

THE CRISIS AS A TERM COMMONLY USED IN APPROPRIATE IN ORGANIZATION MANAGEMENT

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Abstract: The enhance of the complexity of life under economic and social impact of the transition to a economy market, the deepening social division of labor, the need for the effective use of resources, like utility participation in favorable international division of labor, are some of the main factors which have led to raising concerns to study theoretical – applicative basis of crisis.

Keywords: management, organization, social, crisis, development.

1. INTRODUCTION

The origin of the word crisis is found in ancient Greek. For Plato's contemporaries, the verb meaning of *krinein* are, "to judge", by, separate, then, to discriminate or, finally, "to decide". The term Greek *krisis* -, "court" or, "decision" - transforms as times goes by. In Medieval Latin became *crisin*, crisis in the sixteenth century and later *crisis*. It follows that point of word etymology lies in decision term. In the core of any definition of useful and rigorous understanding of the phenomenon of crisis, is included the obligation to decide. Without the need to take a decision and, therefore, without a prior court, there is no crisis.

Referring to the fact that all the authors discusses the concept of notes etymology Greek *krisis*, the decision Michel Jacqueline Baruse and colleagues argue that this etymology doesn't signify a priori notion of a crisis as we understand normally (Barus *et al.*, 1998). Assuming a definition of the Petit Robert, deciding means, to adopt a definitive conclusion on (a contentious point). The authors consider that this involves a deliberation, arbitration between the two sides in balance. Indecision, the difficulty of choosing prior to the decision that cut. It then enters the stage of solving; take a decision which put an end hesitance or failure to which

the unit was reduced during the crisis. This means that a crisis is a profound reassessment, raising issues of survival in cohesion and continuity of the unit in question, who can not return to a dynamic viable only through decisive choice. Concluding, the authors show that the crisis is determined by the duration of incapacity decision, while the structure of the unit taken into account (individual, group...) is compromised. They and another reference to the crisis which may be regarded as a decisive effect, created a rupture of an event that appears to radically transform the conditions of existence. The event may be just a decision taken by a minority and supported by a group which lacks modes of adaptation. In all cases it highlights the inability to maintain a known state, usually due to the scale transformation context, ebullient and ad-lib.

The study crisis is a phenomenon as old as it the new. With roots in ancient Greek, then you find in Medieval Latin in the sixteenth century, so in the form of international crisis to appear as a recent phenomenon just half a century old.

The first synthesis dates from middle early 70's. The United States of America under the influence of the Cuban missile crisis have opened the door. The new discipline for the study of international relationships crisis-management-has its origins in studies performed in that time.

Staying in the international crises field we find that after the first efforts of analysis, the two issues outstanding are materialized: the crisis in international relations is a singular phenomenon of exceptional importance; quasi-total lacking of a consensus on what it inaccurately. Such a paradox is elucidated by Jean Louis Dufour (Dufour, 2002) in two ways: first, absolutely everything is recorded on the extraordinary complexity of the phenomenon, then, is studying the considerable crisis arises in the twentieth century, in relation to authors and definitions taken from the most restrictive in the most extensive, this number is quite high.

2. THE CRISIS AS A TERM COMMONLY USED INAPPROPRIATE

The enhance of the complexity of life under economic and social impact of the transition to a economy market, the deepening social division of labor, the need for the effective use of resources, like utility participation in favorable international division of labor, are some of the main factors which have led to raising concerns to study theoretical –applicative basis of crisis.

The word, “crisis”, as Jean Louis Dufour (Dufour, 2002) underlines, after a real abusive utilization, whether it was defined or not, has become a cliché, a word thrown easily and in a

speech. The author quoted considers this state as a linguistic and intellectual fiasco, and specifies that those responsible have generated a: first, the journalists are the most guilty, otherwise they are the most in the spotlight because they did not know to preserve the strict sense of the word, followed by specialists in any field, who use it without discrimination and in the broader context too, and last but not least, historians who have it without precautions ... or, conversely, are out to use it (Duroselle, 1992).

