

THE COMPANY'S ACTIVITIES ARE FAMILIARIZED WITH THE SPECIAL CHARACTERISTICS OF THE CRISIS MANAGEMENT

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ABSTRACT

To stop unfriendly patterns and handle the emergency circumstance from one perspective and to achieve defining moment also, guarantee the establishments for new improvement then again are normally two essential errands of emergency administration when it performs fundamental exercises in the organization in intense emergency. For the fruitful determination of an emergency, it is of key significance that the emergency is handled by administrators who alongside an alluring learning of the organization's exercises are acquainted with the exceptional qualities of the emergency administration and general innovative (natural) approach. For their work emergency administration will require vital, and completely operational formal and observational information, having in any event the base measure of information from each business field. In light of the exploration portrayed in this paper utilizing the specimen of those organizations experiencing intense emergency, it is underlined that from every single fundamental fitness, which emergency colleagues ought to have, the most critical thing is the learning and encounters from the territory of radical rebuilding of the organization, though the acclimation with the field of operation whose qualities can soon be aced by the emergency colleagues is less vital. The money related perspective of the intense emergency determination is vital; be that as it may, the organization can't advance survive if just this zone of operation is tended to.

KEYWORDS: Crisis Management, emergency circumstance

1. INTRODUCTION

All emergencies make an upsetting, unverifiable and troubling circumstance, which jeopardizes property and additionally individuals, and impacts set up business and life streams. That is the reason we need to determine this circumstance at the earliest opportunity. Emergencies in the more extensive financial environment straightforwardly or by implication influence the position of individual organizations then again different associations which might be pretty much associated with the more extensive extent of the emergency. An emergency in one area may have a noteworthy negative effect on the organizations from totally diverse areas. An emergency can affect any organization regardless of the fact that at a specific time when the organization is productive in a quickly developing and, as indicated by all criteria, a high-potential industry, as the emergency can be brought about by reasons which are not specifically associated with the same business. The life cycle of a business and the business in which it works can be altogether different. There are endless case of worldwide organizations in local and

outside business history, which appear to be indestructible in their top however are really gone today.

2. THE RESULTS OF CRISIS

The consequences of the emergency can be seen inside the organization, and in addition in its environment. When all is said in done, the consequences of the emergency can be separated into two gatherings: the downturn of the business execution markers and the changed conduct of the gatherings included. Regardless of the possibility that the organization is working under typical conditions, normal disagreements exist among communicated interests (e.g. workers and proprietors, secured loan bosses and conventional banks), which under ordinary circumstances are all around adjusted, and the organization seeks after the interests of the considerable number of members.

In an intense emergency, the equalization is upset subsequent to every member takes all the measures important to ensure his own particular advantages that can just be accomplished by meddling inside the region of enthusiasm of another member. Irreconcilable circumstances along these lines are exasperated in an intense emergency, thus the diverse introduction of interests turns out to be more declared. Concurring to their part and position in the organization not all members that have the same interests have the same force or impact. Since particular members endeavor to accomplish distinctive points of interest, their administration of interests inside what's more, outside the organization additionally varies.

This information is of key significance for emergency determination ventures which must not be ignored or belittled by the emergency administration. The claimed uniqueness of interests, normal for the time of the development of a genuine (intense) emergency in the organization, much more entangles the officially convoluted inward what's more, outside relations of the organization. We likewise need to contemplate, which is especially imperative in the emergency determination stage, that each vested party has made its own particular markers, measures and time spans for assessing the accomplishment of the emergency determination venture. The field of adjusting disparate interests so as to stress their significance is alluded to by some as "partner administration".

3. MANAGEMENT OF THE REHABILITATION PROCESS

The administration of the recovery process by arranging and actualizing measures, which eventually prompts business recuperation, is called emergency administration (an uncommon part of the key administration). The redesign of the current circumstance to restore typical operations and eventually the further presence of the organization is firmly identified with the current emergency, hence it must be isolated from different procedures, for example, recreation, transformation, redesign, redirection, rebuilding, and so on which are not as a matter of course the consequence of an intense crisis, but

are principally gone for keeping the emergency from rising by setting up the further advancement of the organization.

Exercises of dealing with an organization in intense emergency, the essential undertakings of which are:

- ✓ to stop antagonistic patterns furthermore, handle the emergency circumstance (survival).
- ✓ to achieve defining moment (redirectioning) and safeguard the establishments for new improvement, are in particular emergency administration, which likewise portrays the entertainers of these exercises.
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4. ANALYSIS

With a specific end goal to build up who are the individuals that take an interest in the emergency administration groups included in the undertakings of intense emergency restoration, twelve Slovenian organizations were chosen in which the creator accepted diverse dynamic parts in the years from 2000 to 2012, which permitted him not just to dissect quantitative information, in any case, additionally gave him a (subjective) knowledge into the emergency creation procedure or its end or restoration. As it were those organizations were chosen in which the intense emergency was effectively disposed of, with the goal that they keep on work (effective emergency disposal), despite the fact that under various types of association.

CONCLUSION

For the effective rearrangement of organizations with existential issues, four fundamental regular conditions by and large must be met (a sound center business; accessible money related assets; an inspirational demeanor and adequate inspiration of the representatives for the rearrangement handle; a proficient, able administration group). In this article we have concentrated on the last one. Taking into account a few experimental inquires about, incorporating the exploration depicted in this paper, it is underscored that for the fruitful determination of an emergency it is of key significance that the emergency is handled by administrators who are acquainted with the exceptional qualities of the emergency administration and rebuilding ventures. In spite of the way that for their work emergency administration will require key, and in addition completely operational formal and experimental learning, having at any rate the base measure of learning from each business field, the most imperative capabilities can get from the specialists for rebuilding extends as opposed to from those knowing the branch in which the organization in intense emergency works (surely, it can be an incredible point of preference).

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