

CRISIS MANAGEMENT AS ACADEMIC DISCIPLINE IN EX YUGOSLAV COUNTRIES

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ABSTRACT

In the last decades, in a number of European countries, Crisis Management has become recognized academic discipline and education and research field. It is included in faculty curriculum and research plans in scientific institutes, scientific conferences and round tables are organized, books, monographs and journals are published. Unlike the situation in European countries, this discipline in ex-Yugoslav countries is still in the rudimentary phase. The paper deals with the current state of art in the field of crisis management as an academic discipline in international community and ex-Yugoslav countries. The authors conclude that with stabilization of situation in these countries conditions for dynamic development of crisis management as an academic discipline emerge, which might contribute to improvement of managerial practice.

Key words: crisis, crisis management, education, research, academic community.

1 CRISIS MANAGEMENT IN REFERENT ACADEMIC INSTITUTIONS IN EUROPE

In a number of European countries, crisis management is established academic discipline, while referent institutions in this field are situated in Netherlands and

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Sweden, countries that are not crisis-prone, but well known for their social stability, successful economy and high level of political freedoms and liberties.⁵

The Institute for Public Administration of the University of Leiden, Netherlands, is dealing with classic key topics like functioning of different political-administrative systems at local, national and international level, relations between politics and administration, organisation of public services, ethical issues and policy analysis. Special emphasis is put on importance of the institutions for functioning and reform of political-administrative process.

The Master of Science in Public Administration in Leiden offers five different specializations (courses). One of them is *Crisis and Safety Management*. Lectures are in English in the first semester and this teaching subject carries 5 ECTS. Main topics are nature of crisis and crisis response mechanisms. Authors of the seminar are fully aware that the world of crisis is dramatically changing. Natural disasters, demonstrations and riots, breakdown of major corporations and terrorism have become constant, but with new meanings and forms. Contemporary crisis context is determined by trends such as transnationalization, politization, medialization and increased legal activism. In that context, crisis management is becoming more sophisticated, and on the other hand, bad practice from the past is repeating, demonstrating that drawing lessons from past crisis is not an easy undertaking. On this basis, the objective of the seminar is to examine the concept of crisis and theory of crisis management (prevention, preparedness, response and recovery) and to find solution through wide range of case studies.

The Leiden University Crisis Research Centre (CRC), established in 1989 by Uriel Rosenthal, analyze how governments manage various types of crisis. Their research aims to explain the origins, patterns and outcomes of crisis management efforts. Currently, the main research themes of the Leiden University Crisis Research Centre include: Crisis development, Organizational resilience, The politics of crisis management, Institutional crisis, EU crisis management and Uncertainty in crisis decision making. CRC members participate in international consortia, and collaborate with partner institutions such as the National Defence College in Stockholm and the Maxwell School of Public Affairs of Syracuse University.⁶

European Crisis Management Agency (ECMA) is the result of joint initiative of the Leiden University Crisis Research Centre and Swedish CRISMART Institute. ECMA is an international research consortium that serves crisis managers and academics. ECMA facilitates the exchange of ideas and best practices between practitioners and academics through cutting-edge research and useful research applications. The Academy seeks to improve the knowledge base for an enhanced capacity of dealing with national and transnational crises in the European framework.⁷

The Swedish National Centre for Crisis Management Research and Training – CRISMART is a part of the Swedish National Defence College⁸. CRISMART is

⁵ KEŠETOVIĆ, Ž., *Krizni menadžment*, Beograd: Fakultet bezbednosti/Službeni glasnik, 2008.

⁶ See more <http://www.socialsciences.leiden.edu/publicadministration/research/crisis-research-center.html>

⁷ See more www.ecm-academy.nl

⁸ Available at <http://www.fhs.se/en/>

developing knowledge and competencies in the field of national and international crisis management. The Centre is bridging practitioners and researchers in order to strengthen national and European crisis management capacities. The CRISMART core consists of 12 researchers and around hundred analysts from ten countries worldwide. The Centre is run by Professor Eric Stern, while social scientist (politicalologists, social anthropologists, lawyers, economists and peace and conflict researchers), some of them with experience in public sector, are involved. Based on general crisis management knowledge, CRISMART staff is developing specialized knowledge in particular fields of interest. They are not focused only on acute phase of crisis management (response), but also are dealing with pre-crisis phase, researching preparedness and organizational learning. Other specialized fields of research are cooperation between different actors and levels of governance, the role of the media in crisis, and developing EU capacities in the field of crisis management. CRISMART has published ten monographs, in which conclusions on overall crisis management capacities in different countries were drawn, on the basis of case studies.⁹ Researches are conducted using cognitive-institutional approach, methodology that CRISMART researchers developed together with colleagues from Netherlands. Besides research, CRISMART is also organizing different kind of domestic and international crisis management courses. International crisis management courses (in English) are: International Crisis Management Course; Senior Course in Crisis Management and Civil Emergency Planning, Senior Course on Security Policy in New Europe. Besides mentioned, important academic institutions for crisis management are the College for International and Security Studies¹⁰ within European Centre for Security Studies George K. Marshall in Garmischpartenkirchen (Germany), organizer of Seminar on Transatlantic Civil Security – STACS, and the Faculty of Special Engineering with the Department of Crisis Management.