Also like the word, “crisis” itself is dangerous: corrupt and weak, as a tool of analysis it has been depreciated. And yet! Even if you use unadvised is likely to compromise the intelligence of a minimum debate, it remains one of the words most frequently used word.

The trends of increasing use are visible. Thus, inspired from previous land use of the term, is the metaphor useful in many areas for explicit, in particular, the most acute phases of international relations. Thus, there are qualified, as “crisis” some moments of tension between states, such as the period of intense diplomatic activity in the summer of 1914, the so-called crisis in Sarajevo or the missiles in Cuba in 1962.

The positioning of these crises within the six crises of the twentieth century is found in Table 1.

Table 1 Chronological presentation of the six crises of the twentieth century (according to Dufour, J.L. 1999)

Nr. crt.	Name - specific crisis	Year / when the crisis was produced
1.	Boxer`s rebel revolt and the deployment of an international forces	1900
2.	The first crisis between France and Germany on behalf of Morocco	1905
3.	Bosniac crisis	1908
4.	Attack from Sarajevo and the crisis in the summer of 1914	1914
5.	Armenian Genocide	1915 - 1919
6.	Seisure Ruhr region by the Franco-Belgian troops	1923
7.	The incident at Wal-Wal and Ethiopian crisis	1934
8.	Remilitarization of the Renania	1936
9.	Armed <i>Pronunciamiento</i> from Spain: to intervene or not?	1936
10.	Munchen	1939
11.	Berlin`s blockade	1948 - 1949
12.	Hungarian insurrection	1956

13.	The nationalization of the Universal Suez Company	1956
14.	American intervention in Lebanon	1958
15.	War for Jinmen Islands / Quemoy?	1958
16.	Katangai secession and intervention of United Nations	1960 - 1963
17.	Crisis of American U2 spy plane	1960
18.	Franco-Tunisian dispute from Bizerta	1961
19.	The Bay of Pigs rocket crisis	1962
20.	Gabon coup d'etat and french intervention	1964
21.	“War of the six-day” and the international community reactions	1967
22.	“The Prague Spring” and Soviet intervention	1968
23.	Bangladesh secession	1971
24.	War for Jinmen Islands / Quemoy?	1973
25.	Turkish landing in Cyprus	1974
26.	Penetration of Syrian forces in Lebanon	1976
27.	Incidents between Djibouti and Somalia, French intervention	1976
28.	French Jaguar planes intervention in Mauritania against the Polisario Front	1977
29.	Confrontation between Somalia and Ethiopia	1977 - 1978
30.	Israeli intervention in southern Lebanon and creating FINUL	1978
31.	Invasion of Shab province and French intervention in Kolwezi	1978
32.	Flip of Emperor Bokassa and operation, “Barracuda”	1979
33.	Taking as hostage U.S. Embassy staff in Tehran	1979
34.	Soviet intervention in Afghanistan	1979
35.	“Gafsa affair” and French intervention	1980
36.	“State of war” in Poland	1981
37.	The incident in the Gulf Syrta of S.U.A. and Libya	1981
38.	Crisis and war in the Falkland Islands (Malvinas)	1982
39.	The crisis between the United States and Grenada and American intervention	1983
40.	The conflict between Chad and Libya	1986
41.	Attack in Berlin and the U.S. raid împotniva regime in Tripoli	1986
42.	Serious incidents in southern Lebanon	1986
43.	Rebellion in Suriname and French precautions	1 986- 1992
44.	The first crisis in the Persian Gulf / Arabic	1987
45.	The crisis between the United States and Panama and operation, “just cause”	1987- 1989
46.	“The October War” of Rwanda and French intervention	1990- 1991
47.	Disorders in Gabon and French intervention	1990
48.	Invasion of Kuwait by Iraq	1990
49.	Yugoslav crisis breaks at 25 June 1991	1991
50.	Disorders in Zaire and the intervention of Franco-Belgian military	1991
51.	Somalia: anarchy, famine and international intervention	1992
52.	Condemnation of Israel and the Intifada	1993
53.	Ultimatum in Sarajevo	1994
54.	China-Taiwan: a crisis for nothing?	1996
55.	Iraq-United States: a deliberate attack (fall-winter 1997-1998)	1997- 1998
56.	Kosovo: the crisis announced (January-March 1999)	1999

The latter meaning of the concept of crisis does not resolve the problem of defining it. In fact, the word is applied too easy to any tension, any vexation political, economic, financial either that is a disaster or just a small problem. The term is used, as well, to describe any change or transformation taking place during some periods.

