



RESEARCH ON **CRISIS** CONTAGION: GLOBAL IMPACT



Have you ever wondered how a crisis in one organization can affect others not directly involved? Viewing crises through the lens of contagion reveals their potential to spill over and impact innocent organisations. My research uncovers strategies for pre-emptive communication and pro-active monitoring to mitigate the risk of crisis contagion.

Crisis Contagion



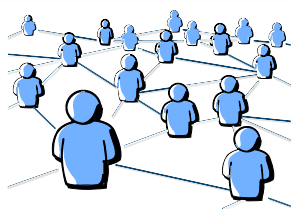
A crisis can spillover and adversely impact an innocent organisation not involved in the crisis.

Who's at risk?



Organisations at high risk of crisis contagion share a common category with the organisation directly impacted by the crisis. Common categories include industry, country of origin, organisational type and positioning strategy.

Pre-emptive Communication



If an organisation is at high risk of crisis contagion, it should issue a statement explaining how it differs from the organisation experiencing the crisis.

Pro-active Monitoring



Organisations can assess whether crisis contagion is occurring through the monitoring of social media and the news media.

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