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The role of information management in the face of crises companies - A theoretical study

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Abstract

This study try to clarify the role of information management in facing the crises that affect the activities of companies and institutions in society and highlighting methods and mechanisms of exploitation and use to overcome these crises with the least possible losses, considering that information in all its different characteristics and types (political, economic, Security, media, social, cultural, religious, etc.) have become the cornerstone of the management, and organization in all public relations in various international institutions and companies with their various forms and functions because of their importance In the industry and support the effective decision in the performance of the operations and functions of companies , especially during the crisis, which has made it the cornerstone on which the developed countries used information systems in order to confront institutional and companies crises.

At the end, the study reached the following conclusions:

1-The ability to produce information during crises and to manage it in a suitable scientific manner is a soft force possessed by public relations in institutions and companies because of its pivotal role in taking the initiative in dealing with the media and the internal and external public and directing the movement of activities and change in markets linked to various vital areas around the world.

2-Information management is an important and important aspect in confronting crises through its use in building databases and employing them according to precise scientific methods in decision-making within the companies and in planning and implementing strategies and plans that will face crises and prevent them from happening in the future

3-The study indicates that information has a prominent role in facing institutional crises by making them available to decision makers in different companies through these communication systems to identify the causes of the crisis and to find solutions and alternatives to confront them in a manner that is effective and enables timely intervention in a quick and easy manner, Or provide early warnings to prevent crises by analyzing data through

mathematical equations and statistical methods and avoiding their potential consequences.

4-Digital Data is an important tool to store the vast amounts of information that the company may need to face or prevent the crisis and to provide it constantly available and updated to the decision makers in the company. It also allows to support the operations of the company and to discover the problems and risks resulting from the crises and identify solutions and alternatives that would mitigate these risks.