THE ROLES OF CORPORATE MANAGERS IN CRISIS MANAGEMENT

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Abstrtact- Contemporary businesses face many challenges that have the potential of compromising their success and, at times, their survival. These challenges include "weathering the storm" when an organization is confronted with a crisis situation. The importance of a proactive approach to crisis management has demonstrated its merit in enhancing an organization's ability to prepare for and recover from a crisis situation. This study discusses the essential roles of corporate management before, during, and after a crisis event and how the successful enactment of related responsibilities contributes to weathering a crisis successfully and ensuring the survival and continued success of the organization.

Keywords- Crisis management, proactive management, roles of corporate managers
Suggested conference track - Management under Business Management

(Submitted to the 2017 International Conference on Management, Economics, & Social Sciences to be held in Macau, China from 6/27 to 6/28/2017)