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CRISIS MANAGEMENT AND TECHNOLOGY IMPACT



ABSTRACT: -

Contemporary organizations under the policy of survival and competition lead to understanding the concept of crisis and deal with it, whether at the level of crisis industry or management although there is a clear confusion among some administrative decision makers resulting from misunderstanding or knowledge to separate the concepts of crisis management and management by crisis, which is dealt with by the fabricator of the crisis or managing the place of crisis.

KEYWORDS: crisis management, technology, decision-making.

INTRODUCTION:

The crisis here points to an unstable management phenomenon that poses a clear threat to the survival and sustainability of the Organization. It is characterized by a certain degree of risk and represents a turning point in unstable situations due to undesirable results that adversely affect the efficiency and effectiveness of the decision maker and the organization cannot afford it for long periods. In the digital world and the era of technology, contemporary organizations seek to control and monopolize the competitive market to draw the

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boundaries of the business world, in line with the strategic thinking of administrative decision-makers, and to build a future vision based on conflict and survival at the top of the global business pyramid by managing time and industry and monopolizing the information empire and its systems towards technology management decisions to be a clear support for the vocabulary of thinking and arrange the shocks and rearrange the crisis and its installation in order to decipher it in an attempt to turn it from a threat to the opportunities to move to the summit.

• THE CONCEPT OF CRISIS MANAGEMENT

Many scholars have referred to the concept of crisis and crisis management from different points of view. The intellectual orientations that are based on the concept of the crisis vary according to the concept of the crisis (Khudairi 1995) as the position and situation of the decision maker in one of the administrative entities State - Institution - Project - Family In which the events follow and the reasons are intertwined with the results and lose with the decision-maker ability to control them or their future directions according to the concept of crisis management (Alsirafi 2003) In the context of crisis management in light of the preparations, knowledge, awareness, perceptions and possibilities of the tasks and prevailing management patterns. It is clear that the crisis, insofar as the organization is hit, is directly aimed at destroying the decision-makers thinking. And work to disrupt the stage of thinking and violent trauma to be intertwined with the vocabulary of reason with the causes and consequences. The crisis

requires the strength, awareness, control and effectiveness of the management and decision-makers to manage them at a level that reduces the losses caused by the crisis by a scientific methodology and awareness of the ability to deal in light of the available possibilities and sound planning and information on which to crystallize the strategic thinking of the crisis.

• STATEMENT OF PROBLEM

As a result of the rapid global changes that transformed the vocabulary of change into a conflict through which contemporary organizations seek to find their place in a world of numbers and the language of modern technology which coincided with the vocabulary of strategic thinking to adopt new management policies operating in the era of crises where the need for a language of decisions is working on Crisis management for the advancement of organizations from the scourge of conflict and survival.

Therefore, the problem of research came up with questions

1. Is crisis management dependent on decision-making with technological support?
2. Does technology play a role in effectively addressing the crises faced by organizations and institutions?

• SIGNIFICANCE OF THE STUDY:

The importance of research lies in the clear theoretical proposition of the vocabulary of crises and the axes around which these words revolve, based on the importance of the idea of transformation of technological transactions in the crystallization of decisions by adopting information systems and their outputs.

In addition to its importance through the introduction of the practical knowledge of the role played by the technology support era, which determines the pillars of the crisis for the purpose of managing in a scientific manner based on electronic logic.

• OBJECTIVES OF THE STUDY:

- Defining the importance of managing crises and their concepts.
- Defining the fundamental role of technology in crisis management in making successful decisions.
- The aim of the research is to balance the vocabulary of information technologies and support systems to support the decision and provide information that contributes to the re-analysis of the priorities of the crisis after the vocabulary of the initial violent shock for the purpose of managing in a scientific and realistic way to minimize the losses suffered as a result of that crisis.

• HYPOTHESES

H1 There is a direct impact of information technology in crisis management and decision-making.

H2 There is an impact on the characteristics of information in scientific planning to intervene in the crisis.

• METHODOLOGY OF STUDY :

descriptive approach: to describe and interpret and analyze the results of research that will be done by the researcher to test the research hypotheses.

• The importance of crisis management:

The crisis is, in fact, the administrative failure of the decision-maker due to a certain administrative defect or a certain outcome or because of lack of experience or knowledge. Therefore, the organizations that are in the cycle of crises created by conflicts in competition in the business world need a rational scientific administration based on research and knowledge and the certainty that the possession of the cornerstone of science and information technology is a way to solve and deal with crises. It is not possible to address any crisis or deal with it through the deficit and lack of strategic thinking and strategic thinking and the need for adequate and appropriate readiness to intervene to resist the inability to fully understand the nature of the crisis in the translation of causes and dimensions and framing the crisis situation facing the administrative entity.

