Chapter  8

Two Approaches in Assessing Business Continuity Management Attitudes in the Organizational Context

M. Spremic
University of Zagreb, Croatia

L. Turulja
University of Sarajevo, Bosnia and Herzegovina

N. Bajgoric
University of Sarajevo, Bosnia and Herzegovina

ABSTRACT

The paper presents two approaches in assessing the business continuity management (BCM) attitudes in the organizational context: qualitative and quantitative. The first approach - case study analysis is based on a series of in-depth interviews with the key people involved in the BCM processes in Croatia (Chief Information Officers – CIOs, Chief Executive Officers – CEOs and BC managers). The second approach is an empirical research that was conducted among companies in Bosnia and Herzegovina based on Confirmative Factor Analysis (CFA) which is used for psychometrically validation of the measurement scale of BCP and Structural Equation Modeling (SEM) and t-test for the hypotheses testing. The empirical research has shown that there is a statistically significant difference in terms of attitudes of respondents regarding business continuity depending of companies’ size and sector that company

DOI: 10.4018/978-1-5225-3704-5.ch008

Copyright © 2018, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.
INTRODUCTION

Today’s businesses are increasingly concerned about the risks that threaten the “continuity of business” as they are operating in an e-business environment. They are under continuous pressure to “keep their business in business”. Data/information availability is of particular importance because continuous data access and availability is expected by employees, customers, suppliers and other stakeholders. Most businesses today seek for an information system infrastructure that is running 24/7/365 ensuring that data and applications are continuously available. Therefore, every business needs an effective business continuity management (BCM) focusing on several issues of ensuring continuity of business operations with a particular focus on business critical processes. However, BCM is a very complex process that must be integrated throughout the entire organization.

Recently, with advances in Internet/Web technologies and e-business, the need for achieving continuous or “a near 100%” level of data/application availability was brought up yet again. Consequently, the term of business continuity management was coined up and became a significant part of organizational information management. Business continuity strategy has become critical item for both CEO’s and CIO’s priority lists. According to the Forrester Report (2011), almost 80% of respondents reported that their firms have had to provide proof of BC readiness. Business continuity relies on so-called continuous computing technologies that are aimed at providing an efficient operating environment for an “always-on” computing in terms of an “always-on information system” which is a technological prerequisite for “always-on” business (Bajgoric, 2006). Simply put, implementation of continuous computing technologies provides a platform for continuity of business-critical applications, in other words, for “keeping business in business”.

The main objectives of this chapter are twofold. First, an analysis of the state of the BCP in transition economies and defining the influencing factors of BCP. Second, the validation of the measurement model of business continuity planning using as a framework model presented by Oyha and Gokhale (2009) for the logistical business continuity planning (LBCP) operations. In order to meet these objectives,
The Effect of Merger and Acquisitions on the IS Function: An Overview and a Potential Agent-Based Approach
www.igi-global.com/chapter/effect-merger-acquisitions-function/61611?camid=4v1a

Securities Perspective in ESB-Like XML-Based Attacks: Interface Abstraction, Data Privacy, and Integrity
www.igi-global.com/chapter/securities-perspective-in-esb-like-xml-based-attacks/178063?camid=4v1a