



MARC Seminar Series

Management and Administration Research Center

and

METU Confucius Institute

*Date: 19 November, Time: 14:45,
Place: FEAS-B Building Room: G262*

**“Crisis Management in Organisations: Lessons from
Chinese Companies”**

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Organizations experience different phases. There are periods when the number of orders is growing, the turnover is increasing and organizations are looking for additional employees. There are also times, however, when firms should downsize and even the survival of the firm is at stake. Why do companies experience crises? What are the reasons? Is it possible to avoid crises? How can high performance and high profits be sustained over a longer period? There are several answers to these questions. Forces in the macro-environment should be taken into consideration, but not only that. Why do some companies in the same environmental conditions survive and, while others do not? Why do the names of companies in the list of the top 100 companies change quite frequently? Why are successful companies likely to fail? Why do other less well-known companies rise to become top performers? Individuals learn. Since companies consist of individuals, they learn as well. If companies fail to adjust to the changing business environment by making timely changes, they may face a crisis. Although the crisis may threaten the existence of a company, it also offers a possibility to learn how to improve, and to understand which changes are needed. It provides an opportunity to start again, and create the necessary conditions to avoid further crises in the future. This seminar provides the theoretical framework on how to manage crises in organizations. The authors believe that this book may contribute to better crisis management not only in Chinese organizations, but also in organizations from other countries. Learning from mistakes made and from the positive solutions to these crisis situations could be the key to future success. Improvement in the management of critical situations in organizations could lead to improvements in the economy as a whole.

Ruth Alas is a member of Editorial Boards of the following journals: Problems & Perspectives in Management, Journal of Business Economics and Management, Journal of Business Economics and Management, Journal for East European Management Studies, EBS Review; National Scientific Editor of Baltic Journal of Management; Associate Editor of: International Business: Research, Teaching and Practice, The Academy of International Business (AIB) journal in USA.