

THE ROLE OF COMMUNICATION IN CRISIS MANAGEMENT (AN ORGANIZATIONAL PRESPECTIVE)

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ABSTRACT

Crisis management is a critical function of any organization today. The reason is that failure causes serious threat to the organization by loss of shareholders & stakeholders and sometimes it leads to closer of the organization. There is no doubt that crisis is a sudden event that comes without any invitation to the organization but serious steps will have to be taken to meet the situation. In our studies we found that crisis has different stages which enables the companies to take good number of preventive steps to come over the crisis. Planning plays a very crucial role in selecting & training crisis management team and conducting exercises. The most important factor is public relations, legal, security, operations, finance and human resource. One more important factor is the role of spokesperson, his training and the way he briefs the press & media. The channels of communication also play an important role on the types of information that is to be given to the people concerned with it. Internet & intranet are good tools of communication. The alertness and accuracy along with consistency of communication is very important. Any damage to the reputation must be repaired immediately to keep intact the strength of the communication. After through literature review of the past work done in this field the authors of the paper have thrown some light on prospective aspect and necessary steps to be taken to make communication more effective from the success point of view of the organization.

KEYWORDS: Crisis Management, Organization