays emergency the board is the fundamental piece of key administration. Emergency the executives is requiring for security and consistent accomplishment of an association, before decide any long haul objective. To make the short and long haul intrigue the productive and viable association survival is commonly known as vital goal. Presently in these days emergency the board is the central bit of key organization. Emergency the executives is requiring for security and steady accomplishment of a relationship, before choose any whole deal objective. In 2006 Kapucu [5], Comfort and Kapucu[6], described that there are multiple organizations are combined work for crisis response. They work in analyzing how the people, volunteer, and victims affected, how they react in these unfavorable conditions and when technology for communication failed. In 2006 DeBruijn [9] shows the data flow very slowly and there are insufficient details. [7] portrayed that there are numerous associations are consolidated work for emergency reaction. They work in breaking down how the individuals, volunteer, and exploited people influenced, how they respond in these horrible conditions. In 2015 Van Gorp et al [10] proposed the communication establish between all responder of crisis they positively affect mitigation, cooperation, , coordination and preparedness [8]; it empower the communities and limit the harm.

III. CRISIS MANAGEMENT REQUIREMENT

There are several reasons for that crisis management is necessary. Some of them are as follows:

- It prepares the individual person or the organization to deal with unexpected and adverse situation wisely.
- Crisis management helps to employee to adjust in organization if sudden changes will happen.
- Crisis management male the employee that it can analyze and understand the reason of crisis in its best possible way.
- It helps to manager to develop a strategy in which the loss can be minimized and it takes out the organization from unfavorable situations. It also helps to decide the situation that deal with it in future.
- The crisis management helps to determine the crisis by the managers in its early stage, through which it can prepare the employees and team and can take the necessary action to deal with it [11].

IV. FEATURES OF CRISIS MANAGEMENT

- To dissect and comprehend events which produce uncertainty and crisis, the crisis management incorporates exercises and procedures which help the chiefs just as workers.

- To react adequately to changes in the association culture Crisis Management empowers the employees and managers.
- To conquer crisis it comprises of viable coordination among the offices.
- At the season of emergency the Employees must discuss with one another and attempt their level best to defeat extreme condition.
- Do not spread gossip and do not get panic. Understand the situation.
- The administration ought to be in regular communication with outer customers, media, partners and employees [12].

V. CRISIS MANAGEMENT MODEL

Mitroff described a five stage crisis management model. The stages are defined below:

1. Take precaution measures, look to distinguish cautioning signs and signal recognition.
2. decrease of hazard, active search and examining and aversion
3. Emergency happens and moves made to constrain its spread, harm control.
4. Exertion to come back to ordinary tasks, recuperation.
5. Individuals audit the emergency the board exertion, learning.

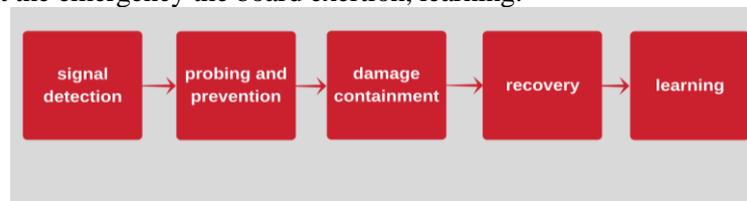


Figure 3: crisis management model

VI. STEPS TO CRISIS MANAGEMENT

An owner of a business should consider how a debacle would affect representatives, suppliers, clients, their organization's worth and overall population before a crisis happen. Anytime any company has a risk of crisis. For deal with the situation of crisis there need to implement a backup plan. [13].

There are seven steps of crisis management are discussed below:

1. Make a plan--it is necessary to have a clear objective of a plan. the goals is to be set in the direction that it secure any individual, who might be imperiled by the emergency, it is ensure to informed the key spectators. This composed arrangement ought to incorporate explicit moves that will be made in case of an emergency.

2. Distinguish a representative--if the crisis affects the wellbeing or health of the workers, clients, it might pull in media consideration. It is ensure that conveys an unmistakable steady message, a representative distinguished to address media questions and take part in meetings.

3. Be straightforward and trustworthy--Nothing creates more negative media inclusion than an absence of trustworthiness and straightforwardness. In this manner, being as open and straightforward as conceivable can help stop bits of gossip and defuse a potential media craze. This straightforwardness must be anticipated through all interchanges channels: news interviews, web-based social networking, inside declarations, and so on.

4. Representatives should be informed--employee's information and knowledge guarantees that business keeps on streaming as easily as could be expected under the circumstances. It additionally limits the inside talk plant that may prompt representatives posting false reports via web-based networking media..