• CRISIS MANAGEMENT STAGES

Most of the crises occur in five basic stages, which represent the clear vision of the crisis. They are as follows: -)Al-Srifi2003)

1. Feeling the possibility of a crisis: The crisis sends a series of warning signals received by the managers, but it may be difficult for them to take the signals of truth and importance. The lack of attention and attention to these signals leads to the crisis.
2. Preparedness or prevention: the detection of weaknesses in the organization and the development of the response plan on the assumption of the worst cases and treatment before the aggravation
3. Confrontation crisis (containment and reduction of damage): Tools are prepared to reduce the damage and prevent it from spreading to other parts that have not yet affected the organization.
4. Learning and evaluation of experience (unique 2003): - Evaluation of what is accomplished in the face of the crisis so that it can be improved in the future and helps the process of assessing the response to the crisis on the availability of useful information in terms of standing without recurrence of the crisis and re-evaluation to improve the achievements and benefit from the past to develop the future.
5. Restoring balance and activity: Restoring activity in several aspects, including tangible and intangible assets that have been lost, through short-term plans and programs that have been prepared and selected in advance and aimed at gradually restoring balance. To compensate for losses during the crisis.

• STEPS TO DEAL WITH THE CRISIS ...

The handling of the crisis requires a scientific management with strategic orientations that take into account the logical thinking in dealing with the crisis steps and provide the supporting information on which to base the limits of the crisis. The following are the steps to deal with the crisis (Khudairy 1995)

1. Determining the position of the crisis: - It is intended to determine the actions taken by the forces of crisis-making and the forces of follow-up along with the assessment of the components of these actions and the resulting crisis of reactions and opinions and positions surrounding influential or affected by it and include four dimensions:-

- A- thorough and comprehensive identification of the forces that created the crisis.
- B- identify and anticipate the elements of force on which crisis-makers are based;
- C- determine who are the supporting forces and pro-crisis-making forces.
- D- Determine why and how the crisis was created.

2. Analysis of the situation of the crisis: - After determining the assessment of the situation of the crisis accurately, the director of crisis management help his assistants analyze the situation of the crisis in all its various components in order to discover the real interests behind the crisis and the undeclared goals sought by the director and the staff to reach them. The crisis situation is analyzed at the micro level of all vocabulary rather than the macro level using mathematical models to measure and analyze the situation as well as information systems that support the decision-making process. There are measurement and analysis tools such as:

- A- Analysis of correlation and regression relationships of variables and constants related to the factors and elements of crisis situations and the factors that assist in finding the crisis and its impact.
- B- Analysis of causes of tension based on the information obtained.
- C- Analysis of the strengths of both the crisis-making parties and the parties controlling them and the weaknesses of the parties.
- D- Analysis of the nature of the risk posed by the crisis and the costs and burdens of its continuation and the impact of all this on the administrative entity that created the crisis.

The process of converting the analyzes into quantitative and symbolic elements using the techniques of the age, such as electronic computing.

3- Scientific planning for intervention in the crisis: - the stage of drawing scenarios and the development of plans and programs and the mobilization of forces to confront the forces of the crisis and to address them and before this is done in full is drawn the general map of the scene of crisis operations in its current status with all the changes that are taking place constantly. This is done through.

A- Determine the safest places to take as bases and starting points

B- Define the safe places to serve as a security fence for the starting rules

C- identify the causes of the crisis related to the system represented by leadership in the administrative entity

D- Determining the plan to absorb the pressures of the current crisis by responding to the demands

E- Distributing the roles to the task force assigned to deal with the crisis.

F- Ensure that each individual understands the general plan.

G- Mobilize all that is needed to deal with the crisis through means and equipment.

H- Determining the timing of the start of the operation and the execution of the task.

I- Crisis management also needs the necessary information in a timely manner using) MIS(outputs as well as ready-to-use scenarios based on)DSS(databases and (ES) systems.

4- Intervention to address the crisis: - Through the full knowledge of alternative scenarios and the scenario adopted to intervene in the crisis and assign tasks and distribution of roles on the team to address the crisis and is determined everything and put all possibilities according to their directions and then determine the decisions. This phase comes as a result of post-containment crisis and the organization works with high efficiency to guide and organize the solution of the crisis using the means and methods available.

• THE CONCEPT OF DECISION-MAKING TECHNOLOGY

A number of concepts are related to the concept of decision-making technology. They need to be analyzed in order to finally give a clear idea that is based on the crystallization of the main element.

