Handling of Internal Crisis Communication: Unpaid Leave in the Technology Industry.

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ABSTRACT

This research studies the "No-pay leave" events in the tech industry as the research target, to investigate how different communication channels and different crisis response strategies effects the results of crisis communication. By using experimental methods (3 communication channels * 4 crisis response strategies), we have designed 12 scenarios to study the proper communication channels and crisis response strategies that an organization should apply when dealing with internal crisis communication. Another subject is to study how trust variable in crisis communication alters the other four variables in Crisis communication effects: relationship promises, anger, fear, and the willingness to remain in office. The research result shows: In communication channels, the result of "Meetings held by high-level managers" is better than "One-on-one meetings with managers" and "E-mail & announcements". As for crisis response strategies, it shows that when companies applied the "adjustment actions" strategy, the result in communication effects are better then using the "denial" strategy. The result also proves that trust dose play an intermediary role between other Crisis communication effect variables. The conclusion is, if a company put more effort on building the trust with its employs, then when the company is in a crisis situation, this trust can help the company to ease that damage.

Keywords : No-pay leave or furlough. Communication channel, Crisis Response Strategies, Crisis communication effect.