



Opinion Article

Roles and responsibilities of crisis management in an organisation

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INTRODUCTION

Crisis management is the process by which an organisation responds to a disruptive and unexpected event that threatens to harm the company or its stakeholders. Large-scale industrial and environmental disasters piqued interest in crisis management in the 1980s. It is considered to be the most important step in the public relations process. A crisis has three characteristics: it poses a threat to the organisation, it is unexpected, and it gives you little time to make a decision. As a result, the fourth distinguishing trait is the urge for change. The event is best defined as a failure or an incident if no correction is required.

Unlike risk management, which involves assessing possible hazards and deciding the best ways to mitigate them, crisis management encompasses dealing with threats before, during, and after they occur. It is a discipline within the larger framework of management that encompasses the skills and tactics required to recognise, assess, comprehend, and respond to a significant crisis, particularly from the moment it occurs until recovery measures are implemented. A situation-based management system, crisis management incorporates company-wide roles and responsibilities as well as process-related organisational requirements. As part of the reaction, actions in the areas of crisis prevention, crisis assessment, crisis management, and crisis resolution will be taken. The purpose of crisis management is to be well-prepared for a crisis, to respond quickly and effectively to a crisis, to maintain clear lines of reporting and communication in the event of a crisis, and to agree on crisis termination protocols. Crisis management approaches include a number of activities that range from recognising the impact of the crisis on the organisation to preventing, reducing, and conquering the many types of crises.

There are several aspects to crisis management, including there are techniques for dealing with both the truth and the perception of a crisis. Establishing metrics to determine whether events constitute a crisis or as a result, should activate the appropriate response systems, in emergency-management settings, communication that occurs throughout the response phase.

A crisis-management strategy is a set of procedures used by a company or organisation to deal with a crisis. Although some industry experts, such as Peter Power, think that the word “crisis management” is more accurate, crisis management is sometimes referred to as incident management. A crisis mindset necessitates the ability to imagine the worst-case scenario while also proposing multiple remedies. Because the initial line of protection may fail, trial and error is a common practise. It is vital to keep a list of contingency plans on hand and to remain vigilant at all times. Organizations and individuals should always be prepared for emergencies with a fast reaction plan that includes analysis, drills, and exercises.

The perception of an organization's response to a crisis has a significant impact on its credibility and reputation. In businesses, the structure and communication required to respond to a crisis in a timely manner is a difficulty. To contribute to an effective crisis-communication process, there must be open and continuous communication throughout the hierarchy. Emergency management and business continuity management are phrases that refer to quick but temporary “first aid” responses as well as the longer-term recovery and restoration stages. Crisis management is also a part of risk management, albeit it is probably inaccurate to state that it is a failure of risk management because it will never be possible to completely eliminate the danger of catastrophe.

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