

Entrepreneurial Alertness and Pre-Crisis Communication Preparedness in SMEs: Proactive Strategies for Crisis Resilience

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Abstract

This study examines the relationship between Entrepreneurial Alertness and Pre-Crisis Communication Preparedness in the context of small and medium-sized enterprises (SMEs) in the manufacturing sector. Utilizing Structural Equation Modeling (SEM), this research aims to analyze the structural relationship between these constructs and assess their impact on organizational crisis readiness. Data were collected from 200 SMEs in Chumphon Province using a structured questionnaire employing a five-point Likert scale, with reliability and validity confirmed through Confirmatory Factor Analysis (CFA) and Cronbach's Alpha (> 0.70). The results indicate that Entrepreneurial Alertness positively and significantly influences Pre-Crisis Communication Preparedness ($\beta = 0.992$, $p < 0.001$), demonstrating that SMEs with higher EA levels are more likely to develop strategic crisis communication frameworks. Specifically, EA enhances preparedness in four key dimensions: Strategic Preparedness, Personnel Readiness, Technological & System Readiness, and Reputation & Trust Readiness. The structural model exhibits a strong fit with empirical data, supporting the hypothesis that entrepreneurial alertness fosters proactive crisis communication planning. Managerial implications suggest that SMEs should enhance their entrepreneurial alertness capabilities by improving scanning and search mechanisms, information association and connection, and systematic opportunity-risk evaluation to strengthen crisis communication preparedness. Additionally, investments in digital communication technologies, stakeholder engagement strategies, and crisis simulation training are recommended to enhance organizational resilience. This study contributes to the literature on entrepreneurial cognition and crisis management, providing empirical insights into the role of entrepreneurial alertness in fostering pre-crisis communication preparedness among SMEs.

Keywords

Entrepreneurial Alertness, Pre-Crisis Communication Preparedness, Crisis Management.