It is used so, to describe persistent economic difficulties, the collapse of civilizations or a continuous degradation and environmental concern (but it is invoked in accidents in the monetary system, the sudden multiplication of oil prices, the collapse of stock markets). These trends are converging to a lack of understanding and uncertainties, and all in one place, incite to deepen knowledge of this singular phenomenon, which we will try to do next.

3. CRISIS, AS THE ACCOMPANYING BUSINESS ORGANIZATION

One wrote a lot about the organizations. They tried numerous definitions, some of the most successful, others less. The most used is one which presents the organization as a ring extended spread with a variety of roles in the economic system generally. The variety of roles is determined by how core features are its own, namely: independence and autonomy of economic, organizational integrity within the limits determined by internal and external environment, the existence of a specialized information, the possibility for the breakdown of the results of the general organization of work (Pânzaru, 2007a).

It notes also that one can make some notable examples of organizations: the stock company or the company itself, bank, company (insurance, tourism, transport, water supply, methane gas, electricity etc.) and structural units of state managerial system.

These are modern forms of organization and conduct of economic and social activities, with influence on the human factor. They develop constantly and take place at certain times, to be established in order to just solve management problems involved (Ștefănescu, 2010).

In connection with the problem of widening crisis appears necessary for managers to make timely responses to two major issues: first to outline what period of development of the organization may manifest crisis, secondly, to determine the risk of crisis, with possible manifestations in the field of risk generated by changes that may occur in the organization itself, through the condition related to the economic environment in which the organization operates.

Under the general influence of economic environment, the practice adopts ondulatory movements, and by reference to the crisis it shows the rate of development of each organization separately, witch usually does not coincide with the rhythms and social development of other organizations. In turn, external factors characterize the condition of the economy in which organization works. It is in a relationship of dependency with external factors to the effect that if the economy is in a state of crisis, then this is reflected in the functioning of each organization. Note that the directions and ways of expressions are different from one organization to another, depending on the property of the organization, the activity, professional and economic potential of it (Pânzaru, 2007b).

Awareness of the crisis level allows the trader to resolve the situation created by the choice and implementation of the existing alternatives. In this way the crisis is presented as a form of a trader's activity. When faces uncertainty through alternative process that can take to achieving the desired results. The essence of crisis is typically represented through financial crises.

4. FACTORS THAT INFLUENCE THE STATE OF CRISIS ORGANIZATION

Specialists in the field believe that the state of crisis of the organization appears as a result of the negative influence of internal and external factors that are manifested in the development of business in market economy conditions. Currently, it is widely accepted that in practice the state of national crisis and international vision of financial organization

danger of instability appears due to external factors to the extent of 25-30% and under the influence of domestic factors to the extent of 70-75%, mainly as a result of an irrational management and unscientific. These proportions may vary in case of economically developed countries, as follows: external factors represent 10-15%, while domestic factors amounts up to 85-90%.

Within the limits of these proportions few underline is becoming. Thus, we hold that, in general, and in the practical way, organizations influence over external environment negative factors is weak or absent. Things are not the same regarding the domestic influence mainly as a result of managerial decisions adopted by the Board of Directors or by the committee management.

Looking at situations analysis and agreeing decision to eradicate or diminish the influence of domestic it is desirable that the process itself should be conducted on the basis of taking into account the influence of external conditions on the activities of the organization. On a similar approach based on practical factors influence of a group or another on the worsening financial status of the organization, to establish the causes of concrete state of crisis of the organization, as well as directions and ways of curing and financial measures out of state of crisis (Ștefănescu, 2009).

