



An Analytical Study on Crisis Management

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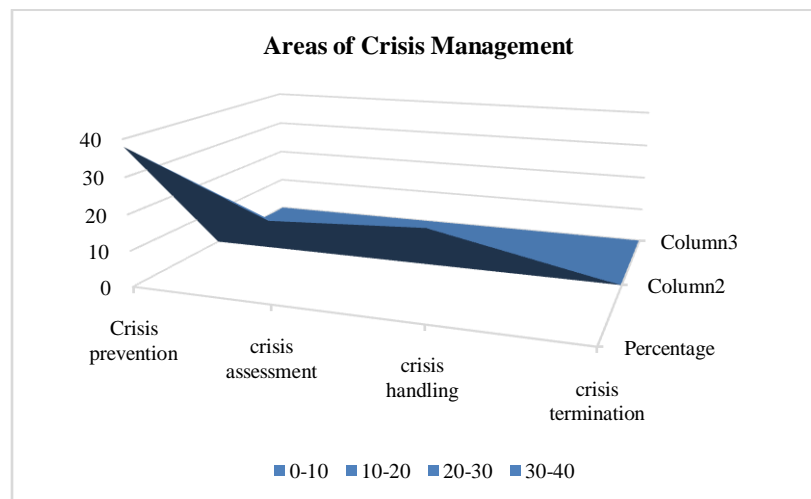
ABSTRACT

Crisis Management is a situation by which a company tackle the event that threatens to harm the company. Crisis Management helps any organization to handle the situation and ready to tackle the crisis. In Crisis Management the organization handle the situation, assesse the crisis and terminate the crisis. Crisis Management helps the organization when the adverse situation creates in the organization. Crisis Management strengthen any organization and organization well prepared for crisis, ensure to response to the crisis and forms the rules for crisis termination. Crisis Management helps the organization to handle the worst case situation and suggest the solution to tackle the situation. Crisis Management has assessing the threats and finding the best ways to avoid threats. This paper focus on crisis leadership, their crisis management strategy and their crisis management models.

Keywords: Confrontation, CMS, BSI 11200: 2014, Malevolence, Misdeeds, Crisis Termination.

1 INTRODUCTION

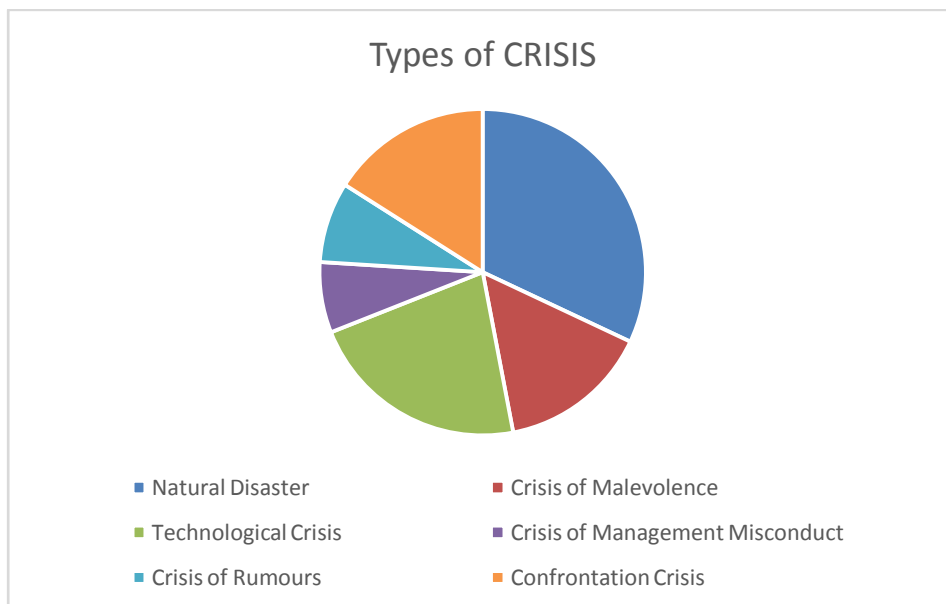
Crisis Management is the process in which any organization deals with the worst situation occurs anytime in the organization. The Crisis Management deals in the following areas: Crisis prevention, crisis assessment, crisis handling and crisis termination. The aim of crisis Management is to prepare for the unfavourable situation, immediate response to the worst situation, reporting the event of the crisis, communication of crisis event and agreeing rules for crisis termination.



