

The Crisis Response Strategy Portfolio of Campus Accidents

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ABSTRACT

This study uses a campus incident as a stimulus to figure out the influence of various trend-coping crisis response strategy combinations on crisis communication effects in the investigation of this crisis. Result of the study shows that six trend-coping crisis response strategy combinations have not significant influences on crisis communication effects, while crisis responsibility has significant negative influence on organization reputation and account acceptance, and crisis responsibility has significant positive influence on sentiment of anger and negative word of mouth. In addition, account acceptance added by SCCT model not only influences organization reputation and negation word of mouth but also plays an intermediary role between crisis responsibility and reputation, as well as between crisis responsibility and negative word of mouth.

Keywords : crisis communication effects、 crisis responsibility、 reputation、 account acceptance、 anger、 negative word of mouth、 situational crisis communication theory

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