The external environment factors are grouped as follows:

- general economic, that determines the influence exercised by the state economy country;
- state, which included precise factors that influence taxation and others on the work organization;
- market, meaning the influence of factors that belong to and depend on the market;
- other factors.

In return, related to the development of the organization is grouped as follows:

- operational factors, which include the production and management;
- financial factors - occurring and is manifested as a result of irrational financial policies;
- investment factors, generate the investment policy inefficient organization;

- other factors.

In an indication, interpretation and analysis, setting directions and methods of counteracting a special place is held by the sources of insurance products. The systems differ. While the significance of change for the external factors are periodic calls to the media, information brochures that include financial and economic journals, in the case of determining the significance influence domestic factors it is used financial records analysis, economic accounts, productive activity, sources managerial and tax.

The complexity and significance of the issue dealt earlier entails the need for generalization factors mentioned and of a partial conclusion that, in most cases worsening financial condition and the bankruptcy are caused by:

- lack of management system located in efficiency plan and competence in top management;
- poor concentration on the changes outlined in the basic state of the market (demand, competitors, pricing policy and others) and those relating to potential industrial and financial group;
- embezzlements applied to top management;
- the practice of an abnormal production from economically and technologically point of view.

The business organization in concrete, the efficiency and capacity to pay is subject to the interests of different groups of people involved in the production process and its management.

In terms of interest, to which we referred above, we hold that the influence of the most profound and powerful is exercised by the owners of the organization and their collaborators, suppliers and customers, creditors and competitors, the state controls and regulations and others.

The goals, interests and the types of structural units of cooperation and their representatives in the process of influencing the results of the productive and commercial activities are extensive. In the light of practical experience, the reality of national and international management will highlight the finding that different groups of owners,

employees, customers and suppliers have different interests in cooperation with the organization, but in every part there is a general attitude of interest to the organization work as a sign of financial stability and profitable manner. The competing firms don't adopt a position of carelessness, but instead are interested even as the fight took place between them and increased ownership in their own production company.

And everything remains in the realm of interest, it is appropriate to show that in practice, in some organizations, can be found groups of people and animated interests contrary. We consider those who seek to, "destroy" the organization in various ways. Thus, the owners and staff may pursue seizure heritage customers to acquire production organization without payment, suppliers to provide raw materials and low quality, competing firms to stop the normal functioning of the enterprise, etc. Accordingly, there is a need that all these interest groups to be thoroughly analyzed by the general manager and team management and if it finds changes for the opposite purpose, to react with efficiency and professional competence.

5. CONCLUSIONS

We find that the idea that a crisis can be the equivalent of a progressive labor is less supported today, although still present. Not only in evolutionary-analytical approach, but also the pragmatic one can think that a crisis is positive fact it can take a sociology who studied the events in their duration, integrating periods of progress and regression, and concern, as Auguste Comte to a philosophy of history convinced of the existence of social progress. Should realize that in the twentieth century has crossed the two world wars combined with a serious economic crisis, is at the beginning of the century XXI less safe and no longer considers that the change would be synonymous with progress.

Moving now in the field of social psychology, we will approach the concept of optical social clinical psychology, deliberately standing with the actors, which evoke the catastrophic nature of the crisis. In this regard

we will orient less to give prejudices the outcome of them, essentially always unpredictable and we see more to let us know how it is lived. It should realize that an external point of view may lead to considering the existence of crisis and the ones crossing organizations as normal by an observer who has seen some others. But player's experience, full of surprises, of disturbances, or disorders of the doubt, is always associated with feelings of misunderstanding, of uncertainty, anxiety and fear of a catastrophic result.

Finally, the crisis do not go unnoticed, its violence makes it obvious in the eyes of witnesses and especially in the eyes of those who support it. The crisis is an event that lasts a certain time. It is marked by moments, stages, and phases. It marks a step. After it, things are not what they were before. Duties achieved require a change or cancel the entire structure, namely a set of interrelated and sufficiently coordinated elements to always have of course, the relative autonomy of a structure.

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