

Dynamic Analysis of Enterprise Crisis Management in Supply Chain Financial Environment

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Abstract: *With the rapid development of sci & tech and the continuous progress of social economy, the work level of enterprise marketing is also constantly improving, but at the same time, it will encounter different degrees of crisis. Crisis management is a necessary means for enterprises to keep up with the times, adapt to changes in the market environment, and constantly challenge their marketing strategies. From the perspective of marketing, enterprises must conduct in-depth analysis of the internal environment and external environment caused by the enterprise's marketing crisis. The main reason for the supply chain to cause marketing crisis is the loose relationship between supply chain enterprises and the information asymmetry in supply chain management. To achieve the expected strategic goals, supply chain enterprises objectively require the establishment of close cooperative relations between supply chain enterprises to form a win-win situation of shared profits and shared risks. Combining the supply chain financial environment, this paper makes an in-depth analysis of the special performance of the enterprise marketing crisis from the perspective of marketing, and discusses the main countermeasures for the strategic management of enterprise crisis.*

Keywords: *Supply Chain; Crisis Management; Marketing*

1. Introduction

Many companies know about risk management, but they don't give crisis management the same importance. They feel that risk is everywhere, but the crisis may not break out. There are many factors that cause enterprises to produce marketing crisis, including internal and external factors. Only by summarizing the crises that often appear in the market can the occurrence of marketing crises be effectively reduced. In an era of increased transparency of activities, full disclosure, and rapid global spread, corporate crises are no longer known to only a few. Crisis management, also known as crisis communication management, is a kind of management measures and various coping strategies for crisis situations, that is, in order to deal with the adverse effects of sudden crisis events, the enterprise will try to minimize the damage as much as possible. A pre-established management system for preventing and dealing with crises. Risk and crisis are like two sides of a coin, there is no essential difference. A crisis without outbreak is called a risk, and a risk out of control is a crisis. Emphasis on crisis management is of great significance to the strategic decision-making and marketing management of enterprises.

Technological advances have increased the inherent complexity of a company's products, making it more difficult to grasp potential defects in their own products that could lead to product liability. Crisis management is a necessary means for enterprises to keep up with the times, adapt to changes in the market environment, and constantly challenge their marketing strategies. From the perspective of marketing, enterprises must conduct in-depth analysis of the internal environment and external environment generated by corporate marketing crises, highly summarize common crisis manifestations, achieve a high degree of coordination between enterprise crisis management and strategic management, and eliminate various crises to the greatest extent possible. Incentives to avoid risks in the company's marketing efforts. Under such circumstances, how to reduce the damage caused by the enterprise crisis is a big challenge for enterprise managers. Crisis management, as an important management method in modern enterprise management, is more and more necessary in today's society.

2. Analysis of the Causes of Marketing Crisis Caused by Supply Chain

2.1. Loose relationships between supply chain companies

Most of the newly established enterprises have not yet formed a scientific and effective talent

management mechanism, and the talent management mechanism of many enterprises has not been implemented scientifically and effectively. The waste of human resources in enterprises is very serious. Crisis management is unavoidable for enterprises. Any enterprise may encounter one or another unfavorable situation in the development process. When the market environment is unfavorable for the enterprise, the enterprise must make corresponding strategic adjustments. Crisis management is unavoidable for enterprises. Any enterprise may encounter one or another unfavorable situation in the development process. When the market environment is unfavorable for the enterprise, the enterprise must make corresponding strategic adjustments. Only by taking precautions in the process of strategic management formulation and implementation and integrating crisis awareness into strategic management can it be possible to truly eliminate the crisis in the bud, so as to ensure the correct operation of the enterprise marketing strategy, and the enterprise can cope with the fiercely changing market environment. Appropriate, save the day.

Crisis system theory believes that although the threat of external environment is the main source of enterprise crisis, the enterprise's handling of crisis depends on the level of internal management, in order to deal with the crisis effectively. A good internal control mechanism is the fundamental guarantee for an enterprise to deal with emergencies and external crises. Its operation process is shown in Figure 1.