2 TYPES OF CRISIS

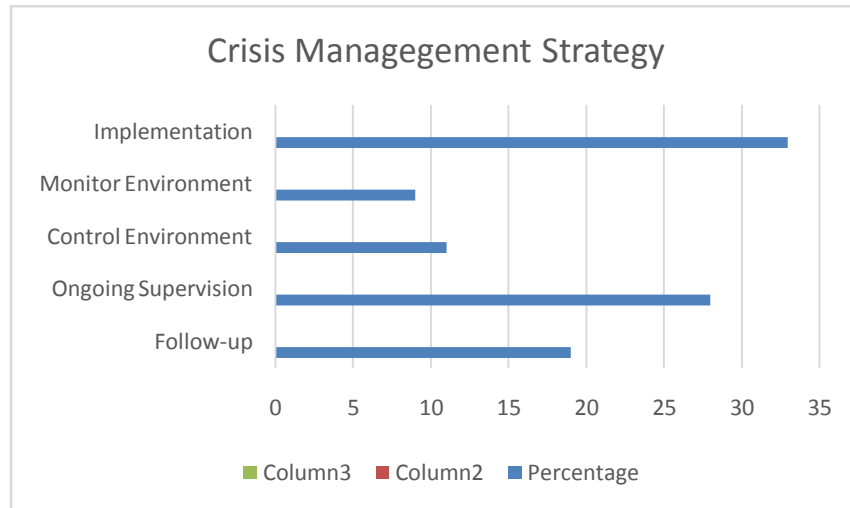
A British standard BSI 11200: 2014 provides documents in which they focus on corporate exposure to risks in particular to the black swan events that result in strategic threats to organizations.

- **Natural Disaster:**
Natural Disaster related with environmental situations such as tornadoes, earthquakes, floods, landslides, storms, tsunamis and droughts that threaten the organization wealth and environment itself.
- **Crisis of Malevolence:**
When criminal means or other extreme tactics for the purpose of expressing hostility or anger towards system.
- **Technological Crisis:**
Technological crisis arises when something wrong in the technological system like software failures.
- **Crisis of Misdeeds:**
Crisis of Misdeeds occurs when management takes actions it knows will harm or place stakeholders at risk for harm.
- **Crisis of Management Misconduct:**
Crisis of Management Misconduct occurs in the organization if deliberate amorality and illegality.
- **Crisis of Rumours:**
Crisis of Rumours arises when false information about an organization or its products affects the goodwill of the organization.
- **Confrontation Crisis:**
Confrontation Crisis related with the fight or disobeying the individuals/groups, disobeying with the businesses, government and various groups.



3 CRISIS MANAGEMENT STRATEGY

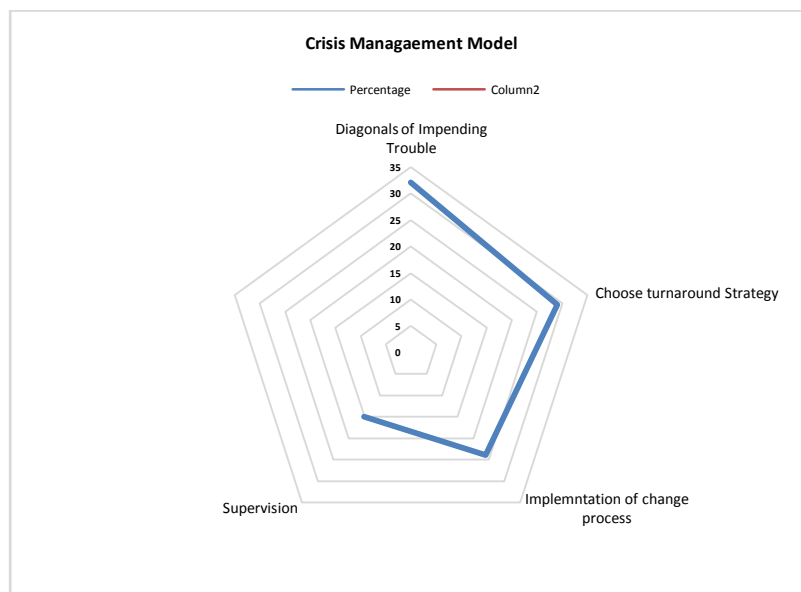
Crisis Management Strategy is designed to prevent crisis for follow-up organization development. Thus, Crisis Management Strategy (CMS) is projection of the future based on ongoing supervision of the environment of the organization. To implement the crisis prevention strategy and operating management. To control and monitor the environment of the organization as well as strategy selection and implementation.



4 CRISIS MANAGEMENT MODEL:

Crisis Management Model is necessary to tackle the worst situation of the organization and from the model organization understand to tackle the situation from beginning.

- ❖ The diagonals of the impending trouble.
- ❖ Choosing appropriate turnaround strategy.
- ❖ Implementation of the change process and
- ❖ Supervision.



5 CONCLUSION

If we handle the situation we can create an opportunity for the development of the organization. Crisis reflects the competency of an organization. No organization looks forward to facing a situation that causes a significant disruption to their business. Crisis Management planning deals with providing the best response to a crisis.

Crisis Management has become a defining feature of contemporary governance. Crisis Management plans covers a wide variety of incidents including bomb threats, natural disaster etc. Developing effective human resources is vital when building organizational capabilities through Crisis Management executive leadership.

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