

“Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation”



Theme: Business Response in the Face of Crisis



23 March 2019

Philippine Heart Center, Grand Auditorium
East Ave, Diliman, Quezon City, Metro Manila



Concept Note

- Activity: **3rd INTERNATIONAL RESEARCH SYMPOSIUM (3rd IRS)**
Academic Year 2018-2019
- Title: **Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation**
- Theme: **Business Response in the Face of Crisis**
- Date: 23 March 2019
- Venue: **Grand Auditorium, 3rd Floor, Philippine Heart Center, Quezon City, Philippines**
- Number of Participants: We are expecting more than 150 participants that include PSBA-Manila and IQRA University Master and Doctorate students, Graduate School and Undergraduate Schools' Faculty members, UP-SURP students and faculty members, UP PLANADES representatives, Quezon City Government Scholars, International researchers and delegates.
- Organizing Partners: Disaster Risk Management Unit, Graduate School of Business, Philippine School of Business and Administration – Manila; Quezon City Government (QCG); IQRA University, Karachi, Pakistan; School of Urban and Regional Planning, University of the Philippines; and Planning and Development Research Foundation Inc. (PLANADES).
- Supporting Partners: Quezon City Government, IQRA University, and School of Urban and Regional Planning, University of the Philippines.

Background and Rationale:

The annual Third International Research Symposium of the Philippines School of Business Administration – Manila (PSBA-Manila) continues its mission from the School's First Symposium and Second International Symposium, as well as its Three International Research Colloquia, where PSBA-Manila's Research Fellowship Program's Research Fellows, students and experts from the local and international institutions, its local and international partner schools, and its local and international public and private organizations and partners, have contributed their knowledge in this unique platform particularly disseminated with focus on business continuity and Disaster Risk Reduction challenges. The theme of this year's International Research Symposium is **“Business Continuity and Disaster Risk Reduction Challenges in the Organization, Policy Formulation, and Implementation: Business Response in the Face of Crisis”**.

A crisis is a serious event that can be either perceived or real. It disrupts normal activities and impacts negatively on the operation of businesses and can be a substantial threat to the stability of organizations. As the world is now in the midst of nature's ever-changing climate conditions with natural and man-made disasters, it results in various crises like businesses being discontinued or, worse, loss of human life. International cooperation and local initiatives are being undertaken to minimize such outcomes taking also in consideration the effects of such disasters in the business community.

The theme for this year's International Research Symposium indeed aligns itself with international frameworks, especially the Sendai Framework for Disaster Risk Reduction. This 15-year voluntary agreement, wherein the Philippines is one of its signatories and has based its National Framework for Disaster Risk Reduction and Management from, recognizes that while the State has the primary role on disaster risk, the responsibility must be shared and include the local government, the private sector, and other stakeholders. Further, one of its aims is the substantial reduction of disaster risk and loss in life, livelihoods, and health and in the economic, physical, social, cultural, and environmental assets of persons, businesses, communities, and countries. Thus, the Philippines is participatory to the commitment recitals contained in the Preamble of this International Framework to urgently address Disaster Risk Reduction and to build resilience against disasters, including its integration into the policies, plans, programs, and budgets at all levels, making the adaptation of its National Framework in the various development sectors an imperative.

Last December 2018, the United Nations (UN) Office for Disaster Risk Reduction reported that “The Philippines is emerging as a role model for engaging the private sector in building resilience to disasters”. However, while the Philippines has learned many valuable lessons regarding Building Back Better in times of disasters, there are still gaps that need to be analyzed which can be benchmarked from the experiences, lessons, and inputs from other countries. The Philippines has incurred damage of at least PHP 388.74 Billion from disasters between 2011 and 2018 according to the data presented by the National Economic Development Authority; it is further estimated that the cost for recovery and rebuilding was nearly one-and-a-half times more than that. In the recent years, Super Typhoon Haiyan (locally Yolanda) turned out to be one of the strongest tropical cyclones in recorded history with the largest damage. This prompted the Philippine government to implement a National Disaster

Risk Reduction and Management Plan wherein the country's Local Government Units, together with its public and private stakeholders, are expected to build disaster resilience of its communities.

One of the successful implementations of the Sendai Framework is dependent on resilient investments. The private sector is responsible for 70-85% of capital investment in most economies. As such, it is a powerful influence over how disaster risk is addressed. Private businesses, ranging from Small and Medium-sized Enterprises (SMEs) to Multinational Corporations, are fundamental to the effort in building more resilient communities, economies, and nations.

