Business Continuity Perspective: A Study of IT Enabled Services

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ABSTRACT
The increasing trends of technological immersion into the businesses lead towards many form of indecisions. The business world required certain planning to overcome the problems and recovery from many disasters accommodating to Information Technology. Businesses required running their tasks with the inclusion of the knowledge and IT within the organization. The respective report is concerned to approach the Information Technology meditation to examine the business continuity in the certain IT disasters. A mixed methodology approach for collection of the data is used in the study in which quantitative and qualitative methods are considered. The outcomes of the study will assist the IT-enabled organization to plan their business activities to abide the misery from disasters.

Keywords
Technology Immersion, Indecisions, Information Technology, Business Disasters

1. INTRODUCTION
The success of the organization is largely dependent on the planning of the various phases of the activities, where they are guaranteed to gain success and appeared to be devoted for their respective mission and objectives [13]. The various organizations have enabled their information technological path to growth their businesses and involved the people within which, they can remove the uncertainties and disasters [19]. In the present world, the business consistency and continuity is considered to be challenging contributors towards risk initiatives and uncertainty measures [9]. The information technology has now been considered to be effective for the various types of the organization for being their concern with the business effectiveness and progression [2]. The business is now focusing on the trends and strategies to recover the disasters either before they incurred in the form of planning or by taking certain initiatives for the development of their organizations [10]. The planning is considered to be more effective instead taking actions on the time of occurrence at various levels [16]. There might exist sometimes the complications by the use of information technology, but most of the time, when it exist, it provide the deep inside the errors before they incurred into the system as well as the disaster faced by the businesses with the various forecasting models [20]. The employers in the organizations have high cost to bear in the form of customer maintained as well as the financial costs to make their business save from various integrated risks of disasters [23]. In the planning of the risk as well as the disaster, information technology digests the specific information in contrast with disasters initiatives as per the objectives and goal of the business [15].

The business leaders always tried to push their organizations in time of complications with the use of Information technological resources to understand the roots of disasters and activities of the businesses within the context of complications possessions [8]. Many of the times business performs critically and IT resources didn't recognize the disasters as the relations in between the IT complications and the nature of the business that govern from the planning to come up with organizational resources. The disaster complications disturb the continuity of the business as drives earlier [2]. These disasters may be due to internal resources or externally integrated with the activities of the organization. Thus businesses had planned to evaluate the business to assure the continuity of the business as well as to evaluate from time to time for disasters recovery and occurrence [22]. The organizations involving the information technology needed to grow with the aim to provide the smooth services with the continuity of their business operations to achieve the missions. The planning and evaluations of the business operations are considered to be more effective when there exists the risk of disasters faced by the organizations to make them quick recovery or taking initiates [14]. When the IT organizations accommodate the changes and competencies that needed for the assistance of the organizational activities to continue with the more development resources and planning, they have their operations more smoothly to be operated [11].

2. LITERATURE REVIEW
The trends in the world have now been changed and organizations have to face various complications within the context of the disasters and their recovery. The businesses now practices for the continuity of the activities and distinguish the organizational disasters with the planning. The leaders of the organizations are make sure about the activities and the operations of the organizations the respective strategic path and goals with the aim to achieve the success into the business and to make it continue with the effective implications of the planning. To avoid the disasters, businesses work effectively and efficiently with the proper management of the organizational resources. The planning had decrease down the risk involved into the continuity of the businesses [7]. The changing situations of the organizations in contrast with the planning and the evaluations of the efforts putted towards the development of the organization for consistent performance of the organization has make them to reduce down the risk levels and stand out with the planning [6]. The information technological involvement into the business leads the organizations towards the changing situations to improve the performances [2].

2.1. Business Risk Initiatives

The planning for the disasters is considered to be important for the continuity of the business as to develop the organizations within the contrast of the capabilities and competencies. The planning is needed to be developed the organizations and to accommodate the technologies to make them grow and avoid the complications [14]. The continuity of the business enables the change into the organizations to make it strengthen in against of the risk and disasters. The planning makes the Information technological organizations suitable for the business continuity and takes the initiatives for the risks [2]. Every organization needed to cater the strategies and involved into the business activities to make them able to combat against the disasters and risks. The continuity of the business and the planning for the disasters are directly related with the information technology and their control system. The organizational plans are often come across with disaster. The growth into the business is accomplished only for the time of the agreement and time to go for the development [Ref. required].

