

Chapter 17

Crisis Management and Social Media Platforms: A Review and Future Research Agenda

R. Selvakumar

 <https://orcid.org/0000-0003-2159-842X>

SRM University, India

Vimal Babu

SRM University, India

ABSTRACT

Performing crisis management (CM) through social media platforms (SMP) is the modern way of handling crisis events. The chapter aims to identify core research on CM along SMP. By employing bibliometric network analysis, the authors aim to review published works in Scopus-indexed journals from the year 2019 to 2023. Scopus database and VOS (visualizing scientific landscapes) viewer have been combinedly used to identify the most influential journals, top-ranking countries, and institutions, most cited articles, most occurred keywords, and the pattern of authorship in CM along SMP publications. The present study undertakes a pioneering bibliometric analysis aimed at exploring scholarly publications on the field of CM facilitated through SMP. To the authors' knowledge, this work is the first study to use a bibliometric approach to research this area, thereby contributing to the nascent literature on the subject. The unique insights garnered from this analysis are expected to provide valuable guidance to researchers and scholars interested in this emerging field.

INTRODUCTION

In the era of globalization and digitalization, crises can occur anywhere and anytime, creating severe disruptions in the functioning of organizations. To mitigate the impact of crises, organizations need to have a well-planned and efficient crisis management strategy (Coombs, 2019). One of the critical components of modern crisis management is SMPs, which can act as a two-edged knife in times of crisis.

DOI: 10.4018/978-1-6684-8953-6.ch017

The major advantage of SMP is its capability in enabling the dissemination of information and offering a means for establishments to interact with their stakeholders.

Social media platforms become a vital part of disaster management strategies for most of organizations because of their capability to spread vital information faster and reach a wider audience. By utilizing the social media platforms any organization can distribute real-time information and communicate with their stakeholder swiftly, which will help the organization to condense the misinformation and confusion during a crisis event. (Veil, Buehner, & Palenchar, 2011). However, social media can also exacerbate negative emotions and false information, leading to a deepening crisis. Recent studies have inquired into the significance of social media platforms in managing crises. As stated by Casero and Ripollés (2020), SMPs are an important element of CM, and organizations must establish competent approaches to utilize them. In addition, Hassankhani and Alidadi (2021) emphasized the significance of SMPs in emergency transmissions and recommends that organizations implement best practices for effective crisis management. Other studies, such as those by Sharifi and Azhdari (2021), Mak (2019), Song (2019), Pang (2021), Cai and Jiang (2021), and Chan (2021), have also contributed to our understanding of crisis management along SMP. However, research in this field is still fragmented thus makes it difficult to better understand the current state of the research area and to forge a path ahead in the leadership literature. The present study aims to contribute to the crisis leadership literature by providing an updated review of the latest crisis leadership articles and their findings. Thus, will advance the crisis leadership literature and offer a valuable theoretical guide for the researchers to further advance the literature.

LITERATURE REVIEW

A recent study by Stieglitz et al (2013) conducted on airline passengers found that the passengers who got updates regarding the crisis through social media platforms had more positive perceptions about the crisis management of the airline company than those who didn't receive crisis updates through the social media platforms. From this study, they found that the use of social media platforms at the time of crisis events can attract a positive perception of stakeholders about the crisis management strategy of an organization and it can increase the stakeholder's trust in the organization (Stieglitz & Dang-Xuan, 2013). Sharifi and Azhdari (2021) highlighted SMP's importance as an essential element in disaster management, while Mak (2019) identified the benefits and drawbacks of using SMPs at the time of crisis management. Song (2019) investigated how SMPs impact disaster communication and highly recommends that organizations make use of its benefits at the time of crisis management. Pang (2021) analyzed how Chinese organizations use SMPs in disaster management and identified the variables influencing their effectiveness. Cai and Jiang (2021) investigated the impact of SMPs in CM from the public point of view, while Chan (2021) evaluated SMP's role in disaster management of tourism industries.

CRISIS

The crisis is a complex phenomenon that requires an urgent response from various stakeholders. According to Coombs and Holladay (2019), Crisis is an occurrence or circumstance that poses a serious risk to people, groups, or society as a whole and necessitates rapid action to avert additional harm. Crises can take many forms, including natural disasters, economic downturns, health emergencies, and social

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:

www.igi-global.com/chapter/crisis-management-and-social-media-platforms/328407

Related Content

Knowledge Sharing for Cultural Heritage 2.0: Prosumers in a Digital Agora

Francesca Bertacchini and Assunta Tavernise (2014). *International Journal of Virtual Communities and Social Networking* (pp. 24-36).

www.irma-international.org/article/knowledge-sharing-for-cultural-heritage-20/121668

Anything New Under the Sun?: Social Movements and Virtual Social Networks in Comparative Perspective

Pedro Pereira Neto and Claudia Lamy (2020). *Handbook of Research on Politics in the Computer Age* (pp. 356-376).

www.irma-international.org/chapter/anything-new-under-the-sun/238232

An Evidence-Based Approach to the Use of Social Media to Promote Political Literacy among Youth in the Sultanate of Oman

Mohammed Nasser Al-Suqri, Salim Said AlKindi and Abdullah Khamis Al-Kindi (2017). *International Journal of E-Politics* (pp. 30-39).

www.irma-international.org/article/an-evidence-based-approach-to-the-use-of-social-media-to-promote-political-literacy-among-youth-in-the-sultanate-of-oman/180336

Getting Real About Virtual Worlds: A Review

Manish Gupta, Sung Jin, G. Lawrence Sanders, Barbara A. Sherman and Anand Simha (2012). *International Journal of Virtual Communities and Social Networking* (pp. 1-46).

www.irma-international.org/article/getting-real-virtual-worlds/73921

Social Media in Tertiary Education: Considerations and Potential Issues

Ann M. Simpson (2023). *Research Anthology on Applying Social Networking Strategies to Classrooms and Libraries* (pp. 1803-1815).

www.irma-international.org/chapter/social-media-in-tertiary-education/313011