

# **Crisis Management and Organizational Resilience**

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**Abstract.** This article explores the dynamics of crisis management and its role in building organizational resilience. By analyzing recent case studies, the study identifies key strategies that enable organizations to effectively respond to crises, ensuring continuity and long-term success.

**Keywords:** Crisis Management, Organizational Resilience, Continuity Planning, Strategic Response, Proactive Planning

## **Introduction**

In an increasingly volatile world, crisis management has become an essential component of organizational resilience. This article examines the strategies that organizations can adopt to effectively navigate crises, ensuring continuity and long-term success. By analyzing recent case studies, the research highlights the importance of proactive planning and strategic response in building resilience.

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## **References**

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