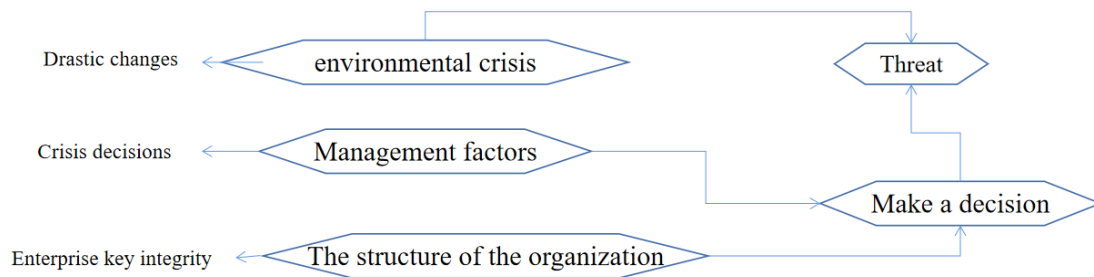


Figure 1: Crisis system theory model

Crisis management plays a very important role in corporate marketing. Crisis management in an enterprise is essential. Every enterprise will have many unfavorable factors that threaten it in the course of its operation. Some processing. If the correct strategy is not implemented with proper marketing strategy and marketing management, the expected effect of the enterprise will not be achieved. However, the fierce dynamic competition makes the marketing strategy of the enterprise hidden in every step, from products, pricing to distribution and promotion. There are crisis incentives in every marketing link. For example, the company's products may have a negative impact, and the development orientation of the company may not meet the requirements of the public. Only by taking precautions in crisis management can an enterprise ensure the smooth implementation of its marketing goals and strategies and ensure its healthy development in the ever-changing market environment.

2.2. Information asymmetry in supply chain management

Supply chain management requires companies in the entire chain to share information, but it is difficult to truly share information in practice. For the sake of their own interests, enterprises often block relevant information about the company's products or operations to enterprises in the supply chain, so that relevant enterprises make decisions under the condition of information asymmetry, which often has a large marketing crisis factor.

Enterprise crisis life cycle theory divides enterprise crisis into crisis brewing period, crisis outbreak period, crisis diffusion period, crisis handling period, and handling result and sequelae period. Different stages of crisis have different characteristics. Crisis prevention and handling should be closely linked as soon as possible, so as to eliminate the crisis in the bud. The principle of enterprise crisis life cycle is shown in Figure 2.

Different companies generally have their own corporate culture, which is manifested in corporate management concepts and cultural systems, as well as in the professional quality and professionalism of employees. Different corporate cultures will lead to different views on the same problem, thus adopting different handling methods, and finally outputting different results. How to coordinate the different corporate cultures among supply chain members is also a headache for manufacturers in the

supply chain. When some companies are the exclusive suppliers, the potential crisis is even greater. The emergence of exclusive suppliers in the supply chain is the result of various conflicts of interest. There is a huge risk in adopting an exclusive supplier policy: if one link fails, the entire chain collapses. As supply chains become larger and more complex, the opportunities for misinformation in the supply chain also increase. Crises or emergencies from inside and outside the enterprise may appear at any time to point to the dead end of enterprise management, and the same is true for the supply chain.