We have to define the concept of the decision first, where the mechanism (Harthy) as a rational process crystallized in the choice between multiple alternatives with specifications commensurate with the available possibilities and objectives required and then go to the decision-making second, Since the responsible body, the Department, has adopted one alternative among the alternatives.

In light of this, the technology of decision-making means using information systems and support with the support of the authorities responsible for the adoption of one alternative among the alternatives.

WHERE HE OBSERVES

The decision-making process requires the possibility of a high administrative leadership with strategic orientations based on an information base that is based on building a sound decision to solve a crisis. As the variables that keep pace with the crises seek to amplify their vocabulary accompanied by the speed of the flow of all components. Therefore, it must be that the adoption of information technology as a single balance in the movement sometimes and sometimes exceed the ability to deal with the elements of the crisis..

THE IMPORTANCE OF TECHNOLOGY

The variables are accelerating and the world is moving in the circle of time, where time is faster than the mind and dealing with change. It became necessary to draw the limits of the policy of survival during the crisis. As the era of the information empire entered into its systems and technology, the distances were narrowed, the aspects of thinking were calculated by the calculations of numbers based on analysis and logic, and the decision-making man transformed from the experience of abstract human minds to the synchronization of human intelligence with artificial intelligence to balance the movement of crises which affect the minds of administrative decision makers to paralyze organizations.

- Therefore, the importance of the resolution and its management has emerged without making individual decisions that increase the speed of formation of crises.

- The technology should be followed to provide the right information at the right time by supporting artificial

intelligence systems to become crisis-prone with decision-making technology.

• ... THE STAGES OF DECISION-MAKING AND INFORMATION SUPPORT

The decision-making strategy includes a number of steps taken by many researchers, which can be summarized as follows.

1. Diagnosis Step: At this stage, start diagnosing the problem and identifying the target clearly, where you need to scan the external environment to identify the opportunities and threats prevailing in it and assess the internal environment to identify the strengths and weaknesses and determine the size the strategic gap between them .the process of the survey needs to the management information systems that seek to provide data From their primary sources for the purpose of processing and converting them into information representing the outputs of the system on which the evaluation process is based and requires a high level of information technology.

2. 2Alternative Identification Step: A number of strategic alternatives are sought that can help bridge strategic gaps (Crow, 1987.(The process of identifying alternatives requires the decision maker to experiment and provide information, as well as the use of consultants and assistants (Moohead & Griffin, 1995. (In terms of natural intelligence, it is added to the artificial intelligence of information systems that contribute to the process of identifying alternatives, including ES-DSS,

3. Evaluation stage Step: - After selecting the alternatives, the decision maker begins the evaluation process by describing the results of each alternative, whichever is closer to the final target. This is done on four axes :(Helleriegel and Slocum 1978(

A. A good alternative which leads to desirable results for the decision maker.

B. The balanced alternative is unlikely to produce positive or negative results for the decision maker.

C. The mixed alternative is likely to produce positive or negative results for the decision-maker.

D. The weak alternative is likely to produce poor results for the decision maker.

4.Choice Step: - It is one of the difficult intellectual stages, so that the process of choosing between alternatives is not a clear or easy process where there are criteria used by the management in the decision-making process which represents the high efficiency of all alternatives, which represents the level of ambition and closer to the main goal Workaround.

The role of decision-making technology in crisis management.

When we deal with decision-making technology which represents systems and information technology that support the process of industry and decision-making which represents mental cloning and artificial intelligence which is the sum of experience accumulated in the minds of experts and consultants and strategic leaders that have been stored in the minds of electronic information systems such as (DSS,ES) Expert systems that assess the situation of the problem and then analyze it and find the proposed alternatives to the decision-maker to help him to choose the best alternative.

This process requires the creation of appropriate information that has distinct characteristics and gives high value as the actual start to address the reality or the future potential. Management Information Systems seeks to analyze and process data to obtain information that supports the decision maker to manage the crisis according to its steps. The following characteristics can be observed:

1. Inclusiveness: - the completeness of the information because there is no room for any shortage where it requires providing all the information required to make a decision. (Burch, 1974) Where the focus should be on the state of loss of dispersion that may affect its user.

2.Accurate: - indicates that this information is free from errors, (Obeida 1999. (As the treatment of the crisis cannot tolerate even a small percentage of errors so as not to lead to deviations cannot be addressed in the future.

