ABSTRACT

A business crisis affects not only the rights and interests of stakeholders, but also causes a series of crises in collaboration systems and supply chains. Furthermore, these situations cause considerable loss and damage to society in general. Therefore, it is necessary to establish a diagnostic model for business crises and determine their warning signs to help business managers prepare earlier counter measures.

This study uses a saliency analysis as a diagnostic model for business crises. This study then selects 12 salient features and business managers can apply to the 12 significant features in the diagnostic model, improving both efficiency and effectiveness.

Results indicate that 12 features for business crises diagnosis are based on the indicators of an appropriately reduced number of feature variables should be quite helpful in improving the accuracy of diagnostic models. This research identifies the 12 features with significant sensitivity to business crises using a diagnostic model. These can be used by firms for self-diagnosis and evaluation.

Keyword: business crisis, features, saliency analysis