

Managing Disaster

- A Strategic Perspective



Fatima College (Autonomous)

College with Potential for Excellence, Re-Accredited with "A" Grade by NAAC
Mary Land, Madurai-18.

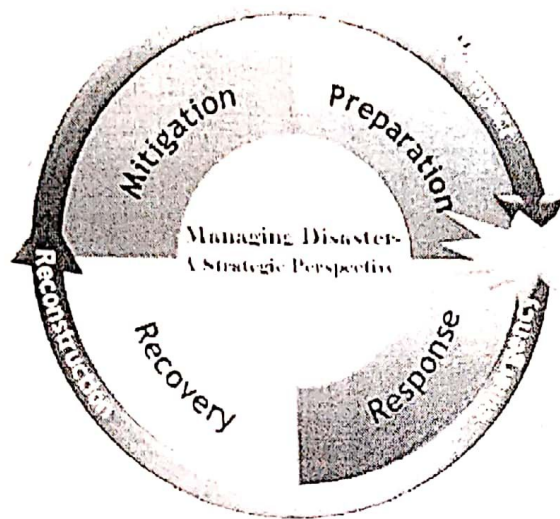


Fatima Institute of Management

MBA & PG IT

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ROLE OF HUMAN RESOURCES IN EMERGENCY MANAGEMENT

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Emergencies, whether natural, physical or financial, all have the potential to impact upon the organisation's business continuity, Emergency Management (Disaster planning/preparedness, management and response) is integral to business risk management, yet how well does this function fit into the HR role? One only has to reflect upon the range of natural disasters experienced around the globe over the past couple of years that have flowed onto industrial disasters, humanitarian crisis etc, to recognise the impact it has upon business continuity, human capital capacity, employee welfare, and organisation's relationship capital (suppliers, customers, partners, key stakeholders, branding etc). Often companies at best, may view the HR role in emergency management as a corporate social responsibility function, responding with assistance in times of emergency

Today's world is defined by, among other characteristics, borderless and unconventional threats, global challenges, and fast-paced change. HR has not been initially designed to organize or oversee crisis management. However HR's role in training and development can contribute to an organization's overall crisis management capacity, as well as to effective crisis communication in particular. Studies show that crisis-prepared companies have fewer crises to grapple with, stay in business longer and fare better in financial terms.

In today's competitive environment, business managers want to know the return on investment of HR initiatives. There are multiple ways to evaluate the question of 'worth what paid for.' Some entail financial payback, others risk mitigation, and still others reputational protection

In any company, human resources employees are a unique group of individuals with a wide range of skills they tap into on a daily basis to keep the business running smoothly