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# Managerial Perspective On Internal Crisis Communication (Icc)



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## Abstract

Internal crisis communication (ICC) is an area of study that focuses on how the employees communicate inside the organization, among each other or management, or across organizational boundaries towards any negative event that happened. The immediate organizational reaction towards crisis involved a quality communication process that leads to



perspective provides a different view in understanding the concept of ICC. The Situational Crisis Communication Theory (SCCT) used to explain the relationship involved in the study. Therefore, this conceptual study aims to develop a new model of ICC from the managerial perspective. The findings of this study identify two antecedents of ICC, namely leadership, and narrative communication. In addition, the study highlights a potential positive relationship between ICC and trust. An integrative conceptual framework and detailed summary table are presented in the paper.

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About this article

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