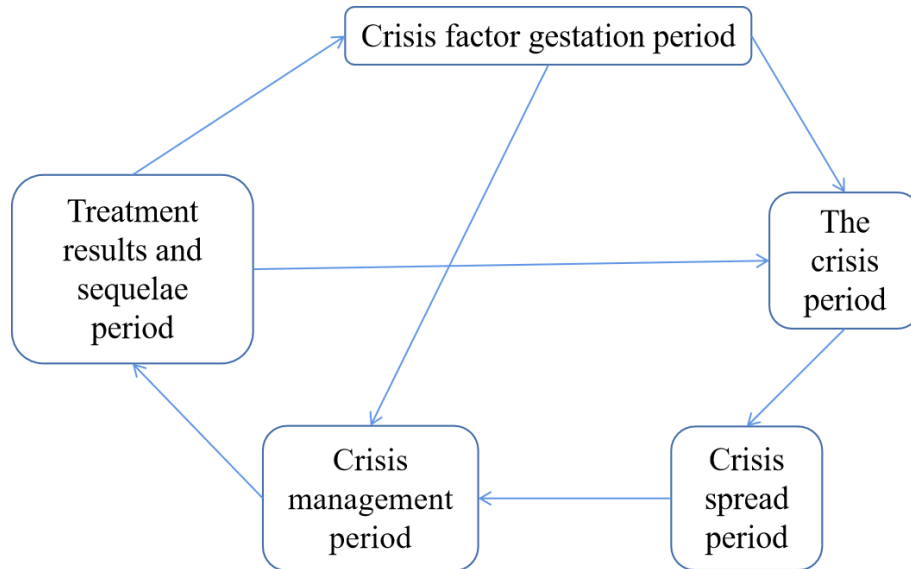


Figure 2: Enterprise crisis life cycle

3. Effective Management Methods of Enterprise Marketing Crisis

3.1. Strictly implement the enterprise supplier management system

In practice, in order to standardize the supplier development process, stabilize the supplier team, ensure that the supplier can provide qualified products stably for a long time, ensure that the final product of the enterprise meets customer requirements, and establish a long-term mutually beneficial supply and demand relationship with suppliers, and developed a supply and demand relationship. business management system. Enterprises are in an overall supply chain. In order to enable enterprises to develop steadily and healthily, the interests of all members in the supply chain must be considered. Enterprises should handle the relationship with suppliers, distributors, etc., and pay attention to the management of the supply chain. If an enterprise wants to do a good job in crisis management, it must take precautions before it happens. Therefore, the enterprise must improve and perfect the crisis organization and management process, realize the systematization and institutionalization of the crisis management system, and pay close attention to all the precursors of the crisis. In marketing, if the enterprise fails to deal with some sudden crises and does not carry out effective crisis management, it will have certain damage to the image and brand of the enterprise. Therefore, enterprises must have a very rapid and effective management of the crisis in the marketing process.

Enterprises should improve their own internal business processes, avoid the occurrence of crises due to the lack of internal management of the enterprise, and use effective and reasonable marketing concepts to determine the overall strategy and planning of the enterprise. The emergence of a marketing crisis. Enterprises attach great importance to whether suppliers have the corresponding qualifications. For the situation of paying more attention to price than qualifications in actual implementation, enterprise managers must strictly implement relevant regulations of the enterprise, and relevant management departments should conduct regular and irregular inspections to prevent Products from unqualified suppliers enter the company's supply chain. In this way, the corresponding management mechanism can be quickly activated when a crisis occurs in the enterprise to ensure that all work can be carried out in an orderly and comprehensive manner, and to maximize the enterprise's ability to prevent, resist and respond to crises.

3.2. Establish a multi-frequency two-way information communication mechanism between supply chain enterprises

The basic requirements of supply chain management are information sharing, strengthening information communication with suppliers, establishing a frequent exchange visit system between supply chain node enterprises, and finding and solving difficulties and problems in cooperation with suppliers. Develop a variety of supply channels and multi-regional supply channels, and track and evaluate the supplier's situation. In order to ensure stable product supply, multiple supply channels should be developed in the supply chain, instead of relying solely on one supplier, otherwise, once the supplier has problems, it will inevitably affect the normal operation of the entire supply chain. For node enterprises with conflict of interest, formulate information sharing standards. Supply chain management cannot change the competitive relationship between enterprises. In order to reduce the problem of information asymmetry, the supply chain can formulate certain information sharing standards. According to this standard, enterprises can provide unified information to enterprises in the supply chain to ensure the competition between enterprises. fairness.

Establish a variety of information transmission channels to prevent information risks. Manufacturer-consumer-supplier plays multiple roles in the supply chain, and the interaction between them is accelerating and the relationship is becoming more and more complex, which requires the supporting network infrastructure to ensure that the supply chain requires Data integrity, reliability and security. Through the guidance of interests, information sharing is encouraged. Enterprises can adopt the following strategies: order incentives; payment incentives; quality inspection exemption incentives; goodwill incentives; cooperation incentives. For node enterprises that do not cooperate, refuse to provide relevant information or provide false information, supply chain management should design a reasonable evaluation system, regularly evaluate information sharing members, find problems in time and make corresponding adjustments.

4. Conclusions

The marketing crisis management of enterprises has a very significant impact on the implementation of enterprise marketing strategies and objectives. If enterprises want to get stable and sustainable development in the fierce market environment, they must pay great attention to marketing crisis management, so that enterprises can establish the awareness of marketing crisis management. When the crisis occurs, they should be able to effectively deal with the marketing crisis, maintain the overall image of the enterprise, and be conducive to the healthy development of the enterprise. The marketing crisis management of enterprises has a very important practical significance for the realization of enterprise marketing goals. In the process of operation, enterprises must strengthen the management of marketing crisis. Enterprises should summarize the crises that have occurred in the market, and analyze the social and political environment and economic environment of the enterprise itself, so as to reduce the adverse impact of uncertain factors on the enterprise. Through a series of staff training, resolution, dynamic adjustment, planning and decision-making and other measures, we can achieve the purpose of minimizing or eliminating the losses and threats caused by the crisis, improve the economic and social benefits of the enterprise, and ensure that the enterprise can remain invincible in the fierce market competition.

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