Disaster risk management must be based on a deep understanding of disaster risk in all its dimensions: hazard (frequency, severity and location), vulnerability, exposure (asset, economic and human), and capacity. This understanding is essential to the fundamental disciplines of Disaster Risk Reduction: risk quantification, risk prevention/mitigation, risk financing, and event response. In order to manage risk effectively and build sustained resilience, a deep understanding of risk-reward trade-offs is required. To realize the full potential, we need to broaden the use of more analytical approaches to value-creation; approaches which consider the underlying risk, the drivers thereof and how they may be changing over time. Unless public and private investments become more "risk informed", the potential remains for these investments to increase accumulations of exposure and heighten concentrations of disaster risk.

Business Continuity Planning (BCP) is one of the most critical components of any recovery strategy. It is vital for survival and should not be put off indefinitely as we focus on our daily challenges. Unprecedented number of exposures are being faced by businesses as disasters come in all shapes and sizes. Without a plan for business continuity, organizations cannot recover from a significant crisis. The resiliency of the private sector is fundamental for societies to recover smoothly from disasters, and yet the private sector has little incentive, or has yet to identify the incentive, to invest in BCP and/or contingency planning. In such cases the government must facilitate BCP and contingency planning in the private sector through the enforcement of law and regulation and by providing technical guidance or financial incentives. This is especially important for SMEs that often lack expertise and financial resources to prepare such plans.

This year's International Research Symposium marks an important milestone in the roadmap towards institutionalizing Business Continuity Planning and Disaster Risk Reduction measures across organizations small and large. This event will provide a unique opportunity to promote strategic partnerships among various stakeholders in the local government, academe, and business communities. This highly educational, practical, and interactive event will cover sessions which are designed to serve as an avenue for knowledge sharing, to promote innovative and collaborative research partnerships and linkages, and to support research training and capacity building with local and international scholars, researchers, and business experts with the aim of finding solutions to pressing business continuity and Disaster Risk Reduction challenges in organizations through policy formulation and implementation.

The main objective of this International Research Symposium is to share knowledge about organization, policy formulation, and its implementation in response to crisis. The knowledge is obtained through related studies and researches within and among Disaster Risk Management planners, business administrators, and implementers. Particularly, the symposium seeks to educate and share good practices in relation to the following:

1. Introduce Disaster Risk Reduction policies used by established businesses;
2. Share tools and best practices in preventing new disaster risks and reducing existing disaster risks especially through the implementation of integrated and inclusive economic, structural, legal, social, health, cultural, educational, environmental, technological, political, and institutional measures that can significantly contribute in preventing and reducing hazard exposure and vulnerability to disaster, increasing preparedness for response and recovery, and thus strengthening resilience;
3. Promoting instruments, tools, methodologies, and approaches to enhance implementation capacity and capability of developing countries as well as middle-income countries facing specific challenges, including the mobilization of support through international cooperation for the provision of means of implementation in accordance with their national priorities;
4. Providing knowledge on needed measures to reduce vulnerability and to increase capacity to cope with disaster impacts on businesses and overall economy through mainstreaming it into our daily life functions in terms of integrating to the Countries' development Programs, Projects, and Activities;
5. Stimulate awareness and understanding on topics related to Disaster Risk Reduction Management, as well as Organization, Policy Formulation, and Implementation of such;
6. Disseminating knowledge and sharing innovations in risk reduction towards business continuity; and
7. Determine the relevance of business continuity, what are the challenges faced by the organization regarding the formulation and implementation of their policies, and how firms around the world behave when faced with crisis.

This year, our graduating scholars, most of them are working for the Quezon City Local Government, have taken charge of the helm for this event and will present their researches closely related to its theme. These future leaders, managers, and policy makers shall be the beacons to guide their respective businesses, organizations, and communities in creating their Business Continuity Plans. Equipped with the knowledge on latest trends and best practices gained from our panel of local and international Resource Speakers on this day, we can rest assured that the policies they formulate and plans they implement for their respective organizations can shield against any crisis they will face. Through this event, the entire country and international community will benefit in promoting financial, industrial, and environmental safety by learning how organizations can overcome these challenges, businesses can respond in the face of crisis.