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**INTERNATIONAL CRISIS  
COMMUNICATION**  
**Trends**  
**International Crises**  
**Research Directions**

**TRENDS**

- Globalization
- Transnational organizations
- Geographically dispersed supply chains
- Internet messaging
- Risk and crises



## GLOBALIZATION

- Foreign trade
- Foreign direct investment
- Travel



## TRANSNATIONAL

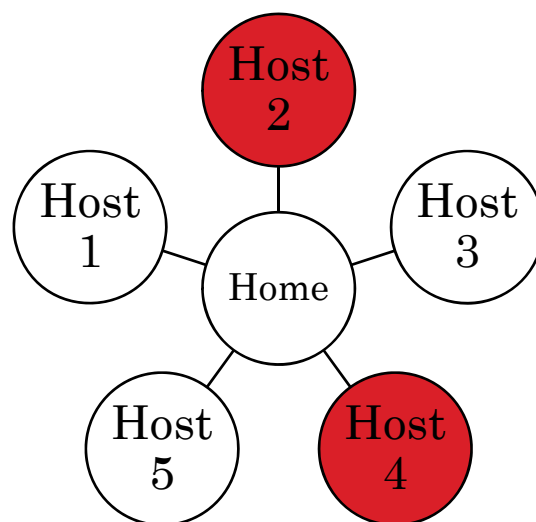
- Produce goods or market services in more than one country
  - Home: where base of operations located
  - Host: where other assets located
- NGOs are transnational too
- Can be transnational via supply chain



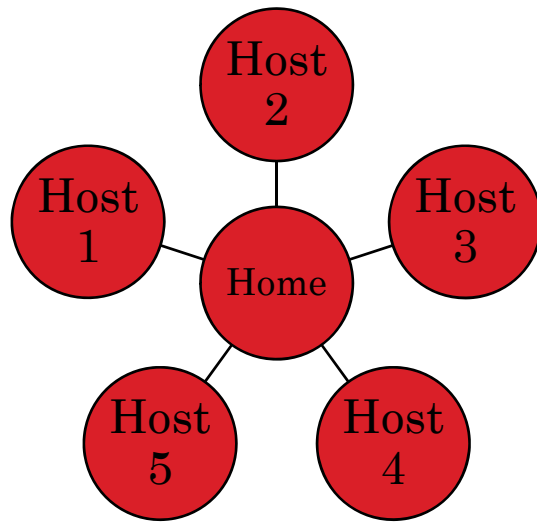
## TYPES OF INTERNATIONAL CRISES

- **Host Crisis:** isolated to one or so host countries
- **Global Crisis:** home plus one or more host countries (includes supply chain)
  - Complete
  - Select

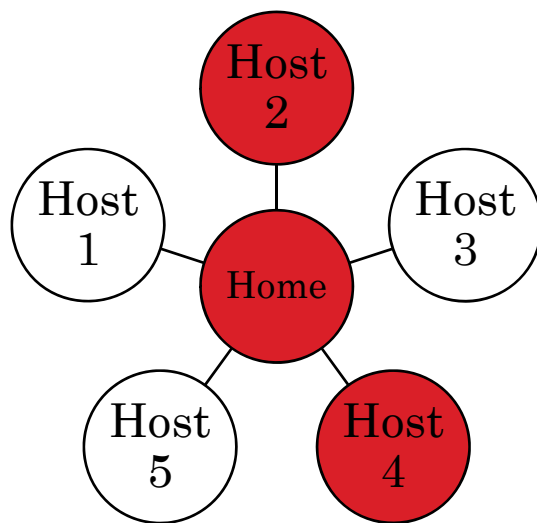
## HOST CRISIS



GLOBAL CRISIS COMPLETE



GLOBAL CRISIS SELECT



### WHY DIFFERENCE MATTERS

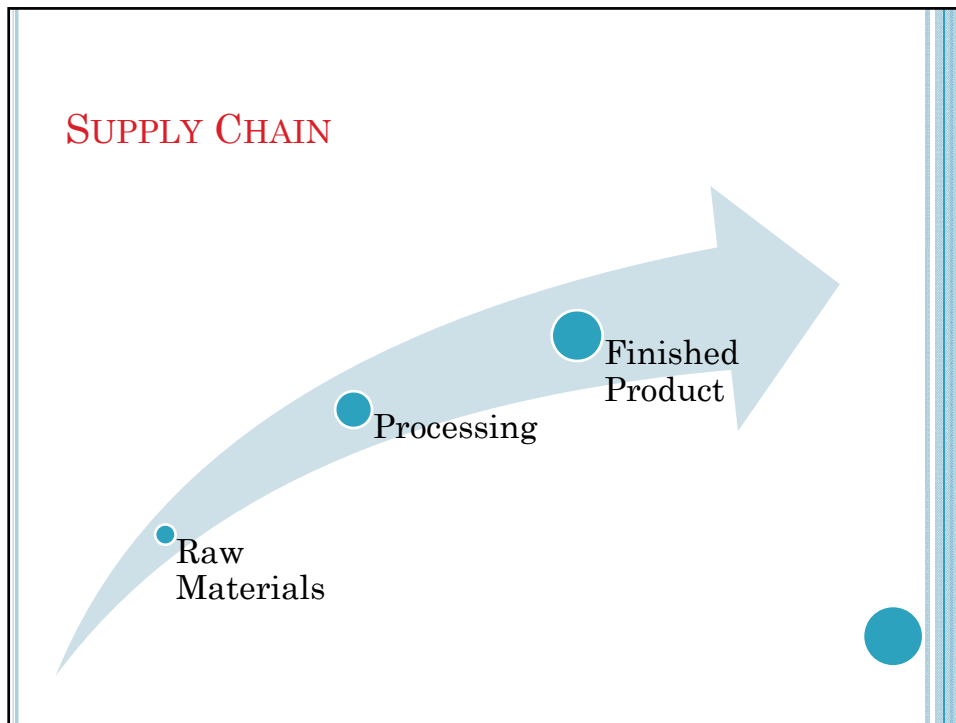
- Host crises can be handled ethnocentrically
- Global crises require international crisis communication



### INTERNATIONAL CRISIS COMMUNICATION

- Communicating crisis-related information to stakeholders in multiple countries.





## CHALLENGES

- Avoid ethnocentrism
- Adapt to international stakeholders, role of culture
  - What constitutes a crisis
  - How people react to crisis response efforts
- Adapt to media systems and online usage
- Conform to legal requirements




## RESEARCH: RANGE OF CRISIS MANAGERS


- Corporations
- NGOs
- Nations (earliest international public relations efforts)
- How does type of organization affect crisis communication?



## RESEARCH: APPROACHES

- Contextual research
  - Comparative research
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## RESEARCH: BEYOND THE RESPONSE

- Focus on public response
    - Crisis team actions
  - Pre-crisis
    - Prevention
    - Preparation
  - Post-crisis
    - Learning
    - Healing
- 



## FUTURE RESEARCH

- Fertile ground for international crisis communication
- More questions than answers at this point
- Only increase in importance

