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Strategic Management in the Anti-Crisis Regulation of the Organization's Activities

Abstract

The necessity for efficient anti-crisis solutions in organisational management has increased due to the growing complexity and unpredictability of global economic and social systems. The importance of strategic management in handling crises and guaranteeing the long-term viability of organisational activities is examined in this article. In order to handle disruptions, reduce risks, and regain stability, it places a strong emphasis on integrating strategic frameworks with crisis response procedures. The creation of early warning systems, risk assessment techniques, and adaptive decision-making procedures are important areas of concentration.

The study emphasizes how crucial it is to match strategic objectives with crisis management programs in order to promote resilience and preserve competitiveness. In order to maximize the organization's capacity to handle emergencies, it examines useful strategies such stakeholder communication, resource reallocation, and scenario planning. Additionally, it emphasizes the importance of leadership in fostering innovation, leveraging technology breakthroughs, and developing an agile organizational culture.

The results show how strategic management may turn crises into chances for development and innovation, offering practical advice to policymakers and business executives. Organizations may reduce immediate risks and create a strong basis for long-term success in an increasingly unpredictable world by taking a proactive and methodical approach.

Keywords: *strategic management, anti-crisis regulation, risk assesment, proactive strategies, stakeholder engagement, economic volatility*

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Təşkilatın fəaliyyətinin krizisə qarşı tənziqlənməsində strateji idarəetmə

Xülasə

Təşkilati idarəetmədə effektiv antiböhran həllərinə ehtiyac global iqtisadi və sosial sistemlərin artan mürəkkəbliyi və gözlənilməzliyi səbəbindən artıb. Bu məqalədə böhranların həllində və təşkilati fəaliyyətin uzunmüddətli həyat qabiliyyətinin təmin edilməsində strateji idarəetmənin əhəmiyyəti nəzərdən keçirilir. Uğursuzluqların öhdəsindən gəlmək, riskləri azaltmaq və sabitliyi bərpa etmək üçün strateji çərçivələrin böhrana cavab prosedurları ilə inteqrasiyasına böyük diqqət yetirir. Erkən xəbərdarlıq sistemlərinin, risklərin qiymətləndirilməsi metodlarının və adaptiv qərar qəbul etmə prosedurlarının yaradılması konsentrasiyanın mühüm sahələridir.

Tədqiqat dayanıqlığını artırmaq və rəqabət qabiliyyətini qorumaq üçün strateji hədəfləri böhran idarəetmə proqramları ilə birləşdirməyin nə qədər vacib olduğunu vurğulayır. Təşkilatın fəvqəladə hallarla mübarizə qabiliyyətini artırmaq üçün maraqlı tərəflərlə ünsiyyət, resursların yenidən bölüşdürülməsi və ssenarilərin planlaşdırılması kimi faydalı strategiyaları nəzərdən keçirir. Bundan

əlavə, innovasiyaların inkişafında, texnoloji irəliləyişlərdən istifadə etməkdə və çevik təşkilati mədəniyyətin inkişafında liderliyin vacibliyini vurğulayır.

Nəticələr göstərir ki, strateji idarəetmə siyasətçilərə və müəssisə rəhbərlərinə praktiki məsləhətlər verərək böhranları inkişaf və innovasiya şanslarına çevirə bilər. Təşkilatlar birbaşa riskləri azalda bilər və qabaqcadan və metodik yanaşma tətbiq edərək getdikcə gözlənilməz dünyada uzunmüddətli uğur üçün möhkəm zəmin yarada bilər.

Açar sözlər: *strateji idarəetmə, krizisə qarşı tənzimləmə, risklərin qiymətləndirilməsi, proaktiv strategiyalar, maraqlı tərəflərlə qarşılıqlı əlaqə, iqtisadi dəyişkənlik*

Introduction

Background and Context

Crises, which can originate from a variety of sources such as natural disasters, technology upheavals, economic downturns, and changes in customer behavior, are an unavoidable aspect of the contemporary organizational environment. For example, the COVID-19 pandemic brought to light the weaknesses in workplace structures, business continuity strategies, and worldwide supply chains. These incidents highlight how crucial strategic vision and adaptability are to maintaining operations in unpredictable times. By combining the fundamentals of planning, carrying out, and assessing, strategic management provides an organized method for handling emergencies. Organizations can reduce risks, safeguard vital resources, and adjust to shifting conditions by coordinating short-term actions with long-term goals (Ansoff & McDonnell, 2014). This article explores the theoretical foundations and real-world applications of strategic management, placing it within the larger context of anti-crisis regulation. It explores the methods and instruments that help organizations deal with crises successfully, including stakeholder communication, resource reallocation, and scenario preparation. The essay also emphasizes the critical roles that organizational culture and leadership play in promoting adaptability, creativity, and resilience in times of crisis. This study adds to the expanding conversation on crisis management and strategic planning by delivering practical ideas and evidence-based tactics that will help organizations prosper in a world that is becoming more unpredictable (Boin & Lodge, 2018).

