



Philippine School of Business Administration

Graduate School of Business
826, R. Papa Street Sampaloc Manila

Title: Mitigate the Financial and Operational Risks and the Disruption to Business Continuity
Theme: Exploring COVID-19 Pandemic Uncertainty Impact towards Economic Growth

5th International Research Colloquium
Academic Year 2020-2021
To be held on January 23, 2021
1:00 PM to 6:00 PM Singapore Time
Virtually/online
(Webinar through Zoom App)
Registration: [5th IRC Registration Form](#)

Concept Note

In recognizing the World Health Organization's (WHO) declaration of a pandemic in relation to the global outbreak of the COVID-19, the United Nations Office for Disaster Risk Reduction (UNDRR) has called for disaster management agencies to give priority to biological hazards. Events such as the COVID-19 pandemic, Ebola epidemics and Zika virus outbreaks underline how important it is to break down the silos in disaster prevention and management. It must be noted that the first cases of COVID-19 were reported in Wuhan, China in late 2019. Four months later around 1.699595 million people globally are infected with the virus causing more than 106,138 deaths (WHO, 2020). Further, it is important to realize the multiple ways by which such outbreaks can have a ripple effect across sectors of society and lead to the breakdown of systems that we take for granted - including health care, the provision of education, global supply chains, travel, trade and financial services (UNDRR ONE & GETI, 2020)¹.

Up to 80% of all investment in any given country is coming from the private sector. It is therefore critical that the private sector engages to make this investment risk informed. The private sector is a critical participant in the creation of risk-resilient societies. By combining the intellectual (know-how) and capital assets of the private sector with the public sector and other stakeholders solutions will be developed and implemented to achieve the targets of the Sendai Framework by 2030. A range of international instruments and frameworks exist to support countries in managing these risks. In particular, the International Health Regulations (2005), and the Sendai Framework for Disaster Risk Reduction 2015-2030, which provides concrete actions to protect development gains from the risk of disasters due to biological, natural and

¹ UNDRR Office for Northeast Asia & Global Education and Training Institute (UNDRR ONEA & GETI), (2020). *Prevention saves lives! COVID-19 Key Messages and Communication Campaign*. UNDRR: COVID-19 Communication strategy (1 April 2020).



technological hazards. Many countries have responded to the COVID-19 crisis by varying degrees of lockdowns, causing losses of jobs and immense socio-economic impacts. Governments are now considering easing the lockdown restrictions in a phased manner, to allow economic activities to restart².

The COVID-19 pandemic presents a serious threat to people, businesses and economies across the world. Gartner's recent Business Continuity Survey shows just 12 percent of organizations are highly prepared for the impact of coronavirus. Smart leaders must focus on how they can best protect their people, serve their customers and stabilize business continuity. During times of crisis, business operations—the intelligence engine of an organization—are more important than ever. Business continuity and disaster recovery plans are being tested by rapidly evolving challenges, such as travel restrictions, and as large-scale remote working becomes a reality³. (Accenture, 2020)

The COVID-19 pandemic has led to a period of enormous uncertainty for businesses around the world. Global Business Services (GBS) organisations face unprecedented challenges and are working hard to mitigate the financial and operational risks and the disruption to business continuity⁴.

Various countries have taken preventive and control measures to combat this disproportionate impact of COVID-19. However, responses are very much dependent on each country's economic and social capital coping capacities; disaster risk reduction (DRR) governance; culture and people behaviours; and awareness regarding hazards and corresponding risk. There is a need for a comprehensive approach integrated with a demand for preventing such unknown emergency from happening yet again. Disasters are rapidly producing further disasters and thus becoming more complex and deadly. Everyone is affected, but not everyone is affected equally. The only solution is prevention through awareness campaigns and joint response to preventing, protecting, and planning for response, recovery, and rehabilitation.

Objective

Shutting down the global economy in the age of COVID-19 was tough. Reopening will be even harder. How should organizations continue operating in this new normal? This webinar portrays the best researches done by the PSBA, partners Schools and Universities' students, faculty members and Adjunct Professors. These researches are especially established in

² <https://www.undrr.org/event/undrr-geti-and-who-webinar-lessons-covid-19-pandemic-business-continuity-era-covid-19-how>

³ Accenture, (2020), Continuity in crisis: How to run effective business services during COVID-19. <https://www.accenture.com/cz-en/insights/operations/coronavirus-effective-business-operations> [Retrieved on January 6. 2021]

⁴ Deoitte, 2020, <https://www2.deloitte.com/cn/en/pages/strategyoperations/articles/leading-gbs-through-a-time-of-uncertainty.html> [Retrieved on January 6. 2021]



identifying the COVID-19 Pandemic impact on various businesses and services sectors and corresponding solutions towards business continuity for disaster.

Organizing and Supporting Partners

PSBA Manila, AIT, UP-SURP, QCG, QC-DRRMO and PLANADES.

Participants

We are expecting more than 100 participants that include students, faculty members and staff from PSBA-Manila, Graduate School and Undergraduate Schools; Asian Institute of Technology (AIT), Thailand; School of Urban and Regional Planning, University of the Philippines (UP-SURP); Planning and Development Research Foundation Inc. (PLANADES); Quezon City Government (QCG) Scholars and employees; and other International and Local students, researchers and delegates.

The annual Fifth International Research Colloquium towards Mitigating the Financial and Operational Risks and the Disruption to Business Continuity is a continuation of the Philippine School of Business Administration-Manila (PSBA-Manila) mission from the School's prior Symposia and Colloquia where the School's research fellows, students, and experts from various local and international institutions have gathered to contribute their knowledge in this platform. Particularly, it will disseminate knowledge focusing on the challenges and opportunities of local communities and small-scale entrepreneurs in the midst COVID-19 Pandemic situation and inclusive investment in the Philippine market and economic setting.