

Lessons learned from the Khaisilk media crisis - a scarf with two labels

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Abstract: This topic focuses on analyzing and drawing lessons from the media crisis of Khaisilk, known for its silk scarves bearing both brands. The research context is based on the current state of ineffective media management in the digital age. The objective is to identify root causes and propose comprehensive solutions to enhance the company's ability to respond to media crises. The methodology combines theoretical and empirical research, including analysis of existing data and expert interviews. The expected outcome is to provide Khaisilk and similar companies with an effective media management system, thereby enhancing brand reputation and competitiveness in the global market.

Keywords: Media crisis, silk business enterprises, brand management, digital technology application