2.2. Business Recovery Analysis

The businesses and the management are together played the important role in the making of the decisions for the planning about the recovery of the business from the disasters and the risks. Businesses have various ways of controlling the activities and had maintained the consistency into the businesses while adopting the Information technology. Employers have influence the activities of the businesses to handle the complications and the disasters. Organizations had planned their activities to enable the IT resources to come across the competitions and to make the consistency into the operations of the businesses [7]. The resources of the information technology are organized into the business that impact of the certainty of the business plans and different types of the disasters to make the underlying market and the risk associated with the business for the smooth run of the business activities. The detailed knowledge and joining is not leveraged to manage disasters and achieves of not being recuperating, acquainted or respected. Therefore in evolving within the proposition they cannot perform to their maximum latent and involvement walls [4, 17, 21].

2.3. IT Development

In the organizations where there are the huge resources of the technologies are used for the development purpose are more concerned to attack with the risks and the disasters. They have to involve into the managerial and employer level decisions to come across the Information technology pattern and characteristics for the success of the organizations. There are various studies available that have considered the technological development of the businesses and the planning at the various phases of the organizations, where they can make the distinction for disaster recovery and the evaluations control over plans. In decisive the IT inspirations to resolve the difficulties and the technical difficulties faced by the organizations, the strategies and the planning at the initial stages are worthwhile important to support the knowledge across the organization. However, the businesses had no exact used by the objects it in when they had to face the difficulties [18].

2.4. Planning for Disaster

The planning is considered to be more effective for the evolution of the recovery from the disasters. The businesses are flexible and allow the changes with the assistance of the technology within the environment of the business. The planning phases incurred within the context of the disaster recovery are of high importance and played the vital part in contrast to the business continuity and the disaster planning. The development of the businesses and the domain inside the organizations within which, the leader share the information about their strategies and the planning for the accommodation of the business disasters and risks. It is considered to be more tackled by the use of the technology and the services diffusion in the people with the numerous new policies and tactics. The most important way to deliver the organizations with the certain measure in against of the disasters is the planning and the establishment of the system to evaluate the recovery of the disasters and to assess the continuity of the businesses [1, 3].

3. METHODOLOGY

The respective research study directed towards the use of planning to recover from IT disasters and continuity of the business. This tends to use the Mixed Methodology approach to collect the data and information for the research study. The mixed methods of data collection include the use of Quantitative Approach as well as the Qualitative approach. The study used the qualitative data approach that concerned about the collection of the data with the qualitative approaches included the interviews and the focus group. The purpose of using the approach is to make sure about the authenticity of the data. The respondents are examined with their expressions in contrast with their responses [8]. This qualitative approach includes the interview sessions for the purpose of collection data. The individual in the organizations are approached for being to assess their experiences in the respective field of research. The persons are direct involved into the sessions so it assists in understanding the responses. The open ended interview approach is used in the respective study with the purpose to fulfil the aim of the study. It is common approach of interview within which the interviewer and interviewee are allowed with the open discussion of the questions and it also decreases down the biases. This study involves the collection of the data with the qualitative approach under the focus group method. This method allowed conducting the question answer sessions from the personnel or employee of the organization collectively and precisely. The purpose of the focus group is to clear understanding of the questions and reduce down the errors incurred into the study. The Quantitative method of collecting and analysing data, were studied to determine the validity of their potential for this study. Instead of dealing with the meaning of qualitative research encompasses a wide range of technologies that provide various types of processing for processing the numeric results or frequency [5, 12]. A brief replication on the fundamental differences between realistic Quantitative Research Approach and positivist quantitative research best part the particular claims. With the quantitative approach method, the data is collected with the help of instrument called “Questionnaire” which is divided to the people working into the IT field. The purpose of using the questionnaire is to know about the responses of the people that can be measured statistically as well as to know about the most influencing factors involved with the Business continuity and disaster planning. A total number of 50 respondents related with information technology sector were taken into account to collect the data. The respondents were selected on the basis of random sampling technique from the IT sector. The instrument made is not so difficult that it creates the problem for the people to understand it or not contains such kind of information which makes the respondents hesitate in providing the information. It was assured completely to the

respondents through instrument that their information didn't provoke.

