

# The Study on Types and Characteristics of Crisis in University

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## 1. Introduction

The modern university interacts with a diverse array of constituencies that depend on the university in one way or another, just as our educational institutions depend upon each of them: students, faculty, staff, and alumni, the public and their elected leaders in government, business and labor, industry and foundations, and the full range of other public and private and private institutions in our society. The management of the complex roles and relationships between the university and these many constituencies is one of the most important challenges facing higher education, particularly when these relationships are rapidly changing[1]. Today higher education faces a much different future. It is represented as University is undergoing in present.

Contemporary universities function as a miniature of society amidst the whirlpool of globalization, diversification, and endless competition. A university campus serves as the rendezvous of various assets necessary for the function of the society such as the human resources, information resources, technical resources, and material resources. Due to the complicated, ultramodern, and multi-cultural changes, there are some invisible, unexperienced, and unknown risk factors that should be either regulated or eliminated for the universities to continually grow and develop[2]. The purpose of this study is to classify a categories and characteristics of university's crisis.

## 2. Theoretical Background

### 2.1. Definitions of Crisis

Despite its frequent use, no collectively accepted definition of a crisis exists. How to define the word crisis has been a problem for decades, where different meanings have been given to the concept according to the context, disciplinary background against which it is set, corporate communications sensitivities and other factors. The Table 1 below provides a range of a definitions and description of a crisis that currently exist within crisis literature[3].

[Table 1] Definitions of Crisis

Source	Definition of a Crisis
Fink, S. (2002): "Crisis Management Planning for the Inevitable"	An unstable time or state of affairs in which a decisive change is impending
Seeger, M.W., Sellnow, T.L., & Ulmer, R.R. (2003). "Communication and organizational crisis"	A specific, unexpected, and non-routine event or series of events that create high levels of uncertainty and threaten or are perceived to threaten an organization's high priority goals
Boin, A., 't Hart, P., Stern, E., & Sundelius, B. (2005): "The Politics of Crisis Management: Public Leadership under Pressure"	A serious threat to the basic structures or the fundamental values and norms of a system, which under time pressure and highly uncertain circumstances necessitates making vital decisions
Efficiency Unit (2009). "Crisis Management International Overview"	A change, which may be sudden or which may take some time to evolve, that results in an urgent problem that must be addressed immediately
MacFarlane, R. (2010): "Thinking about thinking about Crisis", Business Leadership Review VII: III, July.	An event that threatens the strategic objectives, reputation or existence of an organization
Pearson, C.M. & Sommer, S.A. (2011). "Infusing creativity into crisis management: An essential approach today", <i>Organizational Dynamics</i> , Vol. 40, p. 27—33.	Crises are events or trends that threaten the viability of the organizations within which they occur
Coombs, W. (2011). "Ongoing Crisis Communication: Planning, Managing, and Responding"	The perception of an unpredictable event that threatens important expectancies of stakeholders and can seriously impact an organization's performance and generate negative outcomes

## 2.2. Types of Crisis

Several researchers argue that there is not only one nature of crisis, but that crises can come in various forms. As Table.2 shows, ICM(Institute for Crisis Management), Coombs(1999), Mitroff & Anagnos(2001), Fearn-Banks(2002) categorized the information based on the following crisis categories.

[Table 2] Types of Crisis

Source	Types of Crisis
ICM(1994) (Institute for Crisis Management) [4]	Catastrophes, Casualty Accidents, Class Action Lawsuits, Consumerism Actions, Defects and Recalls, Discrimination, Executive Dismissal, Financial Damage, Hostile Takeovers, Labor Disputes, Mismanagement, Sexual Harassment, Whistle blowing, White-Collar Crime, Workplace Violence, Environmental
Coombs(1999) [5]	natural disasters, malevolence, technical breakdown, human breakdown, challenge, mega damage, organizational misdeeds, workplace violence, rumors
Mitroff & Anagnos(2001) [6]	Economic, information, physical, human resource, reputational, psychopathic acts, natural
Fearn-Banks(2002) [7]	Acquisition, age discrimination, alcohol abuse, bankruptcy, boycott, bribery, chemical spill or leak, contamination, drug abuse, drug trafficking, earthquake, embezzlement, explosion, fatality, fire, flood, hurricane/tornado, kickbacks, kidnapping, lawsuits, layoff, merger, murder, negative legislation, plant closing, product failure, protest demonstration, racial issues, robbery, sexual discrimination, sex harassment, strikes, suicide, takeover, tax problem, terrorism, toxic waste, transportation action, labor disputes, work violence, environmental problem

## 3. Research Methods

This study aimed to enhance our understanding of the types and characteristics of crises in university through newspaper article analysis. Thus, this study built a theoretical background on crisis and the types of crises in university through newspaper articles. It examined newspaper articles on university’s crisis in 2013 according to newspaper classification, article type, and article content among others. This study used the methods of content analysis.

## 4. Results

The most predictable feature of modern society is its unpredictability. We no longer believe that tomorrow will look much like today. Potential crises that lie just under the surface of various educational activities could be activated by either exogenous or internal events. The final conclusion of this study can be summarized as follows.

There might be 4types of crisis in university. First type of crisis is ‘Financial Crisis’ such as mismanagement, the decrease in school age population and tuition fee income, intensifying competition. Second type is ‘Unethical Behavior or Misconduct’ such as irregularities in the entrance examination, plagiarism, bribery, embezzlement. Third type of crisis is ‘Accident casualty on and off Campus’ such as campus violence, safety accident, firing in university laboratories, traffic accident. Fourth type of crisis is ‘Image or Reputation’ such as academic or sex scandals, rumors, anti-site.

## 5. References

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