

CRISIS MANAGEMENT

Mrs. Dimple

Assistant Professor of Commerce, Govt. P.G. College Naraingarh
shubhamdadwal65@gmail.com, 805990217

Ms.Nancy

Student
kanyankrishan@gmail.com, 8168572364

ABSTRACT: - All crisis have the roots of failure as well as seeds of success of company identifying the root of crisis at an easily stage can help in effective and management of issue . At time of crisis to tackle the situation it become very vital of issues for employs to possess a positive perspective and forces on brighter side in order to successfully come out of the problem , the propose of this paper is to throw light on the top issues on employees mind during Covid -19 to study the crisis management at the time of pandemic and to know the ways to overcome the organizational crisis. As Covid-19 is the communicable various, it made people work from home instead of gathering at work place . Technology has made it possible to work form a place away from work place. It is then technological advancement which help the organization to cope-up with changes . Taking place at time of crisis

KEYWORDS:-Crisis management, Virtual organization, Work from home, Teleworking

INTRODUCTION:-

Outbreak of crisis awakes the need to manage on time to ensure the survival of an organization pandemic (Covid-19) gave a huge shock to the world economic. to manage the crisis successfully it needs efforts to be done at every level of management i.e. at top level and lower level . the successful management of crisis also depends on ability of manager that how effectively & efficiently he/she is able to use the scarce resources. Right investment at right time always gives fruitful retunes. Investment is capitalising of latest technology at time of crisis proves to be a major and fruitful none of crisis

There are four common elements of crisis:

- Threat to organsation
- An element of surprise
- A short decision making time
- Need for change

To manage the crisis not an easy task it creates a threat to the organization and create unfavorable situation for the organization which is turn an element of surprise as it is completely unpredictable. in order to minimize the loss, an intelligent decision is needed to be taken very shortly .An early detection of crisis made possible to take early steps

OBJECTIVES:-

- To know the ways to overcome the organizational crisis
- To study the top issues on employees mind during Covid -19
- To study crisis management at time of pandemic (Covid-19)

RESEARCH METHODOLOGY:-

This research is completely based on these secondary sources of data. Data have been collected from journals , websites and research papers.

WAYS TO OVERCOME ORGANISATIONAL CRISIS :-

Organizational crisis are the uncertain and unwanted events happening at the workplace. Which creates hindrances tension among employees? Here are some ways to overcome organizational crisis:-

Continuous study of business environment

A continuous and in-depth study of business environment allows the organization to take the first mover advantages as by scanning or studying or carefully analyzing the environment every potential threat and opportunity can be known in advance and planning correct and relevant information must be collected .

Positive perspective of employees

Whether an employee is working at higher level or lower level he/she should consider each other indispensable part of the organization and should always possess a positive perspective by looking at brighter side of the things at the time of crisis the responsibility of the employee to maintain cooperation and harmony at work place and avoid making issue over pettythings, instead they should the situation and act accordingly.

Two- way communication

Each and every employee must be aware of what is going on in the organization on. Sub –ordinates must have an easy excess to their superiors so that an effective communication can be done. Critical issue should be discussed and due importance should be given to the suggestion of employees discussions place a very vital role during crisis.

Take advantages of specialization

As the principal of management says that the work must be divided in the origination as per the employees specialization , so that employees can give their best and proper remuneration should be given to the employees so that remain loyal to the origination and stay focused towards the organizational goals .the authority required to fulfill the responsibility must be given to the employs .

Quick decision making

At the time of the crisis it become very vital to take and intelligent to minimize the loss . as soon as an employee defect the sing of crisis it must be growth to the notice of superiors and concerned to worker as well , so that as immediate action can be taken by then don't try to conceal the things and don't hesitate to ask help from potential sources .

Stay focused and patient

It order to manage the crisis employees need to stay focused and patient make sure that no one can spread false as it can make the things go worse conduct regular discussion and sick health and advice from superiors . a mind can come out with better decisions and can handle the situation.

Crisis management at time of pandemic(Covid-19):-

Covid -19 first discovered in WUHAN , china . WHO declared this various as pandemic on march 11,2020 Covid-19 created a shock in the economic as well as social life.Pandemic created a situation of crisis is the world . this pandemic is proved to be a turning point in the development process of almost every country

In the organizational context , crisis is something which is completely unpredictable and threatens the growth process of an organization . it depends upon the management of an organization that hour effectively they manage the crisis . a successful they manage the crisis management and is possible with continues and effective risk management. Due to Covid-19 that a virtual organization come in to being . virtual organization is one whose employees communicate throw internet . the concept of (work from home) is being implement during the pandemic time . (work from home) has it own pros and cons has corona virus is communicable , instead of gathering at work place people stared working form home at the time pandemic , it is also a big challenge to manage the employees working from home . it is not that easy for manage to implement a successful crisis management . according to the Covid= 19 agenda survey . conducted in turkey , only 46% enterprises have a crisis plan . it shows that many companies dose not have any kind of planning or preparation for this Covid-

19 crisis . Covid-19 crisis effect the growth process or we can say it effect the long term goals of the organization that successful management of crisis need a manager to be a quick and intelligent decision maker he /she must possess good leadership and communication abilities . at the same time we can argue that crisis management is a process which cannot successful only be the leader or a manager but a team work is needed for it.

Top issues on employees mind during the Covid-19 crisis:-

The pandemic has made it very difficult to manage the work and workplace . now it has become vital for manager to ensure the safety of employees which gave rise to the concepts like virtual organsiation and “work from home” teams are working on creation new ways of making contact with employees and creating a strong bond with employees in order to keep them connected with organasition . at time of pandemic due to crisis it is effecting physical as well as mental health of the employees . employees fell stressed and insecurity of job . here are some issues that always stay on employees mind during the Covid-19 crisis

Job security

Job security can be define as the fear prevailing in the mind of employees of losing their jobs or fear of getting unemployed . at the time of pandemic , it had a huge effect on employment . million of jobs were at risk which resulted in permanent lay of and permanent separation of employees . the lowest income group is highly at risk . the employees ability to continue to employee and to worker has government begin to fear of losing their jobs in employees mind .

Work life balance

During the (Covid-19) work form home (WFH) was suggested during lockdown period . work from also known as telework , has now become a very prevalent practice due to advance technologies . advancement in the technology made it possible to perform the allocated task at work place by being at place away from work place but it caused an imbalance is work life . it completely change the routine . it had created many difficulties from working people to manage both work and home and same time .

Stress & mental health

Fear and stress are normal at time when we face uncertainty. Covid-19 made people face the bitter reality of working from home, temporary unemployment, home schooling of children etc. which has increased the stress . Covid-19 pandemic is the most stressful time for the working people weather they are working on the front lines or working at home employees are urgently in need of suitable mental health benefits now more than ever said were born

increase in stress and mental health problems among employees proved to be very costly to the employees also .

Productivity diminished

The Covid-19 pandemic gave a huge shock the world economic. it leads to contraction in GDP .those companies which capitalizing on the latest technology remain remarkable productive the main differences between the best and the rest is the how successfully they are able to manage the scarce time , talent , resources and energy

CONCLUSION:-

Proper crisis management needs a team work it is not only the responsibility of manager alone intelligent efforts towards crisis management can save the organization and its stake holders from the threats . as soon as any indication of crisis is felt it should be brought to the notice and necessary action to be taken immediately in the direction . critical discussions should be there . it is he technology which made it possible to make the origination to survive during the time of pandemic (Covid-19) by providing the platform like virtual origination. The business environment does not need to face many difficulties in coping up with hindrances created by pandemic .

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