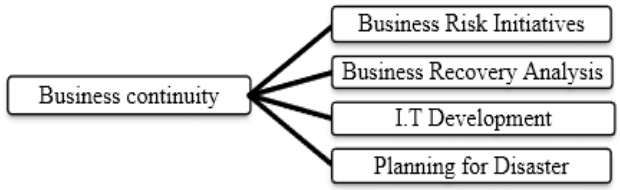

Figure 1.Hypothesis Framework

The model framework shows about the dependent and the independent variable. The first variable into the study is business risk initiative. It is about the initiatives that a company has been taken at the time of the disaster occurrence. It has directly linked with the continuity of the business as it reduced down the disaster level. The second variable into the study is business recovery analysis. It is about the certain steps taken by the organization, when they have to face the disasters. It is also directly proportion to continuity of the business. The third variable into the study is the development of the information technology. These factors assist in understanding the disaster electronically and managed the resources available to the organization online and save the continuity of the business. The fourth variable into the study is planning for disasters. It is about the planning and the strategies of the organization to come up with the situations of the disasters as before they incurred. The hypotheses are tested to check the relation in between the dependent and independent variable. The following are the some of the hypothesis are constructed to cope up with the relationship and the impact on dependent variable with the independent variable

- H1: Business risk initiatives have significant impact on business continuity and recovery from IT disasters.
- H2: Business recovery analyses have significant impact on business continuity and recovery from IT disasters.
- H3: IT developments have significant impact on business continuity and recovery from IT disasters.
- H4: Planning has significant impact on business continuity and recovery from IT disasters.

4. DATA ANALYSIS AND FINDINGS

Collection of data is the first step in the research. While conducting research full observations made of the data to ensure about the data that it is useful or not. Data is collected but what the data is representing us until applied certain statistical techniques to explore the results contained by the data. So certain analysis on the data were made to evaluate result and to accomplish this purpose SPSS software was used. The qualitative data analysis contained the two sections interview and the focus group that both termed the different ways to analyse the information. The questions asked about the disasters and the continuity of the business in focus group as well as in interview to depict the meaning diligently for business continuity and disaster planning. The interview data analysis contained the following responses for the questions asked from the respondents. The data is collected from five different people that are related with information technology field of profession as shown in Table 1.

Table 1.Interview Respondents /participant Demographics

Particulars	Participants
Number of participants	5
Gender	Females: 2 Males: 3
Age Group	26-30 years: 3 31-35 years: 2
Experience	4-6 years: 4 7-10 years: 1

1. **Does your organization adopt the BCM? If yes; answer the question #2**

The responses collected from the five people about the BCM is in the favour for the business and people have applied the business continuity model at their profession for Information Technology and they say yes for this question.

2. **How do you evaluate the important of BCM for your organization? And to what extend your organization?**

Business Continuity model assist in better planning for the disaster or any type of troubles faced by the organization. Most of the time when the organization faced complication, pre-plans the problems face. The respondents gave importance for the business continuity model to fetch the troubles as in Information Technology field; there is always the risk for the disasters. So, to avoid any complications IT organization have applied BCM.

3. **What are the reasons of your organization to consider adaption of BCM in your organization is importance?**

The responses for the adaption of business continuity model shows that people have applied it into their organization to assure the safety measure. IT organizations have faced much type of complications (Hacking, Data burst or backup problems etc.) that most of the time make the organization to lose the data identity. So IT organizations have always applied the BCM into the organizations.

4. **Is BCM incorporated and aligned with organization business processes and projects life cycle?**

BCM included the plans and the phases of the safety measure that directed towards the security of business. BCM have made the organization to assess the business processes as well as to assess any type of risk associated with it. The respondent said about their organizational internal resources that are uses for the strength of the business to works better to increase the vitality of the business while taking initiatives for the risks as well as by better use of resources.