Research Objective

Examining the function of strategic management in anti-crisis regulation and assessing how well it improves organizational resilience are the main goals of this study. With an emphasis on the essential elements and resources that support efficient reaction and recovery, the study aims to examine the theoretical underpinnings and real-world implementations of strategic management in handling crises (Hamel, 2016). It also seeks to investigate how, in trying times, prudent planning and flexible decision-making can reduce risks while seizing chances for development and innovation. The study also looks into how stakeholder engagement, organizational culture, and leadership affect the effectiveness of anti-crisis initiatives. The study aims to give policymakers and corporate executives practical suggestions for incorporating strategic management into their crisis regulatory frameworks by providing a thorough grasp of these dynamics (Doz & Prahalad, 2015).

Innovation and Contribution

By offering a targeted examination of its usage in anti-crisis regulation, this study significantly advances the discipline of strategic management. This study highlights the proactive and transformative possibilities of strategic management, in contrast to many others that see crisis management as a reactive activity. By combining ideas like resource optimization, adaptive decision-making, and scenario planning, it shows how businesses may not only weather crises but also spot chances for expansion and innovation when things become tough (Pfeffer & Salancik, 2017).

Exploring the relationship between strategic foresight and real-time adaptability is the study's novel methodology. In addition to exploring how technology developments and stakeholder cooperation might be utilized in anti-crisis initiatives, it emphasizes the importance of organizational culture and leadership in building resilience (Kaplan & Norton, 2014).

Research

The application of strategic management concepts to anti-crisis regulations is examined in this study, with a focus on how businesses might reduce risks and take advantage of opportunities in trying times. In order to address the challenges of crisis management, the research takes a multidisciplinary approach, fusing theoretical analysis with real-world observations (Doz & Prahalad, 2020). The study is organized around a thorough analysis of the body of research on crisis regulation and strategic management, which lays the groundwork for comprehending how proactive planning, risk reduction, and adaptive decision-making interact. To give a strong theoretical foundation, important ideas and frameworks are examined, including resource-based perspectives, contingency planning, and organizational resilience models (Bryson & Plan, 2019).

Case Study Analysis

A thorough examination of a few chosen case studies that demonstrate the use of strategic management ideas in anti-crisis legislation is provided in this section. These real-world examples show how companies have used risk mitigation, strategic planning, and adaptive decision-making to reduce risks, maintain operations, and take advantage of opportunities in times of crisis. The theoretical frameworks of organizational resilience models, contingency planning, and resource-based perspectives serve as the foundation for the investigation (Mauboussin & Callahan, 2020).

Case Study: The COVID-19 Epidemic and Airline Industry Strategic Management
The COVID-19 epidemic presented the airline industry with previously unheard-of difficulties, as declining demand, travel limitations, and liquidity problems threatened the company's continued existence. Airlines' preemptive preparation and adaptable tactics throughout these crises were greatly aided by strategic management (Vos & Meijerink, 2021, pp. 225-241). **Strategic Reaction:** To predict various recovery paths and evaluate risks, airlines implemented strategic management methods like scenario planning. By negotiating financial aid with governments and putting cost-cutting measures in place, they also employed risk mitigation tactics. **Important Steps:** Restructuring operations, diversifying revenue sources, and adjusting the fleet were top priorities for many airlines. To increase flexibility, these strategic changes included switching to cargo operations and reinforcing alliances with other carriers (Pettigrew & Whittington, 2021).

Result

By implementing these strategic concepts, successful airlines were able to preserve liquidity, exhibit organizational resilience, and start restoring passenger trust through open communication and safety procedures. This example demonstrates how businesses were able to reduce risks and maintain operations during a worldwide health emergency by using proactive strategic decision-making that was based on theoretical ideas (Kaplan, 2022, pp. 77-93)

Conclusion

With a focus on how companies might lower risks and seize opportunities in trying times, this study looked at how strategic management principles are applied in the anti-crisis regulation of organizational operations. The study demonstrated the vital role that proactive planning, risk mitigation, adaptive decision-making, and organizational resilience play in crisis response by fusing theoretical understanding with real-world observations.

A solid theoretical basis for comprehending how organizations maneuver through complex and unpredictable situations was established by the examination of important strategic management frameworks, including resource-based perspectives, contingency planning, and organizational resilience models. By analyzing real-world case studies from sectors such as retail, financial services, and aviation, the study showed how important strategic management techniques are for risk mitigation, market disruption adaptation, and setting up businesses for long-term success.

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