5. Speak to providers and clients--any organization do not want that its clients and suppliers know about the crisis through media. The information about crisis is originated from the person of

organization. A emergency plan should incorporate clients and providers and they should regularly get the information during the crisis.

6. Updating should take place frequently-- It is smarter to over-impart than to enable gossipy tidbits to fill the void. Action plan and news outlets should be update early and frequently..

7. Remember social media--online life is one of the most significant channels of correspondences. During the crisis, Make sure to set up a social media group to, respond and monitor the online action

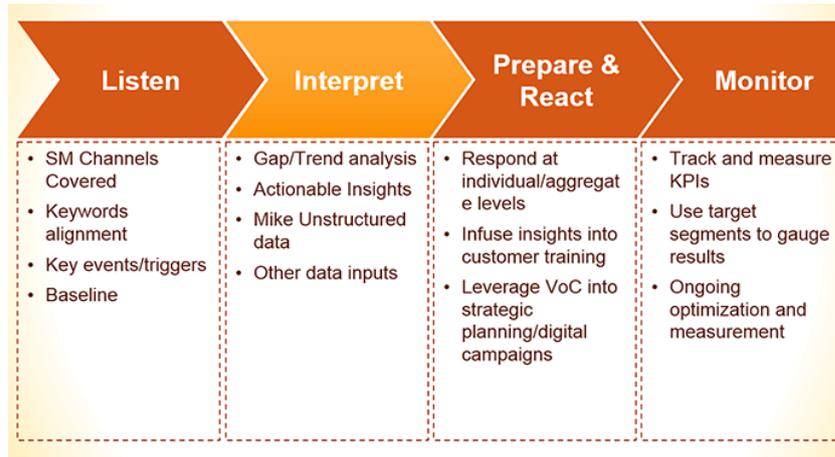


Figure 4: social media crisis

VII. CRISIS TYPES

There are several crisis are exists. Followings are the different types of crisis.

1) Crisis related to technology

Now in these days, business work is generally relies upon innovation. If there happen any breakdown in technological apparatuses it will cause the obstruction in the administration of clients. For example in a coffee shop the business is completely depend on coffee machine. If one day coffee machine will not working then entire business will slow down [14].

2) Financial crisis:

If an organization has sudden loss of money then this type of crisis is known as financial crisis. Revenue loss, inflation, bankruptcy and sudden change in the market can be the reasons for financial crisis. This type of crisis can happen in any organization whether it may small or large. Financial crisis can cause a serious damage in the organization. If the financial crisis not deals with carefully and efficiently then customer can lose their trust.

3) Natural crisis :

The natural climate phenomena like storm, volcano, floods, earthquake and other natural condition can be the reason of natural crisis. Natural crisis cannot in anyone's hand. This type of crisis cause serious damage.

4) Malice crisis:

The achievement of any business draws in numerous foes. Each has its rivals, organizations play strategies to turn out to be better from each other and show signs of improvement business. Solid challenge is great and it offers space to develop.

5) A crisis of deception:

If hundreds of people work together in an organization then it is very difficult to keep the secrets of important information. A member of an organization can misrepresent the information in order to harm the organization. To deal with this situation discuss the matter and take some legal action to mitigate the damage.

6) Crisis deal with opposition:

If a people or a group of people have certain requirement and they fight against the government, institute or organization to fulfill their demand then this type of crisis take place.

Strikes, ultimatum to authority, blockade, picketing outside the organization, destroying the property and boycotts are some common methods of confrontation crises. There is not a proper way to deal with this situation.

7) Organizational misdeeds crisis:

If the management take some decision that are not in the favor of partners and employees then crisis of organizational misdeeds happens. As the result of these crisis court cases and reputational as well as financial damage can happen.

8) Power of workplace:

Labor class of the organization deals with this type of crisis. If the employees have dispute and they fight about the distribution of work and premises then this is known as workplace violence. This type of crisis can affect the mental health of an employee and it can cause some serious consequences.

SITUATIONS	EXAMPLES OF TYPES OF CRISIS
Personal Situation	Spouse leaving home; divorce notice; being thrown out of the house; violence at home; sudden death in family; death of a friend with whom injections were used/shared
Financial	Loss of significant amount of money/assets; accumulated debts leading to a crisis
Occupational Situation	Being thrown out of the job; violence at work-place
Health-related	Becoming aware of HIV+ status; developing a physical illness
Legal	Facing legal action
Drug-related	Sudden decrease in availability of usual dose of drugs; overdose; injection-related injury/infection

Figure 5 : types of crisis

VIII. CONCLUSION

Presently in nowadays crisis management is the fundamental piece of key administration. Crisis management is requiring for security and consistent achievement of an association, before decide any long haul objective. To make the short and long haul intrigue the proficient and viable association survival is commonly known as strategic objective.

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