Response to Commentary: On the Scientific Status of the Conscious Capitalism Theory
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Crisis Response

- Crisis in Economic Confidence
- Falling Stock Market
- Declining Corporate Profits
- Market Instability
- Economic Downturn
- Unemployment Increase
- Government Intervention

Post-Crisis Benefits

- Economic Recovery
- Increased Consumer Confidence
- Growth in Corporate Profits
- Stable Stock Market
- Job Creation
- Reduced Government Intervention

Analysis of Internal Feedback and Solutions

- Strategy Evaluation
- Operational Assessment
- Performance Analysis
- Financial Review
- Customer Feedback
- Employee Input

References

Japan Earthquake and Tsunami 2011
Thecasesolutions.com
Tohoku Earthquake Pre Crisis

- March 11, 2011, magnitude 9, Tohoku earthquake off the coast of Japan generated a tsunami that crossed the Pacific Ocean and impacted the shores of the U.S. West Coast

- Earth crust and Japan tectonic plates

- It estimated an 80-90% probability that the area would have a large earthquake of magnitude 7.7-8.2 in the next 30 years

- Worst crisis since the Second World

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Tohoku Earthquake Pre Crisis

- Japan, one of the world's most seismically active areas.

- The country accounts for about 20 percent of the world's earthquakes of magnitude 6 or greater. (Fujioka & Lies, 2011).

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Fukushima Daiich Nuclear Plant Pre Crisis

- The Fukushima Daiichi power facility was built and maintained "by the Tokyo Electric Power Co. (TEPCO)"

- New Plan proposed building eight reactors by 2020.

- The lack of reliable information
  - banned finishing
  - seaweeds and other marine organisms.
Fukushima Daiich Nuclear Plant Pre Crisis

- Radiation monitors at the Daiichi plant briefly picked up radiation
- Extensive damage to infrastructure
The Crisis

- The early-warning system of earthquake forecast failed in performance. (Cyranoski, 2011)

- Failing to forecast the level of magnitude for earthquake, they were not expected the tsunami to happened after earthquake. The tsunami destroyed the cooling system. (Cyranoski, 2011)

- Due to the occurrence of the tsunami, it affected the surrounding nuclear plant causing it to erupted.
Facts

• More than 15,365 people were confirmed death. (Matanle, 2011)

• More than 8,260 was missing. (Matanle, 2011)

• More than 163,000 people were in shelters. (Matanle, 2011)

• At least 111,044 buildings were destroyed and damaged. (Matanle, 2011)