

# **ISO 22301: 2019 - Survival performance of the organization during the covid-19 era, based on the business continuity management approach**

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## **Abstract**

Covid-19, which has turned into a global epidemic, has affected and continues to affect the entire society and therefore the business world in an unbelievable way. Many sectors were affected by this epidemic, which brought world trade to a standstill; Service sectors such as tourism, aviation, construction, restaurants, entertainment, and public transportation are among the most affected sectors (Özatay and Sak, 2020: 1). Measures such as social distance, travel barriers and quarantine practices were taken to prevent the high rate of spread of the virus, and as a result of these measures, demand decreases in the sectors (Özatay and Sak, 2020: 7). The uncertainty of the crisis prevented many companies from taking action, causing slowdowns or even halts in the execution of their operations. One of the reasons why many companies failed to act was that they were not prepared for this unprecedented crisis. This process forced the entire business world to make a tremendous change and changed the way they do business (Deloitte, 2020: 2). Due to this Covid-19 epidemic, the importance of business continuity has been better understood and the companies that implement the business continuity management system have not interrupted their

operations during this extraordinary period, causing the company to survive. It can no longer be tolerated that companies are interrupted for a long time, cannot take quick action and do not have inflexible workflows ( Gürdil, İ. 2020). Ensuring business continuity is important for all businesses, as any company that fails to be agile will negatively affect the survival of other companies that interact with it. (Özatay and Sak, 2020: 6).

It is of great importance for our research to apply our work in different countries in order to better examine the survival performance of companies that have business continuity in the Covid-19 period and to better understand their effects. Countries included in our research; Turkey, Iran, Malaysia and Austria. The different cultures and ways of doing business in these countries where we work will add diversity to our work.

***Keywords:*** *Organization Survival ,Covid-19,Business Continuity Management,ISO 22301: 2019*