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RE-FRAMING CRISIS MANAGEMENT: LEARNING FROM EARTHQUAKES IN JAPAN AND ITALY

Abstract:

General Crisis Management concepts focus on a Reactive Process to limit damage after a crisis has occurred and how to return to normalcy. Those concepts overlook a Proactive Process which helps to avoid crises, and also ignore learning from crisis experiences in the past and how to avoid recurrence of these crises. Although, natural disasters are regarded as crises which are hard to avoid, it is a big mistake if an organization fails to prevent natural disaster to occur and later controls the damage and neglects to learn how to improve crisis response and crisis prevention. This paper proposes the Framework of Integrated Crisis Management which helps to better understand crisis management process.

Japan and Italy are not only the favorite tourist destinations but both countries also sit on fault lines which make them among the most seismically active countries. Great Earthquakes in the past destroyed towns and killed many people in both countries. This paper applied the Framework of Integrated Crisis Management to illustrate crisis management processes in both countries. It shed light at crisis prevention and learning which cover important parts of damage control and speed of recovery.

Keywords:

Natural Disaster, Earthquake, Crisis Management, Proactive Process, Learning, Crisis Prevention

JEL Classification: H12, M16, M00