5. **Is the BCM aligned with your organization Strategic Planning?**

The respondents are in the favour for the alignment of BCM with the strategic planning of the organization. They said that some of time they have faced complications while adopting the BCM but most of the time it is in the favour for our business.

6. **So What do you think about the alignment of BCM with Strategic Planning to improve organization operations, perceptions, performance, readiness for crises, etc.?**

The responses for the respective questions are different but end with the similar crux about the success of the business. The respondents said about the planning for the business to gain the initials that will recognize the problems before they incurred into the business. The BCM makes able to connect the processes of the business at each level that reduces down the chances for the risks associated with the business. The IT

profession needed to profound for continuity model to make sure about the protection of business from various disasters so it is aligned with each process to detect the problem at which they are being incurred so that to rectify it quickly.

7. What are the strategic actions does your organization take into consideration to adopt BCM in your organization?

The respondents said that IT profession is quite complicated and involved the different type of the problems associated within it. There are various types of strategies that have influence over the profession to avoid the problems so the BCM adopted to maintain the business environment to run as it is as thought to run it. The respondent said that they have strategies while analysing the weak and core points to maintain the smooth running of the organization. This in turn come-up within the BCM model for which the organization have maintain the strategies in alliance with the organization actions.

8. In terms of the organization and society culture; how were the considerations of BCM and Strategic planning alignment and achieved in terms of the organizational culture and teams?

The organization culture is considered to be important while adopting or preparing any strategic plan or action. always top into our mind to consider the culture of our organization in context of taking any action to make sure about the suitability of the plans and the strategic action. The culture is taken into account in within the context of working, planning and the organizational setup so that they directed towards the continuity of the business.

9. Does your organization conduct an awareness programs for BCM? If yes how does the organization ensure and validate that everyone in the organization is aware of their accountabilities for BCM?

Some of the respondents said about it is management level activity and some of them said they have arrange the seminar into their organization while awarding the people about to use their skills for avoiding the business complications or collectively workout on whenever they have faced the troubles. The people working into the organization also make sure about the understanding and developing knowledge for BCM so that to authenticate the problems and their solutions.

10. What is your expectations and vision as well for the on the coming years relating to the BCM?

The respondents responded about the collective efforts of team and see their business activities to run smoothly while adopting the plans and the action implementation. No doubt, there are many of the risk associated with the business and many of the time businesses have to face the complications without any prior information especially into Information Technology sector. Thus, to align with the strategic goals and for the accomplishment of the objectives, BCM considered being more effective for the IT organizations. As part of research, focus group session was organized with the people related with the field of information technology as shown in Table 2. The participants are provided to give the responses in group discussion with the motives of:

- To understand the motives of the people working with IT profession for BCM.
- To understand the impact of BCM with the context IT profession.
- To understand the significance of BCM for disaster planning and recovery evaluation.

Table 2. Focus Group Respondents / participant Demographics

Particulars	Participants
Number of participants	7
Gender	Females: 3 Males: 4
Age Group	21-25 years: 2 26-30 years: 3 31-35 years: 2
Experience	1-3 years: 2 4-6 years: 4 7-10 years: 1

Outcome (1): To understand the motives of the people working with IT profession for BCM

The motives for the selection of BCM into their professional field for business consistency are working around the following outcomes:

- To focus on the risk initiatives.
- To pursue the smooth running of the business processes.
- To learn more about the risk involved into the business.
- To transfer the risk level from maximum to minimum.
- To reduce down the cost of business incurred with the disasters at the starting level.

Outcome (2): To understand the impact of BCM with the context IT profession

The discussion provides the deep insight about the BCM for IT field profession. The participant involves into the discussion provides that BCM assist in management of the business process with the certain involvement of the planning for the various type of the risk involved within it. Also they have sometime troubles related with the management of the business processes as IT field involves the complications. So BCM provides the protection to evaluate the problems and maintain the consistency of the business.