2 CRISIS MANAGEMENT IN ACADEMIC COMMUNITY IN EX-YUGOSLAV COUNTRIES

After dissolution of the SFR Yugoslavia, each of ex-Yugoslav countries developed its own educational system. We will describe in short education for crisis management on academic level. Countries will be described in alphabetical order.¹¹

Bosnia and Herzegovina

On the Faculty for Criminalistic, Criminology and Security Studies of the Sarajevo University, Crisis Management is studied as an optional teaching subject in

⁹ The majority of those monographs are available on CRISMART site http://www.crismart.org/Startpage___115.aspx

¹⁰ This College is joint institution of the USA and Germany for postgraduate students. <http://www.marshallcenter.org/mcpublicweb/>

¹¹ KEŠETOVIĆ, Ž., MILAŠINOVIĆ, S., NADIĆ, D., "Krizni menadžment kao akademska disciplina u Srbiji", u Nešković, S. (ur), *Bezbednost u postmodernom ambijentu - knjiga VI*, Beograd: CESNA/Fondacija Hans Zajdel, 2009, str. 65-78

the second semester on postgraduate studies course International Security, with the fund of 30 classes, worth in total 4 ECTS.¹²

Croatia

The University of Applied Sciences in Velika Gorica¹³ has particular Study of crisis management with expert and specialist study group

Expert study programme in Crisis management lasts 3 years and graduated student acquires the title professional baccalaureus/baccalaurea engineer of crisis management. Target group of this study programme are decision makers (or their support) in local and regional government, state administration, and particularly protection and rescue units in army and police.

Competencies of graduated experts are planning and implementing of preventive measures for preventing or mitigating consequences of crisis and disasters in companies or environment and giving expert help and coordinating of expert teams and resources in the aftermath of crisis or disaster. Practical teaching is conducted in cooperation with governmental bodies and agencies and other legal entities relevant for protection and rescue (firefighter service, Red Cross, centres 112, Paramedics etc.).

Specialist expert study of crisis management results in acquiring title of professional specialist engineer of crisis management, who is competent to solve problems connected with crisis management independently, to supervise the management of security and protection in public and private sector, especially in business on national and international level.

In last several years, two international conferences dealing with crisis management were held. The University of Applied Sciences in Velika Gorica is organizing the conference *Crisis Management Days*, while Croatian Association of Security Engineers together with the College for Security is organizing the conference Management and Security in Čakovec.

Slovenia

Crisis management is optional subject at the Faculty of Social Sciences of the University of Ljubljana¹⁴ as a part of university programme Sociology – Human Resource Management in the third study year with teaching fund of 60 classes worth in total 5 ECTS.

This subject is dealing with contemporary company in global business and social environment, trying to explain why some companies are crisis prone and other crisis resilient. In that context, the subject is focused on understanding of organizational dynamics inside and among companies, which represent the analytical framework. Great deal of the subject is directed to practical literature including case studies, striving to associate analytical and practical knowledge in order to understand modern companies.

¹² <http://www.fknbih.edu/home/tabid/36/language/sr-latn-ba/default.aspx>

¹³ http://www.vvg.hr/index.php?option=com_content&view=article&id=51&tstyle=style1&itemid=1&lang=hr

¹⁴ <http://www.fdv.uni-lj.si/>

Macedonia

At the Institute of Security, Defence and Peace Studies (within the Faculty of Philosophy) in Skopje¹⁵, Macedonia Crisis management is a part of graduate study programme with total teaching fund of 60 classes carrying 7 ECTS.

Serbia

Only in 2005 Crisis management was recognized as teaching subject and academic discipline on graduate and postgraduate study programme at the Faculty of Security Studies in Belgrade. Later on, it is also included in curricula of the Military Academy, the Faculty of Political Sciences, the Academy for Diplomacy and Security in Belgrade and the International University in Novi Pazar.

The first academic textbook in Crisis management was published by Professor Želimir Kešetović in 2008¹⁶, while in the second half of 2009 the Academy of Criminalistic and Police Studies published e-book Crisis Management by Srđan Milašinović and Želimir Kešetović. In Serbia, there are still no specialized journals and conferences dealing with crisis management, while in academic community there is still a state of confusion on terminology and relations between crisis management and related concepts. Having all this in mind, it is obvious that crisis management as an academic discipline is at its very beginning.

3 CONCLUSION

In modern risk society, crisis management has become academic and research discipline in a number of European countries. The leading academic institutions are located in the most stable countries – Netherlands and Sweden where there is considerable research and publication activity.

After stepping into transition, crisis management is also developing as an academic discipline in ex-Yugoslav countries. Publishing in this field is still humble, but ties between researches and institutions are restoring.

Crisis management as an academic discipline in Serbia is at its very beginning. However, the fact that in only two years it became teaching subject at five faculties gives hope that lost time will be redeemed and that scientific approach to crisis management will contribute that reacting to crisis situation in an intuitive, religious and magic-like manner will stay behind us.

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¹⁵ <http://www.fzf.ukim.edu.mk/mirovni/opsto.htm>

¹⁶ Exception is textbook *Crisis management* by professor Radoslav Senić published in 1996 in which crisis management is treated from the viewpoint of single company (microeconomic level) SENIĆ, R., *Krizni menadžment*, Beograd: BMG, 1996.

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