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RESEARCH ARTICLE

MANAGEMENT CRISIS IN CRISIS MANAGEMENT

Vatanparast Mahdi¹, Mousavi Seyed Mahmoud², Ebrahimpour Malihe³ and Kazemzadeh Fariba⁴

^{1,4}Department of Accounting, Shirvan Branch, Islamic Azad University, Shirvan, Iran

²Department of Economics and Social Science, Payame Noor University, 19395-4697, Tehran, I.R. of Iran

³Department of Accounting, Mashhad Branch, Islamic Azad University, Mashhad, Iran

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ABSTRACT

Human thought in crisis management focuses on prevention, preparedness and Check crisis in the fields of organizational crises and natural disaster. While significant studies in recent decades has been done on crisis management, but institutional crisis management has remained neglected. This article attempts to explain the kind of crisis that an institution encounters it exogenous. Creating mechanisms for establishing a dynamic equilibrium between institutions requires management especially public administration management that has responsibility to the prediction and prevention of such chronic crisis in the policy making level; because it has Social costs to deal with this crisis (after the occurrence) and Can not be expected to establish this balance on behalf of invisible hand mechanism.

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INTRODUCTION

Modernization has accelerated the trend of democratization of societies. One aspect of democracy was women's presence in social fields (economy, culture, and politics) that was promising of democracy expanding and manager's freedom. In this regard, the presence of women in higher education of Iran in recent years has been remarkable. According to the Information of National Evaluation Organization of Iran almost two-thirds of university entrance in recent year's volunteers have dedicated to the girls and expected this trend to continue for the next few years. Some government officials, say the occurrences of this phenomenon are the democratic outcome of their activities, and celebrate it as a functional phenomenon and promising. The question is whether this development in higher education can be a crisis for other institutions? If exists the possibility of creating crisis of outcome of this democratic event, will it's damages would be less than organizational crises damage (such as the financial crisis, human resources, technological and management), or natural disaster (earthquake, volcano, tsunamis, storms, Meteor, tornado, wind) ? Whether management as an academic field enable to analysis and management this crisis? This paper seeks to explain this type of inter institutional crisis

Nature of the crisis

Crisis management literature is full of theories, models, hypotheses, mechanisms and methods that teach crisis management; how they deal with the crisis, how to make crisis preparedness, how predict the crisis and prevent it. As opinion of managers, social crisis can not be considered a type of crisis, sometimes even as short-term success will look.

Society and community management not felt this crisis; Therefore, this type of crisis is very dangerous of the other crisis because will rest. This type of crisis is a consequence of different factors, containing complex problems that are exacerbated each other, has many side effects and complications, they have influenced a lot of people, has high social costs, and influence the community for long time after update. Of course, this kind of crisis can be known as outcome of a type of purposeful social action that happens in management acts (Merton, 1936). Need to be clear that the order of article of crises that occur due to human actions, is not crises that resulting from deliberate acts like September 11 or bombing, hostage taking, the virus disperse and war, But, crises that create due to purposeful social actions and obvious as a positive and constructive activities.

Necessity of social crisis management training

The world, due to modernization changes (population growth, urbanization, the increasing dependence on technology, politics, economic and cultural developments) become as a Crisis operator (Richardson, 1994). The modern world through the media and communications revolution has been joined together, so that Crisis in a small part of the world has many effects on the other parts of the world (Rithchie, 2004). Unlike the attitude of evolution theory, which considers that crisis are necessary and useful and knows it as a mechanism to achieve, because in the shadow of the crisis remain strong social institutions and abolished inefficient or weak social institutions (Rosenthal & Kouzmin, 1996), this paper knows crisis as a social scourge that disgust and disturb balance of social system, thus creating capabilities to Cope crisis need increased. In crisis, conditions outside the normal status, will not work normal patterns of management. Crisis management

*Corresponding author: mehdi_dna@yahoo.com

due to pressure of time constraints, limited control and high uncertainty is very difficult (Burnett, 1998). Now, the fundamental question is whether managers in management faculty, ready for social crisis?

