

THE NECESSITY AND EFFICIENT USAGE OF MANAGERIAL COMMUNICATION WITHIN ORGANISATIONS DURING CRISIS SITUATIONS. DRAWING-UP THE CONTENT OF A CRISIS PLANNING

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ABSTRACT: Managerial communication is a competitiveness factor and an organisation's strategic advantage. Crisis management tries to prevent and diminish the crises' negative effects and protect the organisation. This field of activity has met a rapid development during the last years, as far as practical explanations and research are concerned.

The present paper outlines the rapid development of crisis management, as well as the causes that have generated this process within organisations. The purpose of the paper is to show how organisations manage crises, how they evaluate risks and also the stages of the communication crisis planning. At the same time, the content of a crisis planning shall be established, regarding the relationship with the press in crisis situations for some companies, mentioning the fact that this planning scheme could be used by any organisation, regardless of the field of activity.

Key words: managerial communication, crisis management, crisis planning, crisis situations, organisation

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