



2nd Global Conference on Business, Management and Marketing

12 - 13 December 2024

Dubai, UAE

Leadership in Turbulent Times: A Cross-Cultural Analysis of Crisis Management and Organizational Resilience

Richard Grover Baah

Alumni, GIMPA Business School, GIMPA, Accra, Ghana, groverbaah@gmail.com

*Richard Grover Baah

Abstract

Leadership during crises is a critical factor in determining organizational resilience. This paper explores the role of individual leadership in crisis management, with a particular focus on building business models capable of withstanding industry-specific and structural challenges. Drawing on theoretical frameworks and cross-cultural, cross-sectoral case studies, this research investigates how leaders navigate crises, sustain operations, and foster long-term resilience. The study analyzes leadership strategies employed during significant global crises, including economic downturns, pandemics, and geopolitical disruptions, to identify best practices that transcend cultural and sectoral boundaries. The findings reveal that effective crisis management requires not only adaptability and decisiveness but also the ability to integrate diverse cultural perspectives and sector-specific knowledge. The paper also highlights the importance of fostering a culture of resilience within organizations, where leadership plays a pivotal role in promoting innovation and sustainability. By synthesizing insights from various industries and regions, this research offers practical recommendations for business leaders seeking to enhance their crisis management capabilities and build more resilient organizations. Ultimately, the study contributes to the growing body of literature on leadership in crisis by emphasizing the importance of individual leadership in shaping resilient business models that can withstand future challenges.

Keywords: Crisis Management, Leadership Styles, Organizational Resilience, Cross-Cultural Leadership, Business Models