

AN EXPLORATORY STUDY OF ORGANIZATIONAL CRISIS PLANNING IN CHINA

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ABSTRACT

This study was designed to replicate and extend recent crisis management research conducted in Malaysia. Analysis of survey data revealed that 50 of the 127 Chinese companies included in the study had a Crisis Management Plan (CMP). Rationale for organizational crisis planning, structural elements of CMP, assessment of importance of factors that positively influence crisis-preparedness, and other findings are presented and discussed.

Keywords: *Crisis Planning, Crisis Management Plan, China.*