Crisis management is a broad field of study that needs to abilities such as strategic planning, decision making and problem solving, public relations management, information management, power management and policy management, psychological - social processes management and especially media management; because media controversy can transform small incident to big crisis (Keown-McMullan,1997). In crisis management in addition to identify crisis process (crisis symptom diagnosis, crisis prevention, preparedness for crisis, crisis assessment and crisis outcomes analysis) and understanding of relevant concepts; skills such as detection of vulnerability rate, the ability to recognize the difference between the types of crises, the ability to identify information needs and resources for crisis situations also taught (Davies, 2005 & Coombs, 2001]. Based on theoretical studies and experimental results can be claimed that the managers of both public and private sectors for the challenges that will face with them, have not made adequacy (Boin & Lagadec, 2000]. Routine methods for the management teaching will not be conqueror in critical conditions and even may take contradictory and non-functional results.

Inter institutional and social crises

Social crises has become a normal aspect of modern societies and people have habits them in daily life. Globalization process, expanding mass media, information and communication technology development process, weaken the authority of governments and societies, and the democratization process in the formation has been influenced in social crises formation but due to the apparent positive function of this phenomenon, communities can not abandon them or change them or stop the process and even some of these trends are uncontrollable. Social crises nature is variable, complex and interconnected, and boundaries between them are very difficult. Uncertainty, diversity, complexity, multi-dimensional, time compression, economic costs and dynamism of social crises necessitate that crisis management whit this profile re-defined. Social crises shows that directors tend to reduce cause of large and complex problems to a source or simple agent. Crisis experts, believe that there is no a best way to prepare crisis and crisis appear in any form and any time (Ash & Ross, 2004). Social crises are outcome of consequences numerous chain and identify the real causes of the social crisis is very difficult (Turner, 1978). Also, can consider that social crises are outcome of consequences chain of errors and mistakes (Reason, 1990). Inter institutional crisis in the social system or society is the result of management thought. This type of crisis comes from management. This crisis is the result of theories of crisis management. Wrong theory in management, disaster provokes. Levine proposed the idea that "nothing is more practical than a theory good." Counter point of this theory is true also: "Nothing is more dangerous than a bad theory" and currently, bad theories of management destroy good practices of management (Ghoshal, 2005). Inter institutional crisis arose from a directors purposeful social action and don't create itself (Moore,2004). Unlike the normal crises that occur in the short time, inter

institutional and social crises are chronic and formed over time; in fact, society does not feel their pain until be appear. Prediction of potential social crises can be accomplished by society management and administration especially. Public Management must manage the interaction between institutional. Family institution has been in level of educational institution in all societies (Boulding, 1956). The wave, which started today in the educational institution, will show their crisis in the family institution in the future. Effect of Wave crisis in a system may also affect other systems. This effect may be in addition to the organizational level be effective in the industry, i.e. the crisis in an industry, create crisis in other industries (Rithchie, 2004). Automobile industry produce automobile that have speed above 200 km per hour but the road construction industry does not have proportional speed; where, one industry can create crisis in another industry.

In Iran there is thinking that a girl who today is entered university, will be better social base in the future than a boy who is not entered university thus in our culture, marriage , one of the sectors of family is affected. In this culture, most educated girls can not impose themselves to married with boys who don't gone university. Invisible hand fans believe in long-term the culture that required for this phenomenon will be created. Culture has inertia and does not change soon and according to Keynes, "In the long run we all have died". Therefore, effective intervention to create a balance between family and educational institution in the community to prevent family crisis seem necessary in the future. For promotion management analysis, and create balance inter organizational and inter institutional, promising contents in the sociology of organizations in discussions institutional orientation (Powell & DiMaggio ,1983) and Ecology (Hannan & Freeman ,1977)Organization has been suggested But still not enough for this level of management. Currently, only inter institutional coordination mechanisms, is effective intervention of state and state managers that if don't caught in some of the non-functional teachings of democracy , capable to created such balance through policy.

CONCLUSIONS

Nature order, don't created and abolished by human, only discovered by humans, but social order is create by human. So we can not wait for social crisis such as natural crises. Therefore, in current situation, intervene in existing social order by managers of public for prevent creating crisis by higher education on the family in the future seems Necessary.

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