Outcome (3): To understand the significance of BCM for disaster planning and recovery evaluation

Businesses especially Information Technology needed to be evaluated from time to time to know about the weaknesses and to know about the risk involves within it. The participants were in the favour to adopt the Business Continuity model in which their business is examine for each process and each aspect of IT to maintain the context of work and management of IT to avoid the effect of risk involved. The list is drafted for the various type of disasters or risk that can be incurred or that can be faced by the organization that directed towards the preparation of the planning in against of risk. BCM always makes the organization (IT) to maintain the strength as well as a protected wall in against for the unfortunate events. So, it is always proved to be significance for continuity of the business.

4.1 Correlation Test

The correlation analysis is performed to know about the strength of the relationship in between the variables. The sign of positive and negative shows the direction of the relationship, as shown in Table 3.

Table 3. Correlation Test

	BRI Factor	BRA Factor	ITD Factor	DP Factor	BC Factor
BRI Factor	1	.310*	.155	.582**	.400**
BRA Factor		1	.370**	.675**	.746**
ITD Factor			1	.202	.369**
DP Factor				1	.564**
BC Factor					1
*. Correlation is significant at the 0.05 level (2-tailed).					
**. Correlation is significant at the 0.01 level (2-tailed).					

The correlation test is conducted to know about the relationship in between the variables to one another. The result shows that variables have low or weak relationship with one another. Business risk initiatives have only 31% relationship with Business Risk Analysis, 15.5% with IT development whereas the relationship of BRI with Disaster planning is 58.2% and with the Business continuity is 40%. The variables should have the weak relationship with one another so that they are not represented the similar concept. The same concept are represented by the other variables for the relationship or the strength of relationship to one another that how much they are related. In the Business Risk Analysis, it has weak relationship with IT development that is 37% while it has strong relationship with disaster planning and continuity of the business. As the analysis is related with the disasters and the continuity of the business so that it has the strong relationship with them.

4.2 Regression Model

The regression model is applied to know about the future impact of independent variables (IV) on the dependent variables (DV). As our research is on the business continuity and disaster planning; so, the regression is applied on the data, which collected through questionnaire for the factors, which lead to increase in the business continuity and disaster planning. The hypotheses are tested on the regression bases, as shown in Table 4. The following regression equation is used for the research:

$$Y = a + b1X\ 1 + b2X\ 2 + b\ 3X\ 3 + b\ 4X\ 4$$

Y = Business Continuity (Dependent Variable).

A = Constant (value of DV when IVs are zero).

B= per unit change into DV with respect to IV.

X1= Business Risk Initiative (IV).

X2= Business Risk Analysis (IV).

X3= IT development (IV).

X4= Disaster Planning.

Table 4. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.831a	.690	.663	.34129
a. Predictors: (Constant), DP, BRI, IT, BRA				

The model summary shows the result of correlation (R), R-square and adjusted R-square. The correlation represents the variables relationship with the intensity of the change and direction of the change. Intensity of change means that how much the dependent variable is changed with the change in the independent variables and the direction of change tell us about the positive and negative direction of the variable. The table shows that the independent variables are 0.831 are in the connection with dependent variables. This result shows that with the change in the independent variables collectively, the dependent variable is changed with 83.1%. As this result is positive it means that the IVs and DV is changed in the same direction. The coefficients table 5 below shows the hypothesis testing. Hypothesis testing is conducted to know about the impact of independent variables on dependent variable. It is associated with the regression equation but the significance value shows the hypothesis result that has been assumed for the study.

Table 5. Coefficients table

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.236	.505		-.466	.643
	Business Risk initiative	.041	.128	.032	.324	.747
	Business recovery Analysis	.292	.145	.271	2.016	.050
	IT Development	.846	.163	.665	5.178	.000
	Disaster Planning	-.115	.126	-.109	-.911	.367
a. Dependent Variable: BC						

