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An analysis of Corporate Strategic Planning with Business Continuity, Planning and Disaster Recovery Planning

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**Major Definitions**

**CSP:** Corporate Strategic Planning  
Aims to help organizations cope with internal and external challenges to ensure long-term survival.

**BCP:** Business Continuity Planning  
Helps organizations prepare and respond to future unexpected disaster.

**DRP:** Disaster Recovery Planning  
Ensures effective recovery after disasters.

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**Factors Influencing the Integration of BCM into CSP**

- **Biological & Social Risk:** SARS – Hong Kong, 2003  
- **Economic Risk:** World’s Financial Crisis  
- **Natural Risk:** Tornado - Kansas, 2003  
- **Political Risk - Terrorism:** Bomb - Birmingham, 2002  
- **Technological Risk:** Y2K Crisis, 2000  
- **Civil Act, BASELII:** Compliance to Legal Acts  
- **Forces of Globalization:** Y2K Crisis, 2000

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**Business Continuity Planning**

1. **Project Initiation Phase**
2. **Functional Requirements Phase**
3. **Design and Development Phase**
4. **Implementation Phase**
5. **Testing and Exercising Phase**
6. **Maintenance and Updating Phase**
7. **Execution Phase**

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**Disaster Recovery Planning**

- Test, maintain & update plan  
- Assign roles & responsibilities  
- Conduct risk & vulnerability assessment  
- Conduct business impact analysis  
- Develop BC & DR plans  
- Select disaster recovery strategy

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**Business Continuity Management (BCM)**

- BCP and DRP are complementary processes.  
- BCP and DRP have cross-functional impacts.  
- BCP and DRP is considered one framework.  
- BCP and DRP recently gained managerial roles.  
- BCP and DRP evolved into being BCM.

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**Business Continuity Management**

- Is a holistic management process that builds organizational resilience and protects organization reputation and activities.  
- Should be embedded in the CSP and the firm’s culture.

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**Research Contribution**

1. Crisis management and CSP have been evolving separately over the last decades.  
2. Few empirical studies were conducted to contribute to the understanding of the integration of crisis management into CSP.  
3. Few empirical research in the field of crisis management exist.

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**Research Key Questions**

1. To what extent do Jordanian companies practice BCM?  
2. To what extent do Jordanian companies practice BCM as part of CSP?  
3. What factors are likely to influence the practice of BCM as a part of CSP process?

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**Research Objectives**

1. Present the models of BCP and DRP.  
2. Examine the current BCM practices and their role in CSP in Jordanian companies.  
3. Examine and describe the factors that may encourage or obstruct the integration of BCM into CSP.

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**Research Aims**

1. The research will contribute to the understanding of the integration of BCM into CSP.  
2. Aims to examine the factors influencing the organizational decision on whether to integrate BCM into CSP or not.