

CRISIS MANAGEMENT AS MANAGEMENT OF SOCIAL SYSTEMS IN CRISIS SITUATION - ACTUAL THEORETICAL ISSUES

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INTRODUCTION

Relationship between the management theory and crisis management is often discussed. Crisis management is considered to be part of, or feature generally understood management. But in the last twenty to thirty years, in relation to the changing nature of the crisis, there exist a real strong need to identify and seize the specifics of the crisis management, initially in the practical field, but more and more often in the field of scientific theory as a theoretical phenomenon.

1 POSSIBLE APPROACH TO CRISIS MANAGEMENT THEORY

Theoretical mastering nature and processes of crisis management provides relevant knowledge of the principles and laws of effective management of social systems. Even in conditions of crisis, it is true that managers can perform better when they know and use scientific knowledge to management that systems, but they also have to have a sufficient practical skills and abilities [1].

The key question is whether manager or better, crisis manager needs a theory or practical guidance? The answer is not simple, but apparently it is possible to agree with the view that “the most practical is a good theory.”

Management theory, shaped by different knowledge, has its subject, its core consisting of the management process. The separated parts of management theory knowledge can be thought to be important for creating of the framework for the crisis management theory. The relevant findings can be divided into three groups:

- The knowledge forming the content management process as a system.
- Knowledge of sources representing management process.
- Knowledge of basic approaches to search of key problems of management.

The above assumptions can be applied also to the crisis management theory content, but it is needed to define in what crisis management is specific. Underestimating the importance of theories directly or lack thereof is logically accompanied by tendencies to pragmatism, which in the short term may seem convenient or efficient, but in the long run this approach is rather disadvantageous and harmful.

Problems in finding the nature of crises and emergencies, and finding the right solutions in crisis management are given in advance by fact that the crises are essentially the sum of entropic, irregular movements within individual processes. Recent changes in the globalizing environment, especially new trends and implications of globalization processes are creating new demands and new roles for managerial practice. As well as in crisis management area there exists, the requirement for development of the coherent theory for at least 10-15 years.

In conditions of Central Europe, particularly in Slovakia (as well as in Bohemia) has emerged the need to manage the new theoretical approaches to crisis management just after the establishment of the Slovak Republic in relation to the creating of a new security system and due to the necessity of formation of crisis management in the frame of international terms and conditions [2]. Important role was played there by an objective need to prepare qualified specialists in the field of crisis management, especially at the level of government.

Pioneers of these processes were scientists and university teachers within the Institute for crisis management in Prague, the Faculty of Special Engineering University of Žilina, Faculty of Economics and Management of Agriculture University in Nitra, currently ones within others public as well as emerging private universities. As the significant results of this crisis management theory creating processes can be thought:

- Defining the broader issues of crisis management frame – from the notion of business crisis management to crisis management within the public administration and law organizations, respectively to the understanding of crisis management as a public service.
- Formulation of the fundamental objectives for education and training of competent professionals in the field of crisis management, defining the basic terms and identification of key issues of crisis management praxis.
- Development of cooperation department of crisis management and other departments of the Faculty of Special Engineering, University of Žilina with research and educational institutions in Slovakia in the security and crisis management area.
- Development of confrontation and exchange of knowledge and experience with scientific research institutes of developed countries in Europe, America, Asia and Australia.

2 CURRENT PROBLEMS OF CRISIS MANAGEMENT

Considering current knowledge there are more ways to define the core content of crisis management:

First: Crisis management explores the management processes of social systems, which functions and objectives are threatened due to such essential environmental factors, which

makes their operation not easy or impossible and they can be thought to be reason of the end of the existence those systems.

Second: Crisis management examines the various stages of social management systems with emphasis on **preventive measures** and **preparation** for a crisis; **control its course** and **solving its consequences** and **recovery of the basic functions** of that system.

Third: Crisis management examines the sources and causes of the crisis in social systems, their nature and the course, as well as the assumptions and possibilities for their effective management and solving.

Existing knowledge and experience in solving various current crises indicate the main problems by which the theory of crisis management will probably deal with in future. It can be assumed these following issues [3]:

- Exploring of the possible theoretical and methodological approaches, defining possibilities and preconditions for their application (systems theory, holistic theory, chaos theory, etc.).
- Analysis of the crises causes, their nature, patterns, general and specific characteristics of their course in social systems, analysis and specification of the basic concepts related with solving the crisis situations.
- Laws, policies and management tools of social systems in terms of risks, threats and crises, and opportunities for the reconstruction, reconstruction or reorganization of the system. Social system we understand the political and economic entity, region, city, organization, eg. business, but also the community, family, or in specific cases individuals (threat of social integration, life, health).
- Functions, roles and activities of entities involved in the crisis, crisis managers, competence, education and training of the population [4].
- Political, economic, social, legal, technical and technological and ecological context of crisis management.

CONCLUSION

The complexity of defining the scope of crisis management theory gives rise to a debate about which science should solve the mentioned problems. Which scientific discipline can examine the issue of crisis management? Sociology? Economics? Law? Military and security sciences?

But in these more or less polemical discussions there is often the key problem overseen. That problem is essentially the real part of reality, which is created by the man and society in terms of threats for its existence.

This threat to people as individuals, social groups, community organizations, state or throughout human society can be caused by a range of factors internal and external environment, most of their mutual interaction. These factors more or less clearly restrict or prevent the normal function of the e social systems. It is therefore obvious that the examination of very large problems will require interdisciplinary.

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