The result of hypothesis testing shows that when all the independent variables have zero value (no effect) on dependent variable, the business continuity will be decreased by 0.236. The result is insignificant for the respective model. The first independent variable is business risk initiative. The result shows that with the change in one unit of this factor, the business will be continuing with the value of 0.41. The hypothesis (H1) is rejected for this variable. The second variable is Business recovery Analysis. The regression analysis shows that with the change in one unit of this factor leads the business continuity with 0.292 in the positive direction. The hypothesis (H2) for the respective study is accepted as per the significance value is 0.05. The third variable is Information Technology development. The analysis shows that with the change in one unit of this variable, the business continuity will be increased by 0.846. The hypothesis (H3) is accepted for the respective variable being the significance value is 0.000. The last variable is disaster planning. The result shows that with the increase in one unit of disaster planning can lead the business continuity for opposite direction with the value of 0.115. This might be because of the low sample size, the hypothesis (H4) is also rejected for the respective variable. The below table 6 shows the hypothesis result that have been assumed for the study.

Table 6. Hypothesis Testing

Hypothesis	**Accept/ reject hypothesis**
H1. "Business risk initiative have significant impact on business continuity and recovery from IT disasters"	(p-value 0.747) > 0.05 Hypothesis is rejected
H2. "Business recovery analysis have significant impact on business continuity and recovery from IT disasters"	(p-value 0.050) = 0.05 Hypothesis accepted
H3. "IT development have significant impact on business continuity and recovery from IT disasters."	(p-value 0.000) < 0.05 Hypothesis is

	accepted
H4. "Planning have significant impact on business continuity and recovery from IT disasters."	(p-value 0.367) > 0.05 Hypothesis is rejected

5. DISCUSSION AND FUTURE WORK

Spotting the current grade of the organizational disaster planning and business continuity is somehow challenging but not incredible. Different perspectives are taken into account to accommodate the information fractured out and implement for the change in the organization. The statistical data analysis for the various characteristics of the disaster planning had taken into account to eccentric the information. The attained result expresses the different angles of business continuity and evaluated on the basis of four factors having variable separately to know the privileged meaning of aspects. The analysis shows that the point at which organization have edge is their planning for the various risks and disasters. The business risk initiatives are actually organizational certain planning and working context for which disasters are controlled under the different circumstances. The businesses have to follow the planning as per the data analysis shows the average for 3.92. The response is for the application of organization planning in against of risks involved into the businesses. The business recovery appeared with respect to the leaders control on the department. Most of the planning performed by the department are in teams of different skilled persons as per the development of Information technology section. This is one of the most effective tools of business continuity, which can be used to alter the disasters. These directions of IT will integrate the whole organization to assist sound contributors in conducting the suitable level of coordination at the appropriate times in the performing the working operations. Thus, the disaster planning and business continuity have much more importance into the businesses. The organizational environment in the present world has created the certain complications within the prospects of planning for disasters and planning. In the organization, people are working with the full of energy and the intellectual abilities to develop Information Technology while with the support of the business leaders who backing them in planning. To come up with challenges faced by the organization with the consideration of the environment, the following are some of the recommendations: Organizational people are inclined their learning while digesting the capabilities for planning into the Information technology to evade the risks and disasters. The planning involves the opinion of the people and the values of the organization for the continuity. The planning should be done in the group or in a team to enhance the learning capabilities for which the people are more committed about to sharing of the ideas to avoid any uncertainty. The businesses needed to be creative in accordance to fulfil the mission the vision of the organizations within which they are working for and to share the commitment with the foster collaboration. The communication should be adjacent within which all the people are flexible to ready for ideas presentation. It is no denying a fact that the continuity of the business is considered to be more significant, while adopting the different planning and evaluation phases. The current report is prepared in accordance to disaster recovery and their evaluation rounded in between the Information Technology sector. The further work can be carried on while taken into account the disaster evaluation and the strategic actions of the company as well as by taken into account the impact of strategic action on the performance of the IT sector. The performance elements can be considered for the future study by considering the after evaluation effect. In conclusion, this study develops the framework for IT based internet systems for information sharing in times of disaster and crises. The various forms of analysis incorporated into this study such as SPSS analysis and the research methodologies such as interviews, focus groups, questionnaires. It is seen that business risk has a significant impact on business continuity and recovery from IT disasters, and IT development along with planning and sufficiency also greatly reduces business continuity and the ability to respond to crises.

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