

CRISIS MANAGEMENT FOR HOME AND CYBER BUSINESSES: MITIGATION, PREPAREDNESS, RESPONSE AND RECOVERY

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ABSTRACT

All organizations need to be prepared for crisis. Crisis management is a critical organizational responsibility, and has received considerable attention from practitioners and scholars over the last few decades. This attention has focused on medium and large organizations. However, a significant crisis is more likely to be catastrophic for a small business than a larger one. What small business crisis management research and advice that does exist has been about traditional 'brick and mortar' businesses. In this paper we consider a growing segment in small business that has been overlooked in the literature – home-based and cyber businesses. We identify the ways in which these modern forms of business differ from traditional business and identify strategies and tactics appropriate for the different phases of the crisis management life cycle.