

HOW COULD UNIVERSITIES HELP ENTREPRENEURS MANAGE GLOBAL CRISES?

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Global crises have historically affected and are still affecting companies and societies (Kuckertz et al., 2020). Generally, as the change agents of the societies, entrepreneurs proactively face such challenges by exploring, evaluating, and exploiting entrepreneurial opportunities through their startups, technology-based firms, and new ventures (Salamzadeh & Kawamorita, 2017; Salamzadeh & Kirby, 2017; Bărbulescu et al., 2021). Nevertheless, several managers and entrepreneurs fail to succeed in such severe periods, as these might affect their businesses profoundly (Salamzadeh & Dana, 2020; Salamzadeh & Tajpour, 2021). Then, they must learn from best practices, failures, and case studies. Entrepreneurial universities could help these change agents improve their success rate by providing them with teaching, research and entrepreneurial services (Guererro et al., 2014, 2015; Salamzadeh & Markovic, 2018; Kawamorita et al., 2020). Nevertheless, these entities will also be affected by the crises and face challenges in those interims. Then, they must get prepared for such periods in advance and have the required skills and services to do so (Salamzadeh et al., 2017). One of the significant issues to be considered is “crisis management”, which includes pre-crisis, crisis, and post-crisis issues. Fortunately, the relevant knowledge is accumulated in the literature, but unfortunately, it is not well developed in universities’ teaching, research, and entrepreneurial services (Salamzadeh, 2015, 2018; Salamzadeh & Arbatani, 2020). Therefore, a preliminary step might to include such skills in curricula. It makes it possible to teach students how to manage crisis and let universities develop these skills according to knowledge accumulation (Sawangchai et al., 2020; Zahra, 2021). Besides, research projects might also be defined to equip firm and entrepreneurial ventures with the required skills and tools to manage the crisis (Welsh et al., 2016). Finally, entrepreneurial services such as consultancy services, support measures, hands-on skills, and simulation based services might be offered by universities to help managers and entrepreneurs face crises more effectively and efficiently. Therefore, the “*Journal of Organizational Culture, Communications and Conflict*” invites interested authors to submit their manuscript regarding including such skills and approaches in organizational culture, communications and conflict resolution. Such contributions could help universities render relevant services to entrepreneurs and train potential entrepreneurs who could address global challenges (Aldianto et al., 2021; Kuckertz, 2021). These will impact the organizational culture of startups, ventures and technology-based firms, improve their communication skills and channles, and help them resolve conflicts.

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