

**JCCM Special Issue on “Crisis Management Keystone”:
Call for Papers**

In a recently published JCCM article, “‘The Best of Both Worlds’: The Crisis Communication Think Tank (CCTT) Approach to The Quest for Crisis Management Keystone” (doi: 10.1111/1468-5973.12469), written by [CCTT](#) director and the SI lead guest editor, [Dr. Yan Jin](#), the need for identifying the keystone in order to build a new architecture for crisis management, going beyond crisis communication, is called for by crisis scholars and practitioners. This SI theme is further derived from the “Keystone” theme of the [CCTT 2023 annual gathering](#), attended by thought leaders across business research disciplines including the other two SI guest editors [Dr. Mike Pfarrer](#) and [Dr. James Carson](#), across the full spectrum of crisis management.

The notion of a keystone relies on a single component to provide stability. The backbone of crisis management could be multiple things. The central brick that comprises the keystone is critical for keeping the arch from collapsing. Confronted by challenging and complex crisis issues, it is essential for crisis management scholars and practitioners to identify and carve the “Crisis Management Keystone” together in order to build a new architecture for crisis management.

Have AI, VR and the metaverse changed our inherited blueprint for crisis management? How do organizations and stakeholders perceive these newly constructed realities? Crisis management professionals and industry leaders across sectors need to routinely examine the state of the field. It is critical to (1) determine how social and technological advancements result in these new realities and (2) uncover how these realities manifest via societal and organizational functions, while striving to locate the ever-evolving crisis management keystone, via scholar-practitioner collaborative research.

This SI seeks to contribute to crisis management theory, research and practice in multiple ways:

First, to lay the foundation theoretically and practically: When tackling current and future crises, what are the foundational elements that continually prove to be successful? How can we – both as industry professionals and scholars – build upon this bedrock while creating space for a new architecture in crisis management? Mapping the foundation of crisis management allows practitioners to explore organizational standings by identifying where crisis management is now and where it might be in the future. The theoretical and practical discussions will open with the classic question of “where does crisis management fit within an organization” and sets the stage for “how do social and technological changes influence crisis management within an organization?”.

Second, to conceptualize a new framework for crisis management: How has crisis management evolved across industries? How do we continue to manage diverse, multidisciplinary perspectives? Organizations will always face crises. To this end, crisis management is essential. New research and practical insights will inspire a conversation of truths – determining which foundational elements truly stand the various tests of time as well as social and technological challenges. Practitioners need to reflect on crisis

communication elements and truths: the outdated, the longstanding, and the aspirational. How has crisis communication changed? How will crisis communication look in the future?

Third, to build into alternate universes: When unseen constructs exist in an ever-evolving virtual world, it is our responsibility to find the keystone so we can develop a new architecture for crisis management. Have AI, VR and the metaverse changed our inherited blueprint for crisis management? How do organizations and stakeholders perceive these newly constructed realities? Technology will always evolve, resulting in opportunities and challenges for practitioners of crisis management. These evolutions, however, can influence our fundamental understanding of the reality of how crises exist. Research and case studies can help us address some of these complex questions.

Fourth, to contend with the intangible effectively and ethically: How do we locate the keystone to crisis management when reality is fluid within space and time? Crisis communication – as well as its place within organization management – is tied together to understand how old, current, and future practices might exist if we view space and time as fluid. Here, we allow ourselves to reconcile potential contradictions and understand how fundamental truths may no longer apply if we enter the fourth dimension.

In sum, we aim to advance our knowledge in answering the emerging challenges confronting crisis and risk scholars and practitioners alike: Have AI, VR and the metaverse changed our inherited blueprint for crisis management? How do organizations and stakeholders perceive these newly constructed realities? Crisis management professionals and industry leaders across sectors need to routinely examine the state of the field. It is critical to (1) determine how social and technological advancements result in these new realities and (2) uncover how these realities manifest via societal and organizational functions, while striving to locate the ever-evolving crisis management keystone, via scholar-practitioner collaborative research.

SI Potential Topics

We invite submissions, be it conceptual or empirical, of all methodological approaches. Topics with interdisciplinary perspectives on the following are especially encouraged but are not limited to,

- Rethink “Crisis” (dive deep into "sticky crisis", "extreme crisis", and "moral outage")
- "Risk" as a keystone (think of risk management, the business foundation, instead of the "informing/motivating the public" emphasis in risk communication)
- Managing dissensus, resistance, competition and conflict (internal and external)
- Decision-making process (cognitions, emotions and behavioral models) in managing complex crisis and risk issues
- Digital technology in managing crisis (mis-and/or disinformation management, AI, Metaverse, AR and VR, social media)
- Historical, philosophical and futuristic thinking of crisis and crisis management
- Culture, time, and space in the tapestry of crisis management
- Ethics, courage, and gumption
- Crisis management coalition: CEO, CCO, CFO, CMO, Legal Counsel & Risk Manager at the decision table together (future CCMO [Chief Crisis Management Officer])?
- New architecture of crisis management
- Define and drive crisis preparedness and resilience
- Crisis Insights and Analytics: evolving model and measurement stand?
- Diversity, inclusion and managing pressures from within and without
- Leadership and creativity in crisis communication and management

SI Editorial Board

The current SI Editorial Board is based on CCTT 2023 attending scholar and practitioner members and affiliated experts:

- Lucinda Austin, University of North Carolina at Chapel Hill
- Timothy Coombs, Centre for Crisis & Risk Communications
- Tom Cullen, University of Georgia
- Jason Epstein, University of Georgia
- Chris Glazier
- Jon Goldberg, Reputation Architect, Inc.
- Michael Greenwell, ICF
- Lucas Held, The Wallace Foundation
- Missy Hill, University of Georgia
- Sherry Holladay
- Suzanne Horsley, University of Alabama
- Kate LaVail, Ketchum
- Brooke Liu, University of Maryland
- Mark McMullen, Knights of Columbus
- Glen Nowak, University of Georgia
- Matt O'Connor, UPS
- Bryan Reber, University of Georgia
- Brett Robertson, University of South Carolina
- Deanna Sellnow, University of Central Florida
- Timothy Sellnow, University of Central Florida
- Rodrigo Sierra, American Medical Association
- Jim Spangler, Markel
- Greg Trevor, University of Georgia
- Amitabh Verma, University of Georgia
- Taylor Voges, Ketchum
- Joseph Watson, Jr., University of Georgia
- Karen White, Amgen, Inc.
- Russ Williams, Chick-fil-A, Inc.
- Christine Woodhouse, Cox Communications

Submission

All submissions shall follow [JCCM general author guidelines](#). Two types of submissions are invited for this SI:

- Original Research (reports of new research findings or conceptual analyses that make a significant contribution to knowledge): 4000 - 7000 words
- Case Study: 1000 words

Corresponding authors: Please email Dr. Yan Jin (yanjin@uga.edu) the name of your submission after online manuscript submission through JCCM portal.

Timeline

- Manuscript submission deadline: **November 3, 2023**

- Initial manuscript decision deadline: **December 15, 2023**
- Manuscript review & resubmission deadline: **January 15, 2024**
- Final acceptance decision & submission deadline: **February 15, 2024**
- Editorial by SI editor team: **March 1, 2024**
- SI online publication: **March 30, 2024**

SI Contact

Any questions about the special issue please contact SI lead guest editor Dr. Yan Jin (yanjin@uga.edu) and SI editorial assistant Wenqing Zhao (wenqing.zhao@uga.edu).