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 (Virbickaite, 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