Abstract

In today’s rapidly changing business environment almost every company experiences crises. Though many of them never try to overcome. Crisis problems are generally not solved in the primary state and are usually chaotic, without any strategic management plans (Ben-Yair, Golenko-Ginzburg Laslo 2007, Kaplinski; 2008). The situation gets worse when the companies’
employees as well as internal and external environment have to be informed. Therefore it is necessary to represent the organization realistically to train the specialists of knowledge management (Kumpikaite, 2008). The situation does not become easier because of the negative attitude to crisis (Virbickaitė, 2009). Therefore crisis solution can bring positive consequences in the companies’ (Remeikiene, 2009). One of them is efficient communication conflict management during crisis period. Moreover; in present era of globalization where companies are experiencing the transformational changes such as incorporation, international capital appearance, wide geography of the companies, mobility of employees, global crisis, there is a need to manage communication process in business to generate communication ideas for crisis prevention and management. Therefore in this changing context crisis management process should be re-evaluated in the theoretical as well as applies form for the efficient crisis management plans. The paper makes an assessment of crisis planning and strategic management processes described in the existing literature and makes an attempt to answer how to strategically manage crisis in business environment and prepare crisis management plans, with efficient corporate communications.

Reference

Index Terms

Computer Science  Information

Technology

Key words

Corporate Communication

Strategic Management

Crisis Management