3. Time: - refers to the appropriate information for its users so that it is made in time and when needed before it loses its ability to influence. (Burch, 1974)

4. Reality: - which represents the information about the reality of the organization and its real potential and

away from exaggeration in the estimates. It is noted that decision-making technology has provided the appropriate information for the purpose of crisis management and treatment

As the first step to deal with the crisis was to assess the crisis and this requires adequate information about the fabricator of the crisis as well as the organization in which the crisis occurred, including the elements of strength and weakness in it. And about its internal and external environment, where this information must be comprehensive, which is at the heart of the subject. Away from dispersion and bear the title of accuracy in all its vocabulary or will deviate from the course of the rest of the steps and to arrive at the information in a timely manner so as not to lose value and be realistic and show the real possibilities so that this information starting from the information base to access knowledge in the management of crises. After evaluating the situation, the second step begins with an analysis of the situation, which requires consultants and experts, as well as electronic minds, which enjoy artificial intelligence within the systems referred to earlier, based on an information base that will be a starting point for them. The analysis process requires the following equation:

Information + experience + artificial intelligence + leadership characteristics = crisis management efficiency

The third step is scientific planning to intervene in the crisis and need to support administrative information systems and their branches to provide the administrative decision makers with the appropriate information at the appropriate time as the planning process is not without an information base based on it. Then The decision is then taken to address the crisis. Which is mentioned the technological mix of decision-making contributes to the crystallization of the vocabulary of dealing with the crisis and its management in a modern scientific manner and take on the vocabulary of the composition of the electronic framework.

RESULTS

1. The crisis is an unstable administrative phenomenon that affects the organization and leads to the emergence of uncalculated results that may threaten the existence and continuity of the organization.
2. the ability of the decision-maker to manage the crisis through the use of practical tools and modern management and technology different make the crisis an opportunity to benefit or threaten the need to address.
3. Crisis management is the real measure of the ability of managers to manage the existing conditions, an opportunity to prove the self and monitor the events surrounding the organization and work to overthrow them.
4. The availability of the database to start the decision-maker to deal with the crisis and to eliminate the effects that lag behind by arranging and addressing the causes of the crisis according to stages.
5. The rapid developments in the world and the acceleration of variables has become the first concern of the decision-maker to find quick solutions to all crises by keeping up with the technology of the era and provide the appropriate information in a timely manner.
6. The technological mix of decision-making contributes to the crystallization of the vocabulary of crisis management in a scientific way.

CONCLUSION

The study shows the importance and the effective role of modern technology in the importance of making sound decisions and supporting crisis management in the face of crises that vary according to the environment of the organization and the institution. We can define the crisis as one of the influences on the organization and its members, which have a direct impact on the most vital aspects of the organization, which is a cause of prosperity and extends its treatment and impact to society and the crisis as the root causes of failure. Seeds of success and finding the seeds of potential success and care and harvest is vital to them. As the crisis has a significant impact in the discovery of knowledge of the various environmental variables, internal and external, which cast their shadow and weight on our organizations and their administrative leadership, which need a database to reduce time towards control and monopoly of the market competition to map the business to support the strategic thinking of the decision maker and building a future vision to address the crisis and thus be

a start to build a sound administrative decision and management in accordance with an advanced information system enables the organization to reduce the distances and drawing the vocabulary of thinking in the calculations of numbers based on analysis and logic. Thus providing the right information at the right time through artificial intelligence information systems to confront the crisis with the help of information technology to make appropriate decisions and provide information to address and manage crises according to the modern scientific methods associated with the electronic framework.

• RECOMMENDATIONS

- Integrate an integrated crisis management methodology into organizations, ministries, and various institutions by activating or increasing the provision of key elements of successful crisis management at various stages.
- The organization should have adequate methods of information for the purpose of crisis management and treatment.
- Provide ongoing training and education on the latest developments in crisis management for crisis management staff.
- Strengthen communication between crisis departments in all organizations to share experiences.
- The need to pay attention to how to use and benefit from technological developments to obtain the appropriate information in a timely manner to support the management of the crisis and reduce the causes and awareness of them.
- The establishment of crisis management departments in different educational institutions in order to graduate people, specialists in this field.
- The administrative entity must endure the crisis for a long time and try to restore balance by using the scientific tools available to them.
- The need to make crisis management planning part of overall planning as management is able to deal with emergencies.
- Work on the ongoing review of crisis management plans, to test the efficiency and effectiveness of these programs and plans, to deal with different crises and identify strengths to increase their support.
- Create mechanism based on the quick and flexible response to events, surprises and the overall awareness of all crisis situations by relying on the organization's database.
- To learn from the lessons learned from previous crises that have been encountered and to benefit from crisis management experiences and plans to increase the efficiency and effectiveness of measures and systems.
- Attention should be given to organizations to rely on providing a highly efficient information system to meet their needs and to adjust their operations according to the crisis situation and to an administrative decision to address the crisis.

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